



Exhibitor Profile Materials Checklist

The following items are included in your exhibitor profile. We encourage you to make the profile as complete as possible to encourage visitors to show interest. It will be helpful to collect the following items prior to setting up your virtual profile.

Company Name	This field will already be filled in but you can make edits														
Company URL	This field will already be filled in but you can make edits														
Embedded YouTube Video	Videos can be embedded from YouTube or Vimeo only. Multiple videos can be added to this section.														
Product Sector	<p>Instructions for embedding your YouTube video can be found here.</p> <p>You will select Product Sector and a list of industry categories will appear. we recommend selecting up to 5 categories. Your company/product will be searchable by category.</p>														
Company Description	<ul style="list-style-type: none"> • Headline is a brief description or tagline (140 characters max recommended. The best approach is to try and capture users attention using the shortest number of characters possible.) • Summary is a brief summary of your company (2000 characters) 150 to 200 words is the max recommended. Be concise to grab other users' attention! 														
Exhibitor Representatives	<p>The marketing contact for the event will receive a code and link necessary for registration. Registered exhibitor representatives will automatically be added to the company profile in a section called Teams.</p> <p>The first representative to log in will be considered the Administrator. The Administrator will be able to make the other representatives Administrators. Only Administrators can make changes to the virtual profile.</p> <p>You will begin to have access to the platform 3 weeks prior to the event. If you have not received your code or have questions, please contact Anita Joyce Wright, +1.646.392.7864</p>														
Products	<p>The number of products is dependent on the exhibitor package that you have purchased. Basic = 2; Premium = 5; Pro = 10</p> <p>Each product upload includes:</p> <table border="0"> <tr> <td>Image</td> <td>(200 px x 200 px)</td> </tr> <tr> <td>Headline</td> <td>Brief tagline describing product</td> </tr> <tr> <td>Video embed</td> <td>See video instructions above</td> </tr> <tr> <td>URL</td> <td>Either a URL specific to the product or to your company</td> </tr> <tr> <td>Document URL</td> <td>Link to a document such as a brochure or sell sheet</td> </tr> <tr> <td>Location</td> <td>Enter the country/region/area where your product/service is available.</td> </tr> <tr> <td>Summary</td> <td>Short Description of product</td> </tr> </table>	Image	(200 px x 200 px)	Headline	Brief tagline describing product	Video embed	See video instructions above	URL	Either a URL specific to the product or to your company	Document URL	Link to a document such as a brochure or sell sheet	Location	Enter the country/region/area where your product/service is available.	Summary	Short Description of product
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