SELECTUSA TECH BOOTH SPECS

Exhibitor Portals

In order to build your virtual booth and ensure that your participation is successful at the Investment Summit, you will need to review and complete each tab in your exhibitor portal. Your portal link will be sent to you by show management after your application has been accepted (if you have not received your link, please reach out to show management at support@selectusa-summit.com). Below is a list of common tabs that you will see in your portal and will need to review / complete.

Exhibitor Information

This tab houses the following information that will be pulled over to your Virtual Booth. Please ensure each item is complete and accurate to how you want it to read in your virtual booth listing. You may complete and/or edit these details by simply clicking "Edit".

- Company Name *(Locked)*
- Website Address
- Company Overview

If you need to update your company name or any other locked field, please reach out to show management at support@selectusa-summit.com. Your company overview should be one sentence in length, such as your mission, slogan, solution, or vision statement.

Note: This tab also includes specialty Exhibitor Filters that can be used by attendees to filter through booths in the SelectUSA Tech Hall. Filters include market, stage of development, organization size, and industry.
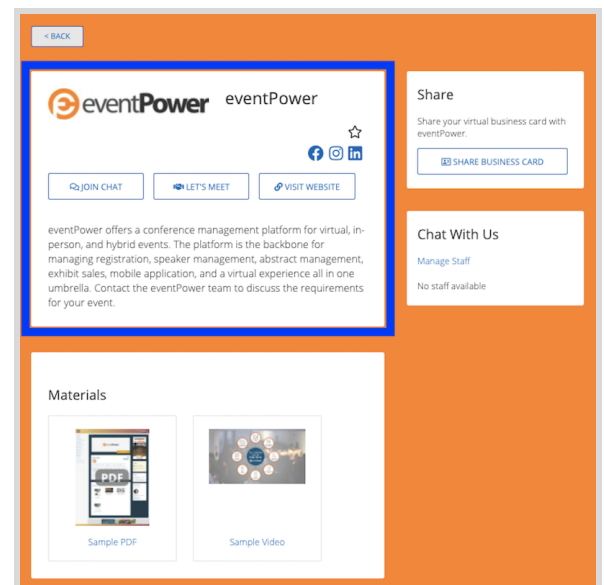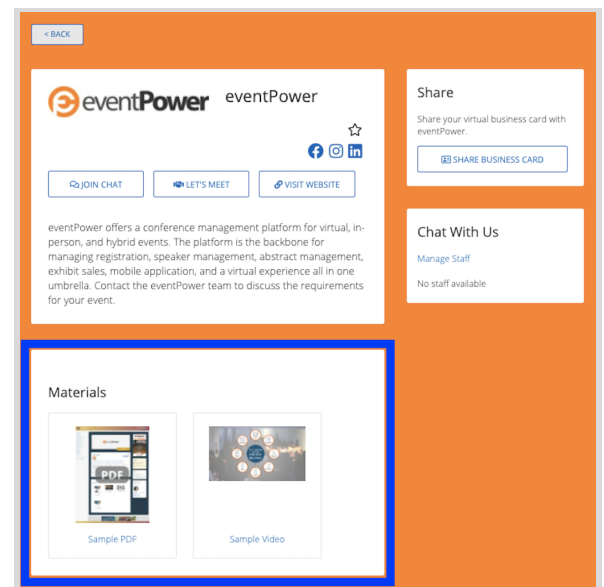
Product Marketing

Below are the specifications for your materials. You are permitted to upload 1 three-minute in-depth product demo video and 1 digital PDF (flyers, handouts, press releases, etc.).

Please ensure your virtual exhibit marketing materials are uploaded with the following specifications (add items by selecting "Add Materials").

PRODUCT MARKETING VIDEOS

1. Upload Video Requirements
    - File Types Accepted: .mp4, .mov, .avi, .mpg, .mpeg
    - Max File Size: 250MB
    - Video Resolution: 480p, 720p, 1080p. Videos will be downscaled to 720p (HD)
2. Link Video Requirements
    - If your video is already hosted on a web-based platform, simply provide the link to the video. Videos hosted on YouTube or Vimeo will be automatically embedded into your virtual profile.
    - Videos hosted on other platforms will be made available via a link.

PRODUCT MARKETING DOCUMENTS

1. PDF (Document) Requirements
    - File Types: .pdf only
    - Max File Size: 30MB

Releasability Statement: Although videos and documents will be made available only to registered attendees to the event, please be sure any documents you provide are publicly releasable and do not contain any confidential or proprietary information.
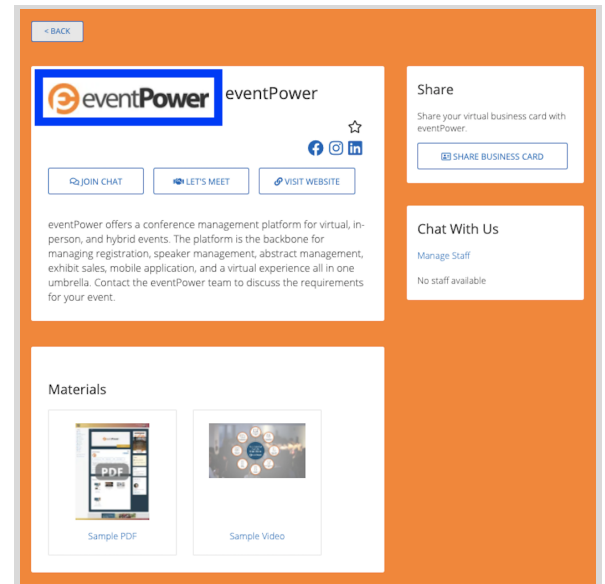
Logo

Please ensure your logo meets the following criteria for inclusion in the program guide and online advertising:

- **File Format:** vector .eps file with all fonts converted to outlines.
- **Color** Format: 4-color (CMYK) logo.

Note: All art files are checked by production for suitable file format.

Virtual Booth

You have the option of uploading a background image to further brand your booth. The background image will fall behind the content and will be repeated vertically. Background image is optional.
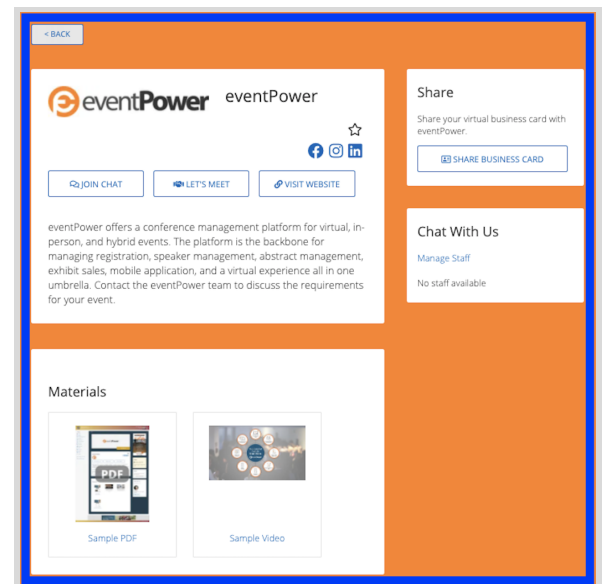
Background Image
- Image Size: 1280 x 720px
- Max File Size: 50MB

Or, you have the option of providing a clean look to your booth by selecting a background color.

Background Color
- Enter Hex Color Code (Example: #aa33bb)
- Note: If you have provided a background image, you do not need to provide a background color.


Note: You will be able to view a sample booth as well as preview your virtual booth under this tab. This will help you visualize how your booth will be presented on the virtual platform.

Social Media

Add your social media links (i.e. Facebook, Instagram, Twitter and YouTube) under the Social Media tab. Please make certain to enter **https://** when entering your social media links.

NOTE: *You are not required to upload a background image/color or your social media links to your exhibitor portal. If you do not upload items under the Virtual Booth or Social Media tab within your portal, these items will not populate inside your virtual booth.*
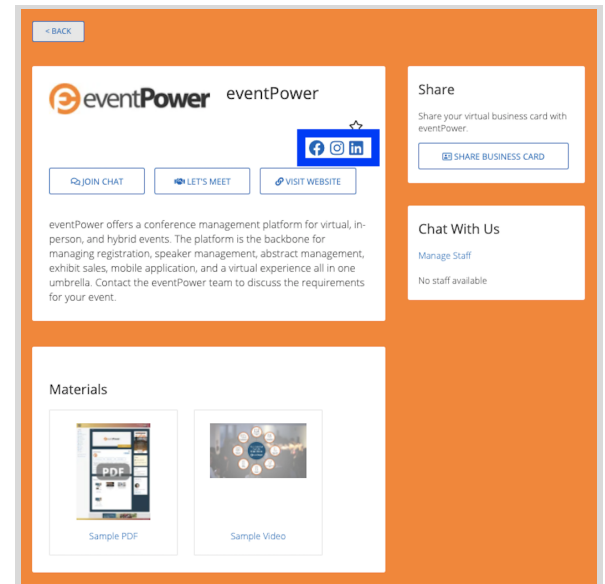
Best Practices & Tips

1. Ensure all tabs in your Exhibitor Portal are reviewed and accurately completed.
2. Preview your virtual booth in your portal as you upload and complete your exhibitor portal to ensure your data is displaying correctly.
3. Enable your booth staff chats in your virtual booth, once you have access to the platform, by selecting "Manage Staff" on the right-hand side of your listing.
   a. Please ensure you always have at least one of your team monitoring the booth chat at all times.
4. Ask attendees to share their virtual business card with you.
   a. In order to receive attendee contact information, they must share their virtual business card. You will be able to view a list of these attendees in your company's Exhibitor Statistics / Reporting.
5. Reach out to attendees (attendees can be viewed under the "Networking with Participants" tab in the navigation bar of the virtual event) to start a conversation, schedule meetings, etc.
6. Download your Exhibitor Statistics. This may be done in your Exhibitor Portal or through the event platform under the Exhibitor Statistics tab.
7. Keep your virtual exhibit profile up-to-date (even after the event).
   a. Even though the event ends on a certain date, the platform will still be open to exhibitors and attendees for a specific amount of time. Be sure to check with show management to get the official event closing date.
8. Reach out to show management at support@selectusa-summit.com if you have any questions to help prepare you for success!