



Event Name: _____

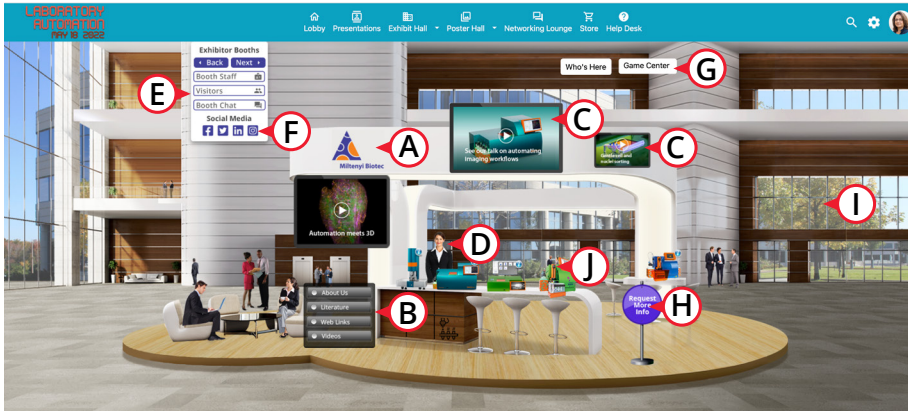
SETTING VIRTUAL EVENT BOOTH OBJECTIVES:

Rounds of edits are limited to 3 comprehensive reviews. Before you start, it's best if you have a clear idea of what you want attendees to gain by visiting your virtual booth.

Follow instructions on this form to ensure there are no delays in building your booth. You may use existing assets like your website, webcasts, videos, documents, graphics or surveys. We will then load them into your chosen booth template and you will be able to approve the final booth version prior to the show date.

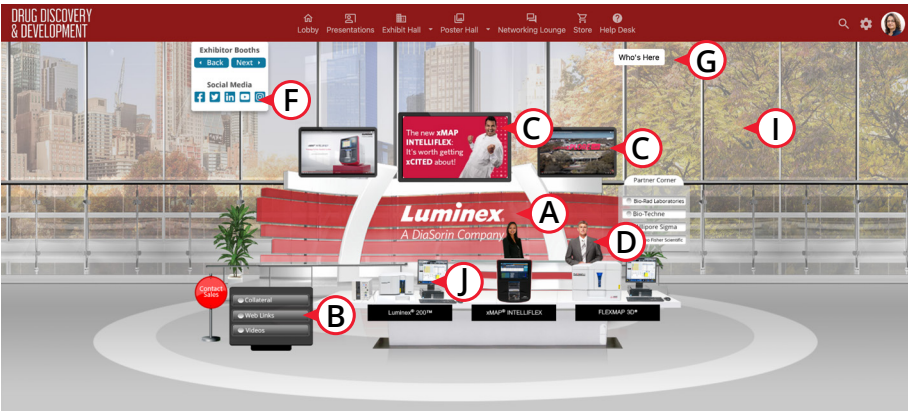
Please complete this form as much as possible **BEFORE** submitting.

- **BOOTH OVERVIEW**
- **BOOTH FEATURES**
- **BOOTH TEMPLATES**
- **BOOTH ASSETS**



OVERVIEW OF BOOTH DESIGN ELEMENTS AND INFORMATION

- A. Company booth logo
- B. Kiosk: up to 4 click-states
- C. Screen options:
 - Click-state
 - Static image
 - Rotating banners for interactivity or interest



- D. Image options for reps
- E. Booth chat functions
 - Booth Chat - Public
 - Booth Visitors - Room
 - Booth Staff - Reps
- F. Social media: up to 5 options:
 - Facebook, Twitter, LinkedIn, Instagram, YouTube, etc.



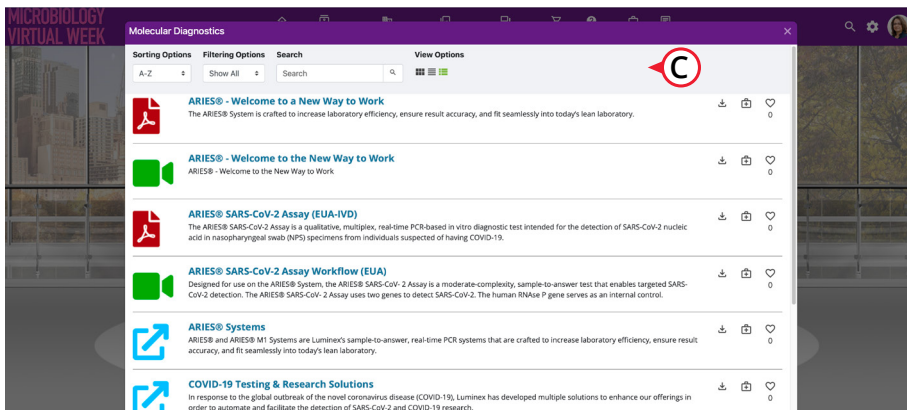
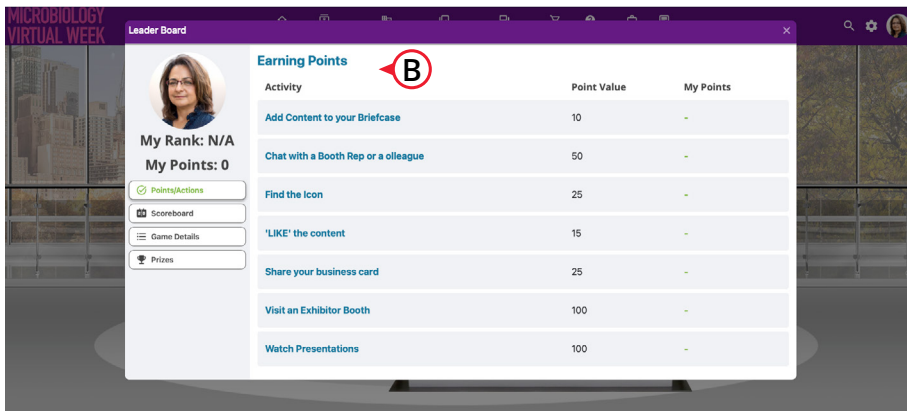
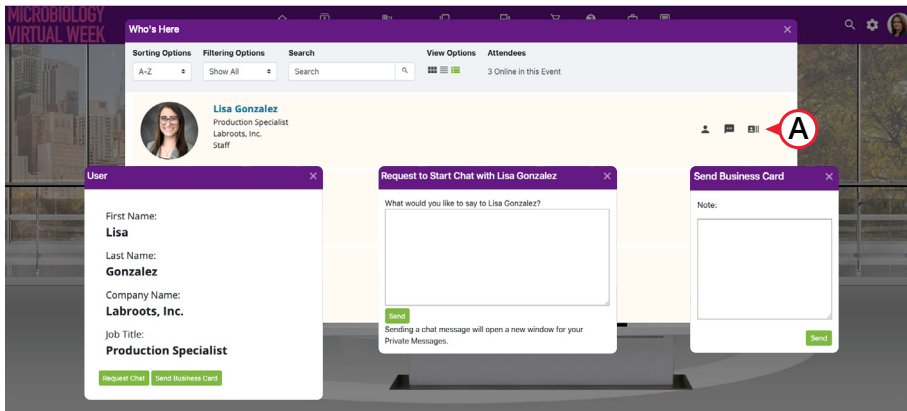
- G. Booth options:
 - Leaderboard
 - Rep contact
 - Public chat
- H. Call-to-action options:
 - Giveaway
 - Request a demo



- I. Image options:
 - Backgrounds
 - Windows
 - Floors
- J. Customization
 - Custom image
 - Product images
 - Click-states / links
- K. Booth greeting
 - Play a video
 - Image or audio

BOOTH FEATURES

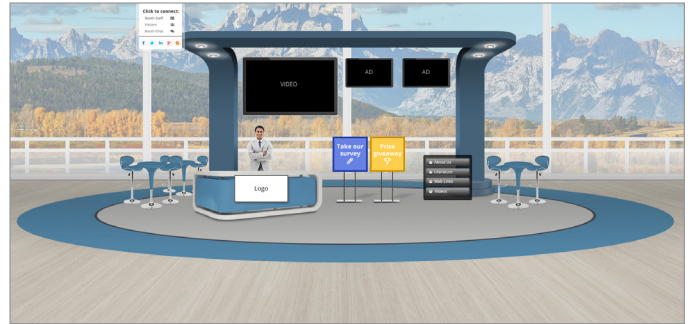
- A.** Who's Here:
 - Attendees event wide
 - Request a Chat
 - Send Business Card
- B.** Leaderboard
 - To encourage interaction, Labroots will place your booth on the Leaderboard and offer points to achieve
- C.** Content Screen
 - Almost any type of content can be included: Video, Audio, Download, URL link
 - Can be filtered/sorted by category, file type, rating, number of views
 - Downloadable files include PDF, ZIP, JPG, PNG



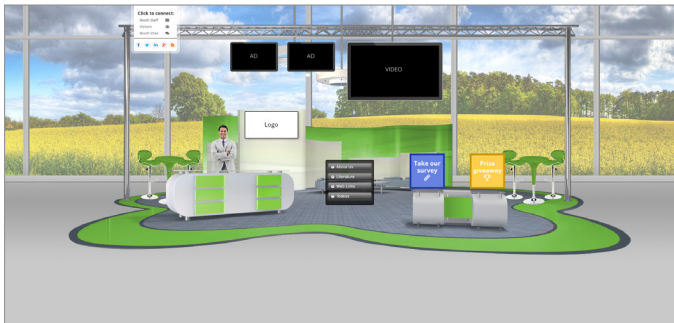
CHOOSE 1 OF 16 TEMPLATES AVAILABLE [SEE PAGE 11]



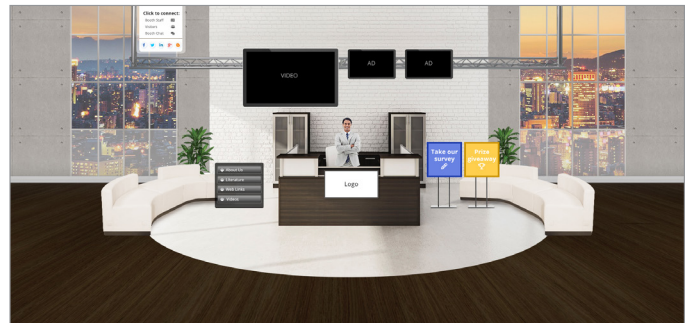
TEMPLATE #1



TEMPLATE #2



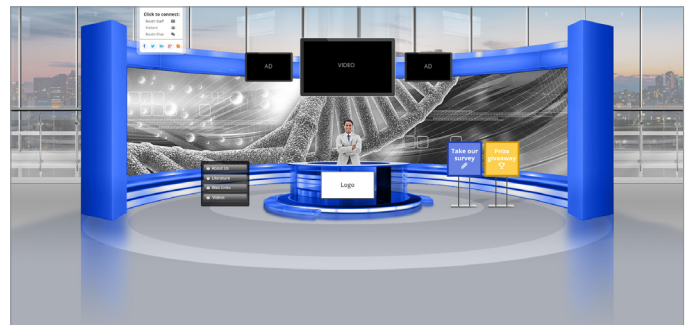
TEMPLATE #3



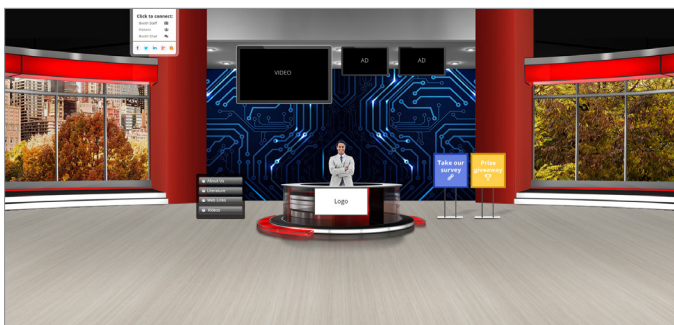
TEMPLATE #4



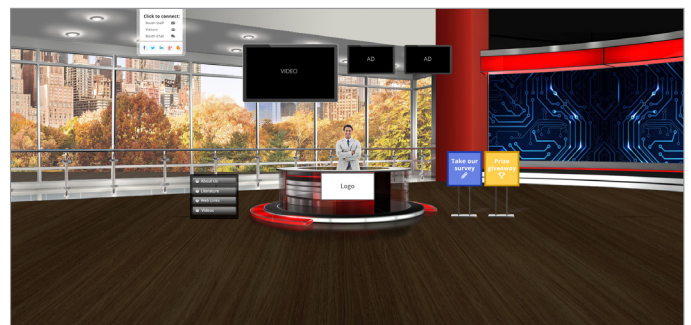
TEMPLATE #5



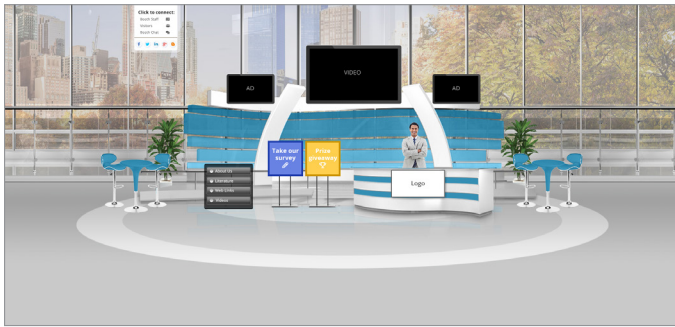
TEMPLATE #6
(interior booth image size 1256w x 324h)



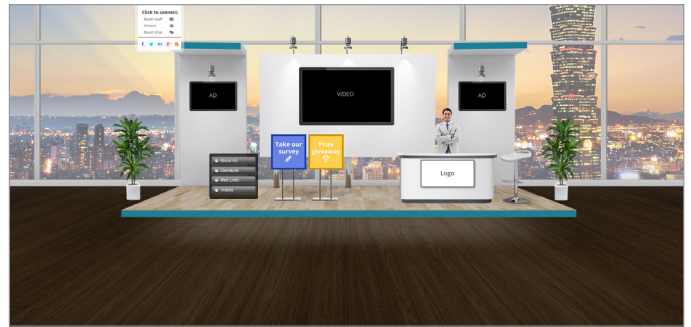
TEMPLATE #7
(interior booth image size 764w x 374h)



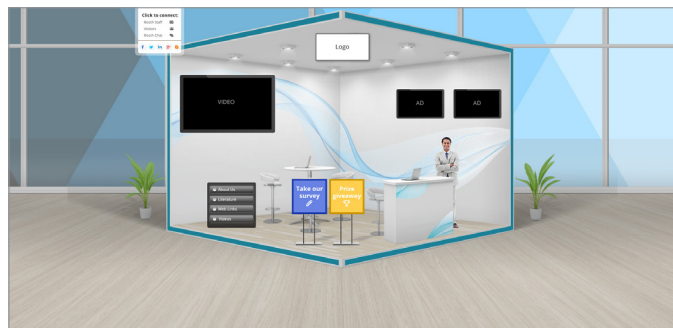
TEMPLATE #8
(interior booth image size 570w x 300h)



TEMPLATE #9



TEMPLATE #10



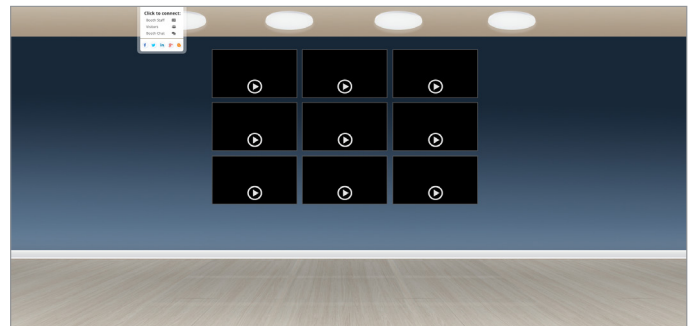
TEMPLATE #11

(166w x 183h image for reception; 483w x 487h image for walls)



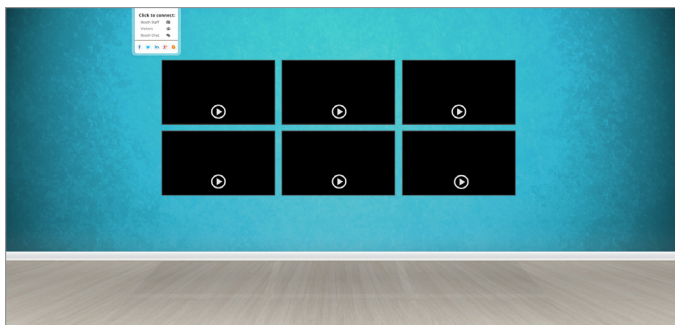
MEDIA WALL TEMPLATE #MW1

(background 1920w x 700h, four 323w x 184h media boxes)



MEDIA WALL TEMPLATE #MW2

(background 1920w x 700h, eight 242w x 188h media boxes)



MEDIA WALL TEMPLATE #MW3

(background 1920w x 700h, six 323w x 184h media boxes)



MEDIA WALL TEMPLATE #MW4

(background 1920w x 700h, nine 242w x 138h media boxes)

Choose 1 Window Option [SEE PAGE 11]



WINDOW #1



WINDOW #2



WINDOW #3



WINDOW #4



WINDOW #5



WINDOW #6

Choose 1 Floor Option [SEE PAGE 11]



FLOOR #1



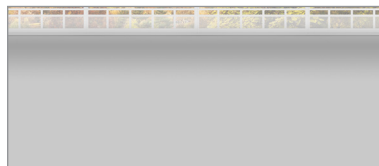
FLOOR #2



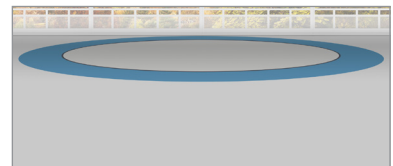
FLOOR #3



FLOOR #4



FLOOR #5



FLOOR #6



FLOOR #7



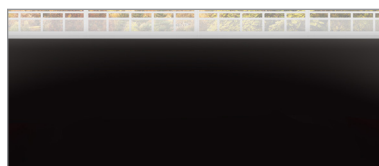
FLOOR #8



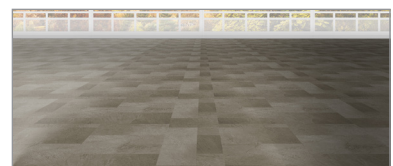
FLOOR #9



FLOOR #10



FLOOR #11



FLOOR #12

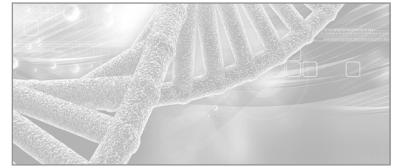
Booth Backgrounds appear behind booth template windows [SEE PAGE 11]



BACKGROUND #1



BACKGROUND #2



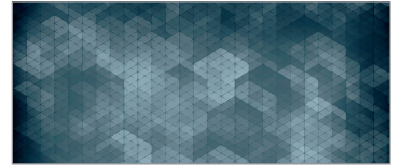
BACKGROUND #3



BACKGROUND #4



BACKGROUND #5



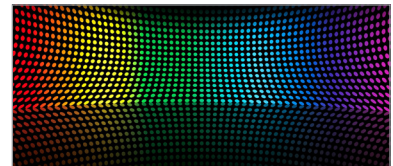
BACKGROUND #6



BACKGROUND #7



BACKGROUND #8



BACKGROUND #9



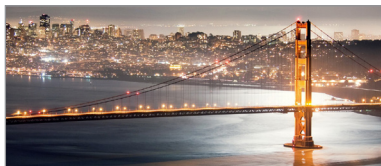
BACKGROUND #10



BACKGROUND #11



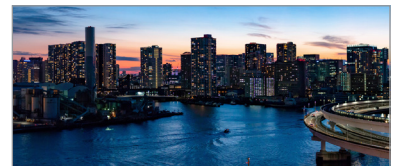
BACKGROUND #12



BACKGROUND #13



BACKGROUND #14



BACKGROUND #15



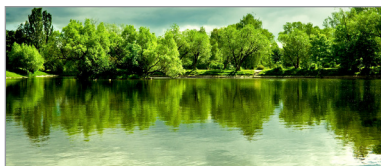
BACKGROUND #16



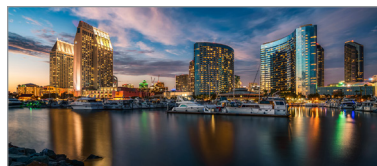
BACKGROUND #17



BACKGROUND #18



BACKGROUND #19



BACKGROUND #20



BACKGROUND #21

PROVIDE YOUR OWN BACKGROUND

Dimensions: 1920w X 1080h
TOP 600 PIXELS WILL BE VISIBLE

CLIENT PROVIDED BACKGROUND

Max Size: 3MB

File Format: JPG, PNG

Dimensions: 1920w X 1080h

Always Visible: 1920w X 600h

CHOOSE 1 BOOTH REPRESENTATIVE AVATAR [SEE PAGE 11]



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1. COMPANY CONTACT INFORMATION

Company Name _____ Date _____

Contact Name _____

Contact Email _____

Contact Phone _____ Website URL _____

Address _____

City _____ State/Province _____

Country _____ Postal _____

2. BOOTH NAME

Limit to company name or two words: _____

4. BOOTH REPRESENTATIVES

You may designate up to 3 people who will be working your booth during the event.

Rep Name:

Rep Email:

1. _____

2. _____

3. _____

5. BOOTH REPRESENTATIVE EMAIL

Representatives Email: Provide an email to allow visitors to send questions to the rep when they are not available for chat.

Email: _____

6. BOOTH CHAT

Offer a direct line of live communication for your booth visitors, to talk with your representatives in real time.

Booth Chat - Public

Booth Visitors - Room specific

Booth Staff - Reps.



EXAMPLE BOOTH - FOR REFERENCE ONLY

7. BOOTH TEMPLATE

8. BOOTH WINDOW

Number #: _____ [SEE PAGES 4-5]

Templates #6, 7, 8 and 11 interior booth image sizes are noted on page 4. Please provide appropriate sized image to update your chosen booth:

File Name: _____

NOTE: Template #MW1, MW2, MW3 and MW4 require a separate form. Please speak to your booth associate to obtain the appropriate form.

Window#: _____ [SEE PAGE 6]

9. BOOTH FLOOR

10. BOOTH BACKGROUND

Floor#: _____ [SEE PAGE 6]

Background #: _____ [SEE PAGE 7]

Custom Background:
File Name: _____

11. BOOTH REPRESENTATIVE IMAGE

This image of a representative will be within your booth. Rep Image # _____ [SEE PAGES 8-9]

12. LOGOS, CUSTOM COLORS

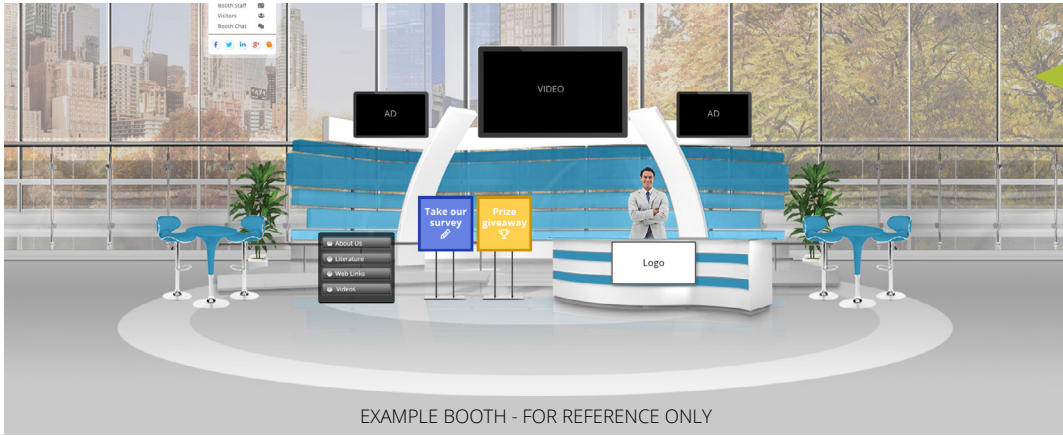
LOGOS

<input type="checkbox"/> WEBSITE LOGO (appears on exhibitor and registration pages)	<i>Max File Size: 25KB File Format: JPG, PNG, GIF Dimensions: 300w X 160h</i>	File Name: _____
---	---	------------------

<input type="checkbox"/> BOOTH LOGO	<i>Max File Size: 25KB File Format: JPG, PNG, GIF Dimensions: 150w X 75h</i>	File Name: _____
--	--	------------------

COLORS

<input type="checkbox"/> PRIMARY COLOR: _____ (HEX or RGB)	<input type="checkbox"/> SECONDARY COLOR: _____ (HEX or RGB)
--	--



EXAMPLE BOOTH - FOR REFERENCE ONLY

13. BOOTH GREETING

Booth greeting welcomes first-time visitors to booth.

Choose 1: On FIRST Entry into booth Plays from large screen Both

Choose 1:

IMAGE AND AUDIO

Image Max File Size: 3MB
 Image File Format: JPG, PNG, GIF
 Image Size: 1280w x 720h
 Audio File Format: MP3

VIDEO - HORIZONTAL FORMAT ONLY

Duration: 30 seconds to 1 min recommended
 Max File Size: 500MB
 File Format: MP4 or Video from Embed Code
 (YouTube, Vimeo, Ustream)

Image File Name: _____

Audio File Name, Video File Name or Embed Code: _____

14. BROADCAST MESSAGES

Two scheduled announcements can be sent event wide (excluding Auditorium) at a predetermined date and time. For multi-day events, only one per event day is allowed. Each of these announcements will link to your booth for increased engagement.

Up to 500 characters max including spaces.

ANNOUNCEMENT #1

Send on Date: _____, Time: _____

Announcement text:

ANNOUNCEMENT #2

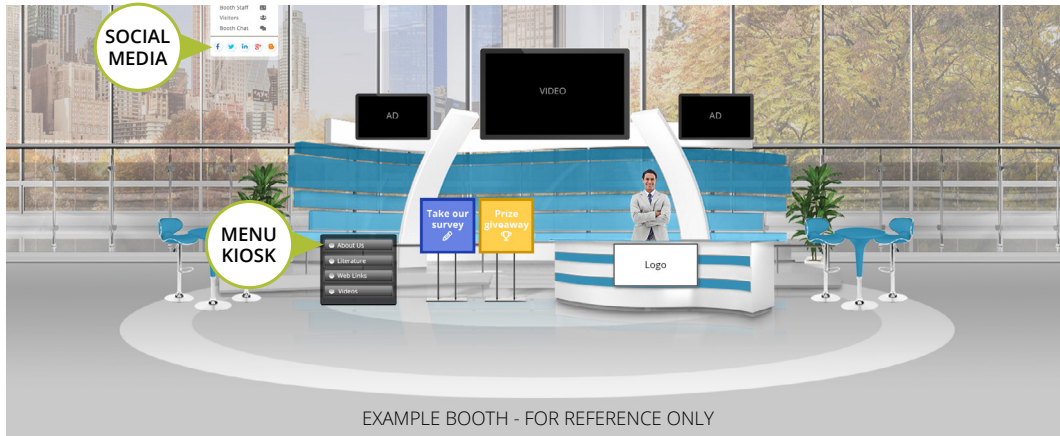
Send on Date: _____, Time: _____

Announcement text:

ADDITIONAL MESSAGES ARE AN ADDITIONAL COST. PLESASE CONTACT SALES REP FOR MORE INFORMATION.

If more announcements are needed, please CONSULT YOUR SALES REPRESENTATIVE and attach a separate file.

File Name: _____



EXAMPLE BOOTH - FOR REFERENCE ONLY

14. SOCIAL MEDIA

Only 5 Social Media options can be shown at one time.

- Facebook: _____
- Twitter: _____
- LinkedIn: _____

- Instagram: _____
- YouTube: _____
- Other: _____

15. MENU KIOSK

This is the primary booth source where attendees can access various media you provide for the booth. You can have up to four categories here. **Standard Menu text is included, but alternative text is available. 1 line of text can accommodate 13 characters including spaces. Words longer than 13 characters will be truncated.**

- About Us - or alt text: _____
- Literature - or alt text: _____
- Web Links - or alt text: _____
- Videos - or alt text: _____

ABOUT US

Choose 1

- Link to URL: _____
- Text Description: 2,000 characters max including spaces



EXAMPLE BOOTH - FOR REFERENCE ONLY

16. SMALL SCREEN #1

Choose 1: Text Static Image (JPG, PNG) Animated GIF

Text: Area can accommodate up to 20 characters max, including spaces. Text will be typeset against a black screen.

Name: _____

Image Size (JPG, PNG or GIF): 124w x 74h max image size.

Image File Name: _____

Choose a click-state:

Open a video:

Video from Embed Code (YouTube, Vimeo, Ustream): _____

Video File: MP4

Max Video File Size: 800MB (preferred)

File name: _____

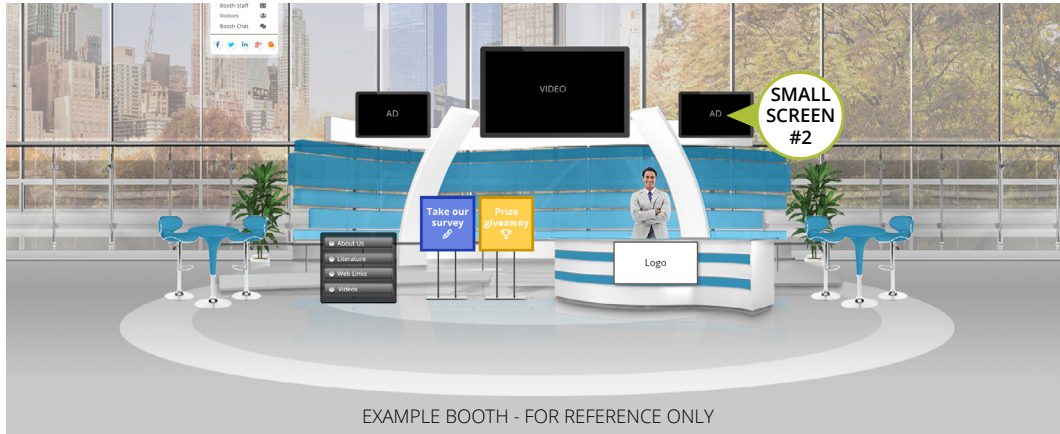
Open a URL: Link _____

Open a PDF: File name _____

Open a content window - Add up to 5 PDFs

Please provide TITLES & TRADEMARK DETAILS for your documents BEFORE we upload. Edits requested after upload are limited. PDFs are preferred. Locked PDFs are recommended.

DOCUMENT TITLE (100 CHARACTERS MAX INCLUDING SPACES)	DESCRIPTION (500 CHARACTERS MAX INCLUDING SPACES)	FILE NAME (MAX FILE SIZE: 20MB)



EXAMPLE BOOTH - FOR REFERENCE ONLY

17. SMALL SCREEN #2

Choose 1: Text Static Image (JPG, PNG) Animated GIF

Text: Area can accommodate up to 20 characters max, including spaces. Text will be typeset against a black screen.

Name: _____

Image Size (JPG, PNG or GIF): 124w x 74h max image size.

Image File Name: _____

Choose a click-state:

Open a video:

Video from Embed Code (YouTube, Vimeo, Ustream): _____

Video File: MP4

Max Video File Size: 800MB (preffered)

File name: _____

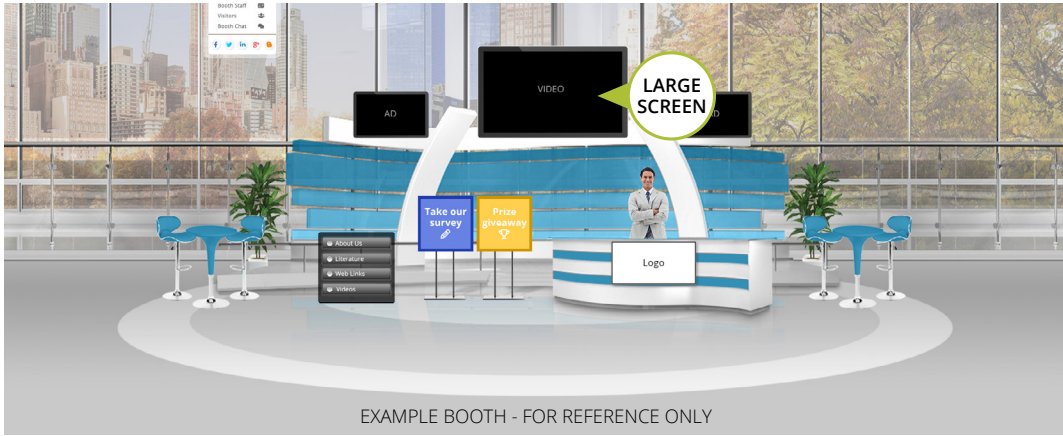
Open a URL: Link _____

Open a PDF: File name _____

Open a content window - Add up to 5 PDFs

Please provide TITLES & TRADEMARK DETAILS for your documents BEFORE we upload. Edits requested after upload are limited. PDFs are preferred. Locked PDFs are recommended.

DOCUMENT TITLE (100 CHARACTERS MAX INCLUDING SPACES)	DESCRIPTION (500 CHARACTERS MAX INCLUDING SPACES)	FILE NAME (MAX FILE SIZE: 20MB)



EXAMPLE BOOTH - FOR REFERENCE ONLY

18. LARGE SCREEN

Choose 1: Text Static Image (JPG, PNG) Animated GIF

Text: Area can accommodate up to 20 characters max, including spaces. Text will be typeset against a black screen.

Name: _____

Image Size (JPG, PNG or GIF): 250w x 146h max image size.

Image File Name: _____

Choose a click-state:

Open a video:

Video from Embed Code (YouTube, Vimeo, Ustream): _____

Video File: MP4

Max Video File Size: 800MB (preferred)

File name: _____

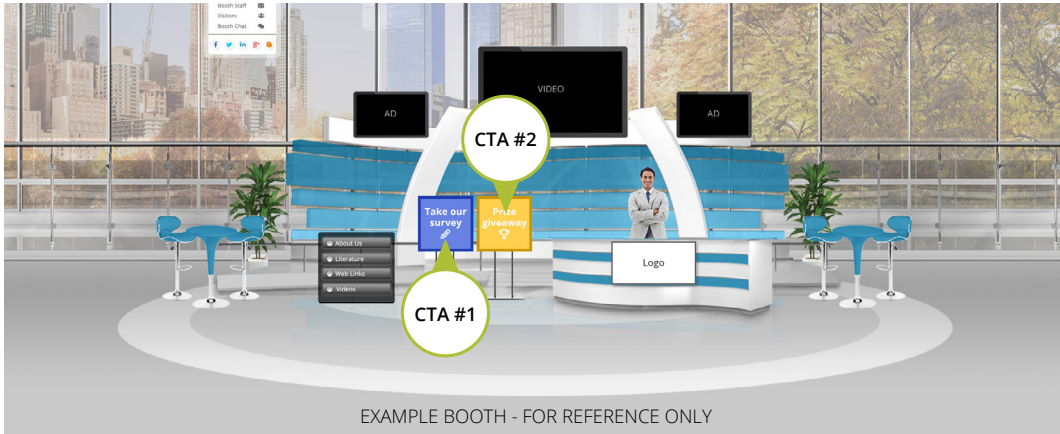
Open a URL: Link _____

Open a PDF: File name _____

Open a content window - Add up to 5 PDFs

Please provide TITLES & TRADEMARK DETAILS for your documents BEFORE we upload. Edits requested after upload are limited. PDFs are preferred. Locked PDFs are recommended.

DOCUMENT TITLE (100 CHARACTERS MAX INCLUDING SPACES)	DESCRIPTION (500 CHARACTERS MAX INCLUDING SPACES)	FILE NAME (MAX FILE SIZE: 20MB)



19. CALL TO ACTIONS

Calls to Action are short words or phrases that can be incorporated into these promotion stands that compel an audience to act in a specific way. 2 are available. Provide a link to an existing survey (ex. Survey Monkey), web page, or PDF.

Text area can accommodate up to 15 characters max, including spaces. Text will be typeset within the shape with applied secondary #hex color if requested.

CTA #1:

- Image 90w x 90h
- Text (15 characters max, including spaces): _____

Choose a click-state:

- Open a URL: Link _____
- Open a PDF: File name _____

CTA #2:

- Image 90w x 90h
- Text (15 characters max, including spaces): _____

Choose a click-state:

- Open a URL: Link _____
- Open a PDF: File name _____

20. SURVEY

OPTIONAL: \$500 - Labroots can create a survey for you for an additional cost.

A Labroots sales representative will contact you.

Please provide a survey title and a list of questions and answers.

File Name: _____



21. PRODUCT #1 - IMAGERY AND CLICK-STATE - UP TO 3 PRODUCTS / INSTRUMENTS CAN BE ADDED

THIS CUSTOMIZATION WILL INCUR AN ADDITIONAL FEE. PLEASE CONTACT YOUR SALES REP FOR MORE DETAILS.

Product Name: Area can accommodate up to 30 characters max, including spaces. Text will be type set against a gray label.

Text: _____

Product Image: 800w X 800h max image size. Forward facing items work best. Transparent PNG preferred.

Image File Name: _____

Choose 1: Pedestal Table

Choose a click-state:

- Open a video:
 - Video from Embed Code (YouTube, Vimeo, Ustream): _____
 - Video File: MP4
 - Max Video File Size: 800MB (preffered)
 - File name: _____
- Open a URL: Link _____
- Open a PDF: File name _____
- Open a content window - Add up to 5 PDFs

Please provide TITLES & TRADEMARK DETAILS for your documents BEFORE we upload. Edits requested after upload are limited. PDFs are preferred. Locked PDFs are recommended.

DOCUMENT TITLE (100 CHARACTERS MAX INCLUDING SPACES)	DESCRIPTION (500 CHARACTERS MAX INCLUDING SPACES)	FILE NAME (MAX FILE SIZE: 20MB)



22. PRODUCT #2 - IMAGERY AND CLICK-STATE - UP TO 3 PRODUCTS / INSTRUMENTS CAN BE ADDED

THIS CUSTOMIZATION WILL INCUR AN ADDITIONAL FEE. PLEASE CONTACT YOUR SALES REP FOR MORE DETAILS.

Product Name: Area can accommodate up to 30 characters max, including spaces. Text will be type set against a gray label.

Text: _____

Product Image: 800w X 800h max image size. Forward facing items work best. Transparent PNG preferred.

Image File Name: _____

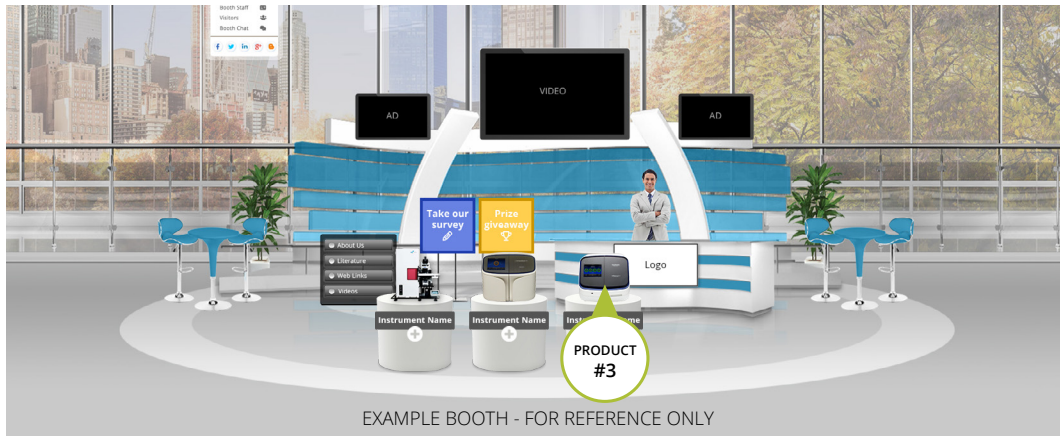
Choose 1: Pedestal Table

Choose a click-state:

- Open a video:
 - Video from Embed Code (YouTube, Vimeo, Ustream): _____
 - Video File: MP4
 - Max Video File Size: 800MB (preferred)
 - File name: _____
- Open a URL: Link _____
- Open a PDF: File name _____
- Open a content window - Add up to 5 PDFs

Please provide TITLES & TRADEMARK DETAILS for your documents BEFORE we upload. Edits requested after upload are limited. PDFs are preferred. Locked PDFs are recommended.

DOCUMENT TITLE (100 CHARACTERS MAX INCLUDING SPACES)	DESCRIPTION (500 CHARACTERS MAX INCLUDING SPACES)	FILE NAME (MAX FILE SIZE: 20MB)



23. PRODUCT #3 - IMAGERY AND CLICK-STATE - UP TO 3 PRODUCTS / INSTRUMENTS CAN BE ADDED

THIS CUSTOMIZATION WILL INCUR AN ADDITIONAL FEE. PLEASE CONTACT YOUR SALES REP FOR MORE DETAILS.

Product Name: Area can accommodate up to 30 characters max, including spaces. Text will be type set against a gray label.

Text: _____

Product Image: 800w X 800h max image size. Forward facing items work best. Transparent PNG preferred.

Image File Name: _____

Choose 1: Pedestal Table

Choose a click-state:

Open a video:

Video from Embed Code (YouTube, Vimeo, Ustream): _____

Video File: MP4

Max Video File Size: 800MB (preferred)

File name: _____

Open a URL: Link _____

Open a PDF: File name _____

Open a content window - Add up to 5 PDFs

Please provide TITLES & TRADEMARK DETAILS for your documents BEFORE we upload. Edits requested after upload are limited. PDFs are preferred. Locked PDFs are recommended.

DOCUMENT TITLE (100 CHARACTERS MAX INCLUDING SPACES)	DESCRIPTION (500 CHARACTERS MAX INCLUDING SPACES)	FILE NAME (MAX FILE SIZE: 20MB)