

COMPANY GRAPHIC HEADER 1



COMPANY DESCRIPTION

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+ SEE FULL DESCRIPTION

COMPANY URL

www.companywebsite.com

PRODUCT CATEGORIES

- Product Category 1
- Product Category 2
- Product Category 3
- Product Category 4



COMPANY CHAT

Hello! May I answer any questions for you?

Yes thanks, I'd like to learn more about...

STAFF 8



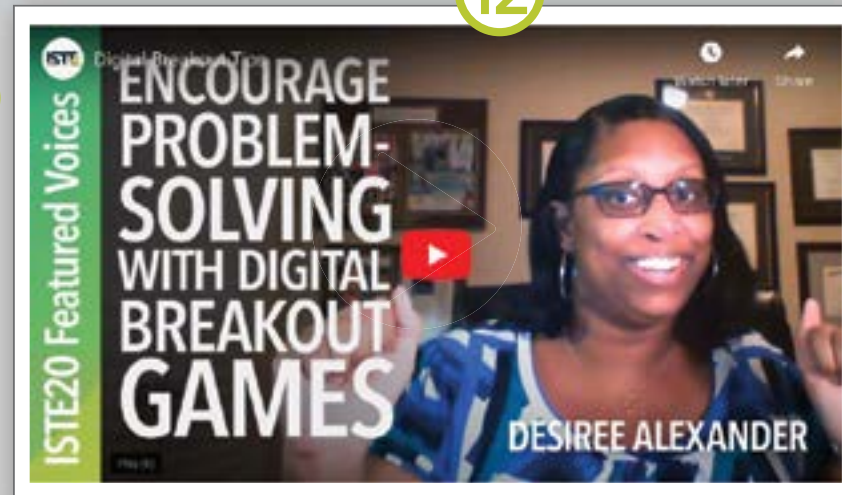
First Name Last Name
Title



First Name Last Name
Title



WELCOME MESSAGE/INTRO VIDEO 12



ISTE20 LIVE SCHEDULE 13

| Session | | LIVE NOW | JOIN |
|---------|--------------|----------|------|
| Session | Tue, 2:00 PM | | ★ |
| Session | Wed, 4:00 PM | | ★ |
| Session | Thu, 2:00 PM | | ★ |

RESOURCES (TOP 3) 14



Image

1 Graphic header

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

2 Company logo

File types accepted: SVG, PNG, JPG, JPEG, GIF
Dimensions: maximum allowable width 510px; maximum allowable height 510px.
(510px wide by 185px tall shown here)
File size: max 1MB
Logo can be linked to URL.

3 Company description

Length: max 200 words
Customization: tools will be provided for basic dressing such as bolding, italics, and trademark symbols.

4 Company URL

Exhibitors will be able to set an abbreviated display URL.
Display URL: max 40 characters
Direct URL: no character limit

5 Product/service categories

Self-selected by the exhibitor in the virtual exhibitor application/contract and/or updated in the Exhibitor Services Portal.

6 Social media icons

Direct to exhibitor's social media handles.

7 Chat screen

Attendees will be able to initiate text chat with the company in this window.

8 Booth staff profiles

Two booth staff can be active in the virtual booth at any time for the Essential package. Attendees can see who is available and directly initiate 1:1 text chat with an available staff member. 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

9 Favorite this exhibitor

Attendees can favorite an exhibitor to easily revisit them through the attendee's personalized dashboard.

10 Quick download

Allows an attendee to add all exhibitor resources to their digital tote with a single click.

11 Lead retrieval

Attendees can select this button to share their contact information with an exhibitor. Exhibitors can customize text in the call-to-action button.

Button text: max 35 characters
Sample button names:
a. How can we help you?
b. My needs assessment
c. Get more info

12 Welcome/intro video

This is an embedded prerecorded video to catch the attention of attendees and offer a preview of your company.
File types accepted: Submit URL - Only accept links to YouTube or Vimeo hosted videos
Length: 45 sec
Thumbnail: Set in [YouTube](#) or [Vimeo](#)
Title: max 40 characters

13 Session schedule

The schedule will show any official ISTE20 Live conference programming that is connected to the exhibitor such as Tools that Work and sponsored Spotlight on Solutions sessions.

14 Resource uploads

Essential package includes 3 uploads. Additional uploads can be purchased as à la carte booth enhancement. You will have an 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
Word Documents
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](#)