



**Exhibit & Sponsor
Opportunities Now Available**



[IAAPA.org/VirtualExpo](https://iaapa.org/VirtualExpo) | **JULY 28-30, 2020**

IAAPA'S NEW VIRTUAL EXPERIENCE

July 28-30; 4 hours of live event content, ability access on demand



- 3-day, immersive event
- 9 Education sessions with live Q&A and interactivity
- Virtual trade show floor to interact with global exhibitors and suppliers
- Opportunities to network through dedicated chat and discussion areas
- Event is free with IAAPA membership, \$200 price for non-members

MOCK EXHIBIT HALL



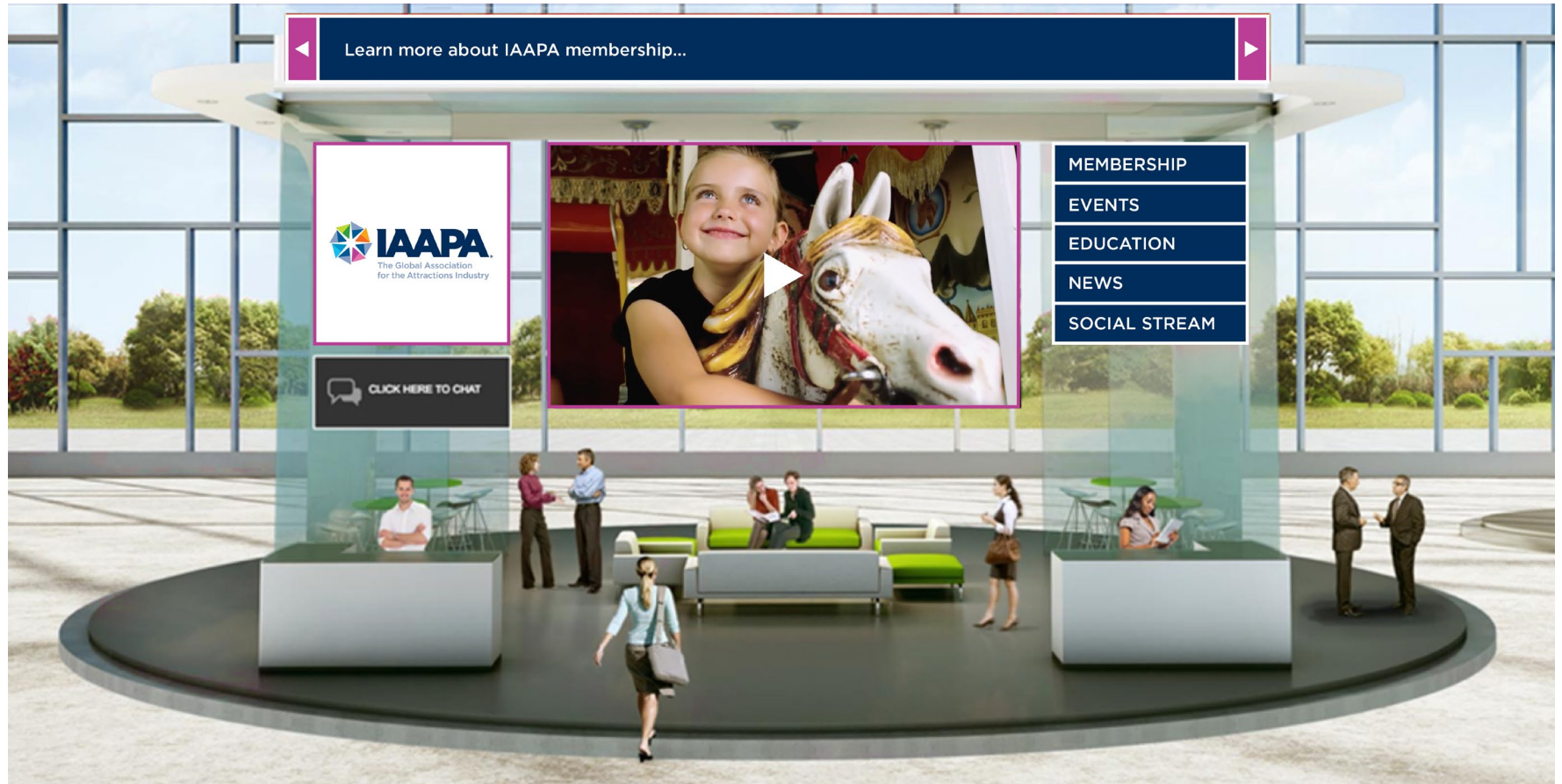
CONNECTING BUYERS & SUPPLIERS

Interactive booths showcasing products and connecting

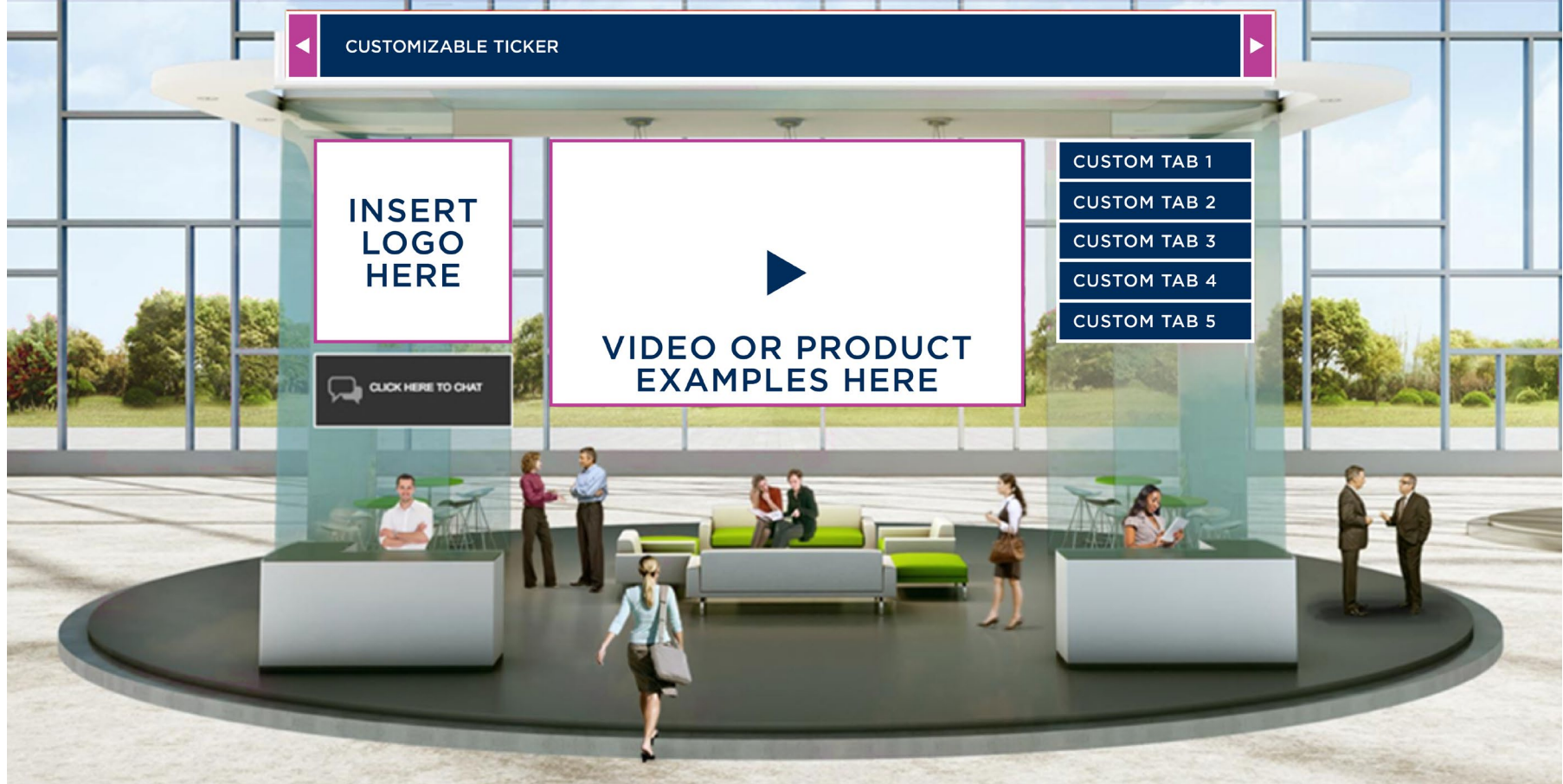


- Virtual trade show will feature several pavilions to help with buyer navigation and maintain larger booth sizes
- 3 packages available; enhanced packages include advertising and sponsorship options
- Booths can be customized to include videos, chat options, and links to content

MOCK BOOTH (IAAPA CENTRAL)



MOCK BOOTH





BOOTH BUILDER STEPS

Select a Space

Sponsor Space

1	Name
2	Style
3	Colors
4	Logo
5	About Us
6	Front Screen
7	Documents and Links
8	Tab Content
9	Staff
10	Search Words

REMINDER: Click 'Apply Changes' after every step.

Booth Name: Type in the name of your booth.

Booth Style: Choose from either of the three layouts: Vertex, Quantum, or Elevate.

Booth Colors: Choose the primary and secondary colors of your booth tabs. Primary will apply to tab backgrounds, secondary will apply to font color.

Booth Logo: 200x200 pixels

About Us: Tell us about your booth! Do not use special characters (% , & , * , \$, @ , () , " "). Best practice is to keep this text under 250 characters.

Front Screen Welcome Image/Video: Optimal size for image is 484x272px (.jpg, .png files) – under 10MB for video file (.mp4, .flv files).

Documents and Links: Upload all downloadable content and/or add links that you would like available for attendees here. You may upload any type of file except .exe files, but best practice is to stick with .PDF files, as these file types will be universally recognized on all systems and browsers.



BOOTH BUILDER STEPS *continued*

Select a Space	
Sponsor Space	
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Tab Content: As a standard, booths are set up with the following tabs: Documents and Links, Message Board, Video Collection, External URL, Live Chat, Social Media Feeds, and Survey. You may change the verbiage and display order of the tabs (character limit for tabs = 25 characters including spaces).

Video Collection: Think of this as your own YouTube channel! Feel free to upload an unlimited number of videos here. File size limit = 10MB per video file.

Marquee Message: Best practice is to keep this short and sweet. Limit 1 message per booth.

Staff: Contact the event booth manager and provide them with your staff member names and email addresses.

Search Words: Insert keywords associated to your booth and content to make your space more searchable throughout the virtual environment. Separate each word/phrase with a comma only, no spaces.



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