

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

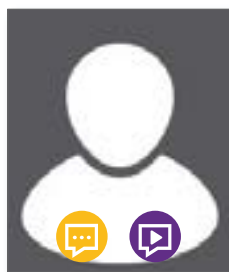


COMPANY CHAT

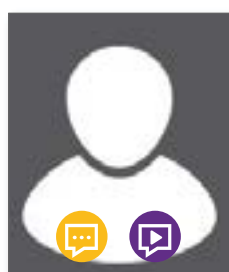
Hello! May I answer any questions for you?

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

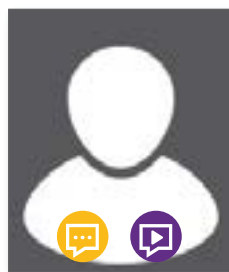
STAFF 8



First Name Last Name  
Title



First Name Last Name  
Title



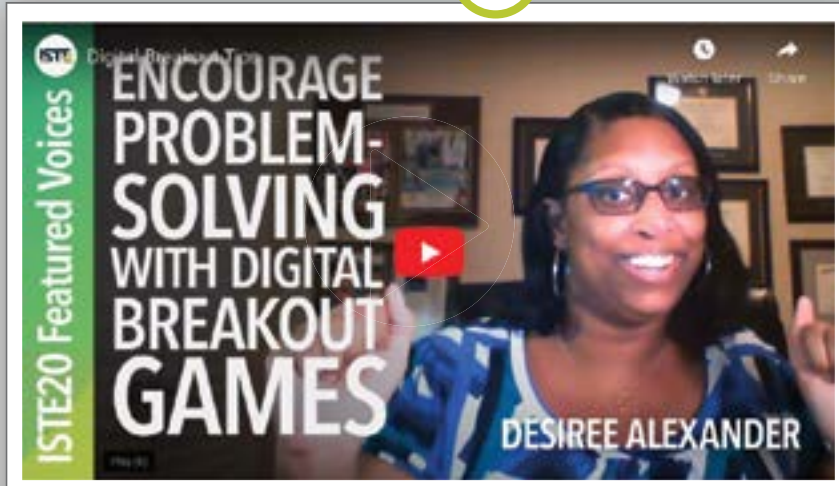
First Name Last Name  
Title

ADDITIONAL RESOURCES



Image

WELCOME MESSAGE/INTRO VIDEO 13



SCHEDULE 14

BOOTH DEMOS	ISTE20 LIVE SCHEDULE	
Session	LIVE NOW	JOIN
Session	Tue, 2:00 PM	★
Session	Wed, 4:00 PM	★
Session	Thu, 2:00 PM	★

RESOURCES (TOP 3) 15



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 a 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

Three booth staff can be active in the virtual booth at any time for the Plus package. Attendees can see who is available and directly initiate 1:1 text and video 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 Meeting scheduler tool

Attendees can request a meeting with an exhibitor using this tool. The request will then be sent to the exhibitor and added to the attendee's schedule.

13 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:** 2 min  
**Thumbnail:** Set in [YouTube](#) or [Vimeo](#)  
**Title:** max 40 characters

14 Schedule

This will be a two-tab schedule. The first tab indicates the exhibitor created schedule for live booth demos. Visiting attendees can enter an active demo as capacity allows (demos are 1:1 in the Plus package). The second tab 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.

15 Resource uploads

Plus package includes 5 uploads. Additional uploads can be purchased as à la carte booth enhancement. 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  
**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](#)