



## IAAPA Virtual Expo: Asia Exhibitor Bulletin #1 – June 17, 2020

请见下面的中文翻译

Thank you for contracting to exhibit at the first IAAPA Virtual Expo: Asia! While we are still finalizing the show configurations, we can provide a preview of what to expect to set up your virtual booth, register your exhibit staff, and prepare for the live event. As soon as the system is ready to go, we will send the login information and full details. We look forward to making this a great inaugural event!

### SHOW DATES & ACCESS TIMES

While there will be “live” hours that we recommend you be present in your booth to interact with attendees, the system will be available 24 hours during the access dates. You do not need to staff your booth at all time but be aware the platform is still open so there may be visitors to your booth. Your staff are welcome to login in at any time during the access dates.

**Live Dates:** July 28-30, 14:00 – 18:00 China Standard Time

**Access Dates (24 hours):** July 28 – August 5

### COMPUTER TIPS

Be sure your system is ready to go before the Expo begins. Here are the [system requirements](#). You can also run a system check [here](#).

### BOOTH SPACE BUILDER

The Space Builder is the interactive application where you will design and configure the look and feel of your booth space. Using pre-defined styles, unlimited color palettes and a variety of existing content, the Space Builder will allow you to easily configure your own unique combination of pre-defined and custom elements to make your exhibitor space an exciting, one-of-a-kind experience for every attendee. **Exhibitors may upload a maximum of 99 files throughout the entire Booth Space Builder.**

Features you will be able to include are:

- **Welcome Video** that will automatically play when attendees visit your booth (**File Size: under 10MB**)
- **Company Logo** featured on the floor plan
- **About Us** company description that is visual to attendees when they mouse over your booth on the floor plan
- **Documents and Links** which will make up most of your content (**File size: 500MB per file**)
- **Video Collection** in addition to the Welcome Video, you can provide a variety of videos about your company and products (**File size: 500MB per video**)
- **Search Words** to make it easy for attendees to find you (**Up to 99 search words**)

Feel free to view the Tutorial Video [here](#) but note not all features shown will be available for IAAPA Virtual Expo: Asia. Click [here](#) to find the preferred file formats and other requirements that may apply when you are building your booth space.

### EXHIBITOR REGISTRATION

Each exhibiting booth may have up to 10 staff registered with their booth. These 10 people will have access to manage the booth during the dates of the IAAPA Virtual Expo. Note that while the live dates are 28-30 July, the platform will remain open until August 5. During the open show hours (2-6 p.m. China Standard Time, July 28-30), they will be able to interact with attendees visiting the booth. In addition, each staff person can also be a part of the live show, attending live and on-demand education sessions, visiting the virtual trade show floor, and the digital networking lounge. During the Space Builder process, you will be able to add your staff and then each can complete their own profile.

### EXHIBITOR CHAT ENGINE

The Exhibitor Chat Engine is where you and your staff will likely spend most of your time during the open show hours so you can interact with attendees visiting your virtual booth. We will provide detailed instructions how your staff can set-up their profiles and use the Chat feature during the show.

### ADVERTISING OPPORTUNITY

Exhibitors who've selected packages #2 or #3, get advertising in the Funworld Virtual Edition supplement for Expo Asia. See the ad [specifications](#), and take advantage of the digital ad [enhancements](#) now available. The deadline is **July 17**.

Plus, exhibitors qualify for exclusive publicity via The Show Daily for IAAPA Virtual Expo: Asia. But act fast, only one advertiser can obtain this significant profile-raising opportunity. The Show Daily will be distributed to expo participants during the expo to deliver your message alongside stories, news, and information. Get an elite top leaderboard and side banner on the home and news story pages. Include URLs for your website, products, and video. View the [prototype](#), and inquire for cost. See our [media kit](#) for advertising opportunities to reach IAAPA members, including attraction's owners, operators, and buyers worldwide. Contact IAAPA's ad sales team [Brian Skepton](#) or [Michelle Williamson](#) for more information and reserve space today.

### SPONSORSHIP ENHANCEMENT OPTION

Sponsors who have selected package #3 option 2 receive their 30 second video showcased at the start of one education session that has already been assigned. The deadline to send your video for approval to [Emily Popovich](#) is **July 15**. Acceptable file formats: .mp4, .avi, .wmv, .mov, .flv. Other specifications: h.264 encoding, and 1920x1080 resolution preferred. Reminder: IAAPA cannot accept any videos showing riders with their hands in the air.

Please review the **IAAPA Intellectual Property Guidelines** [here](#).

Thank you for your support and patience as we provide all the details you will need to have a successful IAAPA Virtual Expo: Asia. If you have any questions in the meantime, please contact an IAAPA representative:

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**IAAPA 線上博览会：亚洲**

**参展商通告#1 – 2020 年 6 月 17 日**

感谢貴司参加首届 **IAAPA 線上博览会：亚洲**！我们现正对博览会配置作最后的校对，但在此期间，我们将提供整个活动在设置展位、登记展览人员以及为博览会作准备的概览。当系统准备就绪后，我们将发送登录信息以及更详细的参展资讯。我们热切期待着是次线上博览会的成功！

**博览会日期和访问时间**

线上博览会的官方会期为 7 月 28 - 30 日 中国标准时间下午 2-6 时，在此其間我们建议各参展商在展位中与会者交流。

此外，博览会平台将在下列访问日期 24 小时开放 - 在此期间您无需一直为展位配备展位代表，但请留意平台仍处于开放状态，因此可能会有与会者访客貴司展位。展位代表可以在访问日期间随时登录平台。

**官方会期：**7 月 28 - 30 日 14:00 – 18:00（中国标准时间）

**访问日期（24 小时）：**7 月 28 日–8 月 5 日

**电脑要求**

确保您的系统已准备好参与是次线上博览会。[按此查看系统要求](#)。您也可以在此[运行系统检查](#)。

**线上展位搭建平台**

线上展位搭建平台是一个互动式的应用程式，您可以在其中设计和配置展位空间的外观和内容。使用精心设计的展位模板，无限的颜色和各种线上内容，线上展位搭建平台可以让您轻松配置适合参展商的独特组合，令您和您的与会者可以在独一无二的参展空间中交流互动。请注意，参展商在整个线上展位搭建平台中最多可以上传 99 个档案。

您将能够使用的功能如下：

- 与会者访问展位时将自动播放的『欢迎视频』（需小于 10MB）
- 在展会大厅上显示的『公司商标』
- 当与会者将鼠标悬浮在你的展位时会显示的『关于我们』简介

- 构成您大部分内容的『**文件和链接**』功能 (每个文件需小于 500MB)
- 除了“欢迎视频”外，您还可以使用『**视频集**』功能提供有关您公司和产品的各种视频(每段视频需小于 500MB)
- 使与会者可以轻松找到您的『**关键字**』功能 (最多 99 个关键字)

[请在此处观看教学影片](#)，但请注意，教学影片中的个别功能并不适用于本次 **IAAPA 线上博览会: 亚洲**。  
[单击此处](#)参阅在构建展位时可能适用的文件格式和要求。

### 参展商及展位代表登记

每个展位最多可以配置十位展位代表。在线上博览会期间，这 10 个人将有权管理展位。请注意，虽然博览会官方日期为 7 月 28 - 30 日，但该平台将 24 小时开放至到 8 月 5 日。在博览会期间（中国标准时间 7 月 28 - 30 日下午 2-6 时），参展商将能够与展位内的与会者进行互动。

此外，每位展位代表均可浏览线上博览会、参与教育会议以及登陆线上交流分享室。在设置展位的过程中，展位管理员可以添加展位代表，其后每个展位代表都可以在登陆后设置自己的个人资料。

### 参展商线上聊天控制平台

参展商线上聊天控制平台是参展商与其展位代表在线上博览会期间的重要互动工具。大部分时间参展商将利用此平台与展位内的与会者互动。我们将提供详细的说明，以帮助您的展位代表设置其个人资料并在博览会期间使用聊天功能。

### 广告机会

选择了参展包 2 和 3 的参展商将获得一整页 **Funworld - IAAPA 线上博览会: 亚洲特别版** 的广告位。请参阅[广告规格](#)，并充分利用现有的[数字广告增强功能](#)。广告截止日期为 **7 月 17 日**。

此外，参展商有资格通过 **IAAPA 线上博览会：亚洲 Show Daily** 每日新闻进行独家宣传。只有一个广告商可以获得这一重要的广告机会，并在 Show Daily 首页和新闻报道页面上获得横幅广告和侧面横幅。广告可包括您的网站、产品和视频的 URL 链接，欲购从速。Show Daily 将在博览会期间分发给与会者，以将您的企业信息传递出去。查看[样板](#)，并询问费用。

请参阅我们的[媒体套件](#)，以获取向 IAAPA 成员，包括全球景点的所有者，运营商和买家推广的机会。请与 IAAPA 的广告销售团队 [Brian Skepton](#) 或 [Michelle Williamson](#) 联系，以获取更多预订信息。

### 赞助升级选项

选择了参展包 3 - 选项 2 的赞助商将在其已选择的教育会议中播放 30 秒的企业视频。请在截止日期（7 月 15 日）前将你的企业视频发送给 [Emily Popovich](#) 作审批。可接受的视频格式：

mp4 · .avi · .wmv · .mov · .flv 。其他规格：h.264 编码，且 1920x1080 分辨率为最佳。请留意：  
IAAPA 不会接受任何显示玩家在机动游戏上举起双手的视频。

[请按此](#)查看 **IAAPA 知识产权指南**。

感谢您的对 **IAAPA 线上博览会：亚洲**的支持和耐心。对于有关线上博览会的所有疑问，请联系以下相关人员：

#### **IAAPA 亚太办事处 - 香港**

张加扬先生

销售代表

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