

Please reference the specifications below to help guide the design of creative materials for your ISTE20 Live virtual expo participation.

Participating exhibitors will be provided with an expo profile builder toolset in late October. This will be the sole means to submit creative materials for your expo profile and will be available through the [Exhibitor Services Portal](#). Please do not email any files or information to Exhibit Management. If materials are sent to Exhibit management, they will not be acted upon.

## Graphic header

*Included in all exhibitor packages.*

**File types accepted:** SVG, PNG, JPG, JPEG, GIF

**Dimensions:** Desktop - 1900px wide by 190px tall  
Mobile - 600px wide by 200px tall

**File size:** max 1MB

## Company logo

*Included in all exhibitor packages.*

**File types accepted:** SVG, PNG, JPG, JPEG, GIF

**Dimensions:** maximum allowable width 510px; maximum allowable height 510px.

**File size:** max 1MB

Logo can be linked to a URL.

## Company description

*Included in all exhibitor packages.*

**Length:** max 200 words

**Customization:** tools will be provided for basic dressing such as bolding, italics, and trademark symbols.

## Company URL

*Included in all exhibitor packages.*

Will be able to set an abbreviated display URL.

**Display URL:** max 40 characters

**Direct URL:** no character limit

## Product/service categories

Self-selected by the exhibitor in the virtual exhibitor application and/or the Exhibitor Services Portal. Maximum of four categories per exhibiting company.

## Booth staff profiles

*Included in all exhibitor packages - number of active staff varies by package.*

Each booth staff registered will provide the following info as part of their staff profile:

**First Name**

**Last Name**

**Title:** 20 characters max

**Photo**

**Dimensions:** 150px wide by 200px tall

**File types accepted:** PNG, JPG

**File size:** max 1MB

**Bio:** 70 characters max

## Lead retrieval

*Included in all exhibitor packages.*

Exhibitors can customize text in the call to action button.

**Button text:** max 35 characters

## (Lead retrieval contd.)

Sample button names:

- How can we help you?
- My needs assessment
- Get more info

**Custom qualifiers:** This feature is available as part of the Premium package or purchased as an à la carte booth enhancement. Exhibitors can provide up to seven custom questions to ask an attendee in order to qualify a lead upon capture.

## Welcome/intro video

*Included in all exhibitor packages. Length varies by package level.*

**File types accepted:** Submit URL - Only accept links to YouTube or Vimeo hosted videos

**Length:** Essential - 45 sec, Plus - 2 min, Premium - 5 min

**Thumbnail:** Set in [YouTube](#) or [Vimeo](#)

**Title:** max 40 characters

## Banner ad

*Included in premium package and available for purchase as an à la carte booth enhancement.*

**File types accepted:** SVG, PNG, JPG, JPEG, GIF

**Dimensions:** 600px wide by 150px tall

**File size:** max 1MB

## Resource uploads

*Included in all exhibitor packages. Number of uploads varies by package level. Additional uploads are available for purchase as à la carte booth enhancements.*

You will have the opportunity to assign a product category or a special tag to each resource so that attendees may filter upon that topic.

**PDFs**

**File size:** max 3 MB

**Images**

**File size:** max 800 KB

**File types accepted:** SVG, PNG, JPG, JPEG, GIF

**Twitter or Facebook Feed**

**Submission needs:** feed URL

**Website**

**Submission needs:** URL and thumbnail image

**Thumbnail file types accepted:** SVG, PNG, JPG, JPEG, GIF

**Thumbnail file size:** max 800 KB

**Videos**

**File types accepted:** Submit URL - Only accept links to YouTube or Vimeo hosted videos

**Thumbnail:** Set in [YouTube](#) or [Vimeo](#)