

## Virtual Exhibition Stands

Guidelines and Features

29-06-2020

# MEDICINA INTERNA 2020

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26° Congresso Nacional  
de Medicina Interna

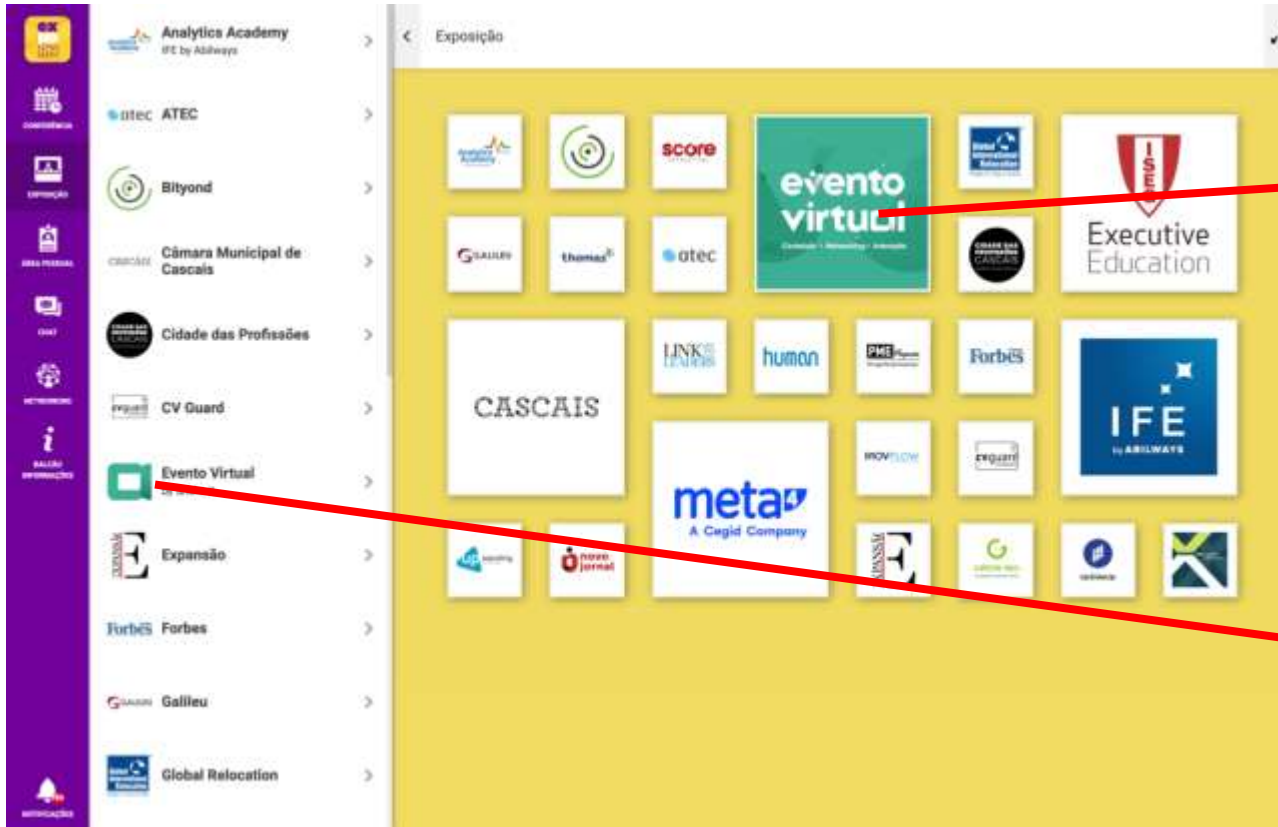
VII Congresso Ibérico  
de Medicina Interna

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VII Congresso Iberico  
Medicina Interna

# Virtual Exhibition Stands Guidelines and Features



## Virtual Exhibition Hall Materials

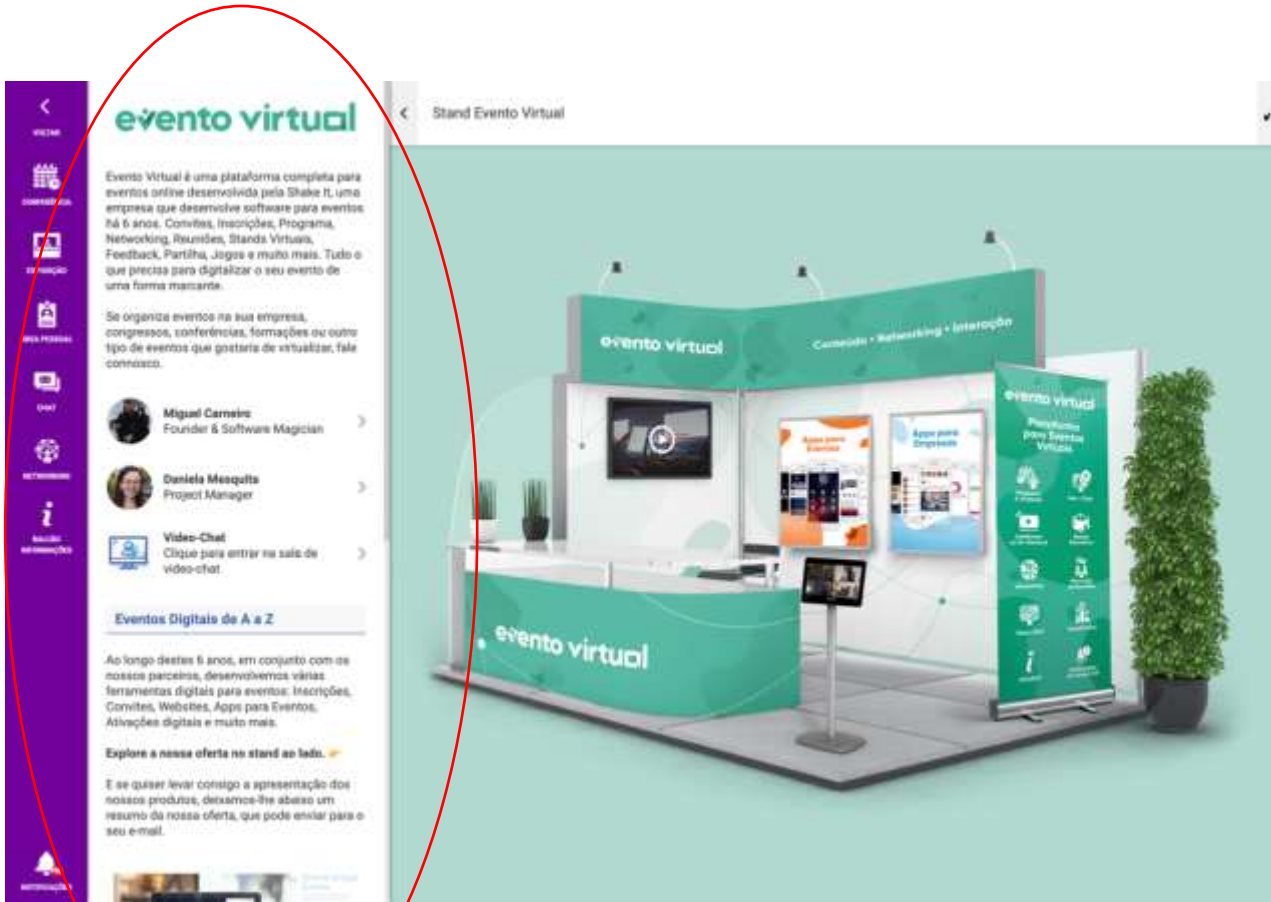


Exhibition stand banner  
500x500 pixels , jpg, max size 200kb  
Filename: exhibition\_banner.jpg



Exhibitor Logo  
300x300 pixels , PNG, max size 200kb  
Filename: exhibition\_logo.png

## Virtual Exhibition Stand Menu area (Left side)



The left side of the virtual stand is the menu. In the standard version will be able to include:

- > Top Banner
- > Description text
- > Video - 1 video, mp4
- > Delegates (up to 3)
- > PDF files (up to 3)
- > External links (up to 3)
- > Questionnaire (up to 6 questions, multiple choice or open text)

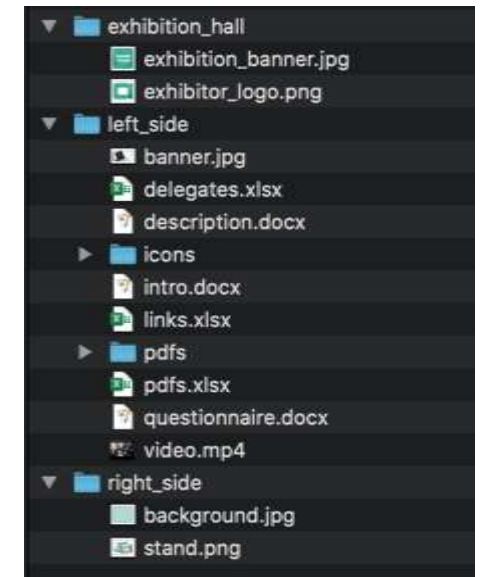
As an extra, you may also include a video-chat room to directly talk with the visitors

## Virtual Exhibition Stand Materials – Menu area

Element	How many (max)	Filename	Specifications
Top Banner	1	banner.jpg	Max size: 200kb Max width: 800px (recommended 800x300)
Description text	1	description.docx	Maximum characters: 2000
Video	1	video.mp4	Maximum 25Mb – Format mp4
Delegates	3	delegates.xlsx	Maximum, 3 delegates. They fill in their own profile picture and subtitle when they login.
PDF files	3	pdf.xlsx + PDF files	Up to 3 files – Format PDF – Maximum size 10Mb
External Links	3	links.xlsx	URL should include https://
Questionnaire	1	questionnaire.docx	(up to 6 questions, multiple choice or open text)
Custom Icons	N/A	Folder icons	If not provided, PDFs will have a PDF generic PDF icon, Videos will have a generic video icon, etc. Files should be 200x200 , format png, maximum 100kb



See attached zip folder  
for example



**If you want us to organise the folder for you and adjust the image sizes, this is offered as an extra service, described below**



## Virtual Exhibition Stand Presentation area (Right side)



The right side of the virtual stand is the presentation page.

In the standard version will be able to include an image of your stand that resizes according to the participant's screen.

As an extra, you may request that a virtual stand is design for you based on your materials (see Extras page below)

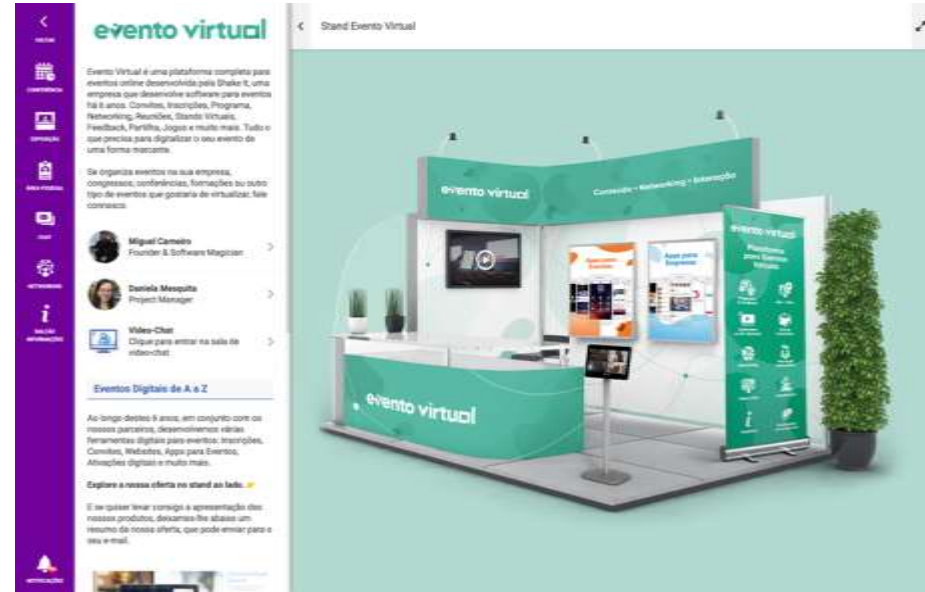
## Virtual Exhibition Stand Materials – Presentation Area



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Filename: stand.png  
Recommended size: 1400x1080  
- Should be totally transparent (no glow)  
- **Does not cover the entire area**, but will always fill its area by the largest dimension possible.

Filename: background.jpg  
Recommended size: 1400x1080  
- Should not include items that cannot be cropped.  
- Will always fill the available presentation area.

**The exhibition stand does not cover the entire area**, but will always fill its area by the largest dimension possible, while the background will always fill the available area regardless of whether the image is cropped in the process.

## **Virtual Exhibition Stand**

### Frequently asked questions

#### **How should I send you the files?**

You should have been provided an example .zip folder containing how files should be delivered. Please follow the filenames, folder structure and specification for each material and send your .zip folder with your stand information.

#### **How soon do I need to send the materials for my stand**

You should send everything 2 weeks before the live event platform goes online, which may be a few days sooner than the event. If you need custom development for your stand, 3 weeks.

#### **Will I be able to use this exhibition stand in future events?**

That depends on the organisation team of the event. If we design the stand for you, the exported graphic files will be sent to you to be reused as you'd like. If you build a custom stand with us, yes, you will be able to use this in events using the same platform without paying extra, provided the stand is exactly the same. If your stand requires a database of information that needs to be reset, a small fee may apply.

#### **How will I know if people visited my stand?**

The platform will include notifications for delegates whenever a person visits your stand. Delegates will also have an area with a history of visits, so they can follow-up with participants.

#### **Do I get the contacts for someone who visits my exhibition stand?**

No. You may include questions to request contacts in your questionnaire.

#### **When should extra services be paid?**

Regardless of the payment guidelines of the client, payment of extra services must be paid in full before the start of the event.



## **Virtual Exhibition Stand**

### Frequently asked questions

#### **How will I know how people interacted with my stand**

You may request a report for that shows how many people clicked in which areas of your stand. You will not know, however which people clicked in which areas.

#### **Can I ask people to subscribe a newsletter?**

You should do this using an external link to your email subscription service.

#### **If my stand has a video-chat room, do I need to be there all the time?**

You can if you want, and that will avoid people waiting for you to open the room. However, the video-chat room (one of your delegates) will always receive a notification when someone requested to video-chat and will be able to let that person in when ready. The video-chat room moderator may also disable the waiting queue and let people in freely.

#### **Can I host live sessions in my video-chat room?**

No, the limit of simultaneous people in the video-chat room is 4. You can, however, host an external webinar in Zoom or Go2Webinar and use one of your external links to guide visitors to that link.

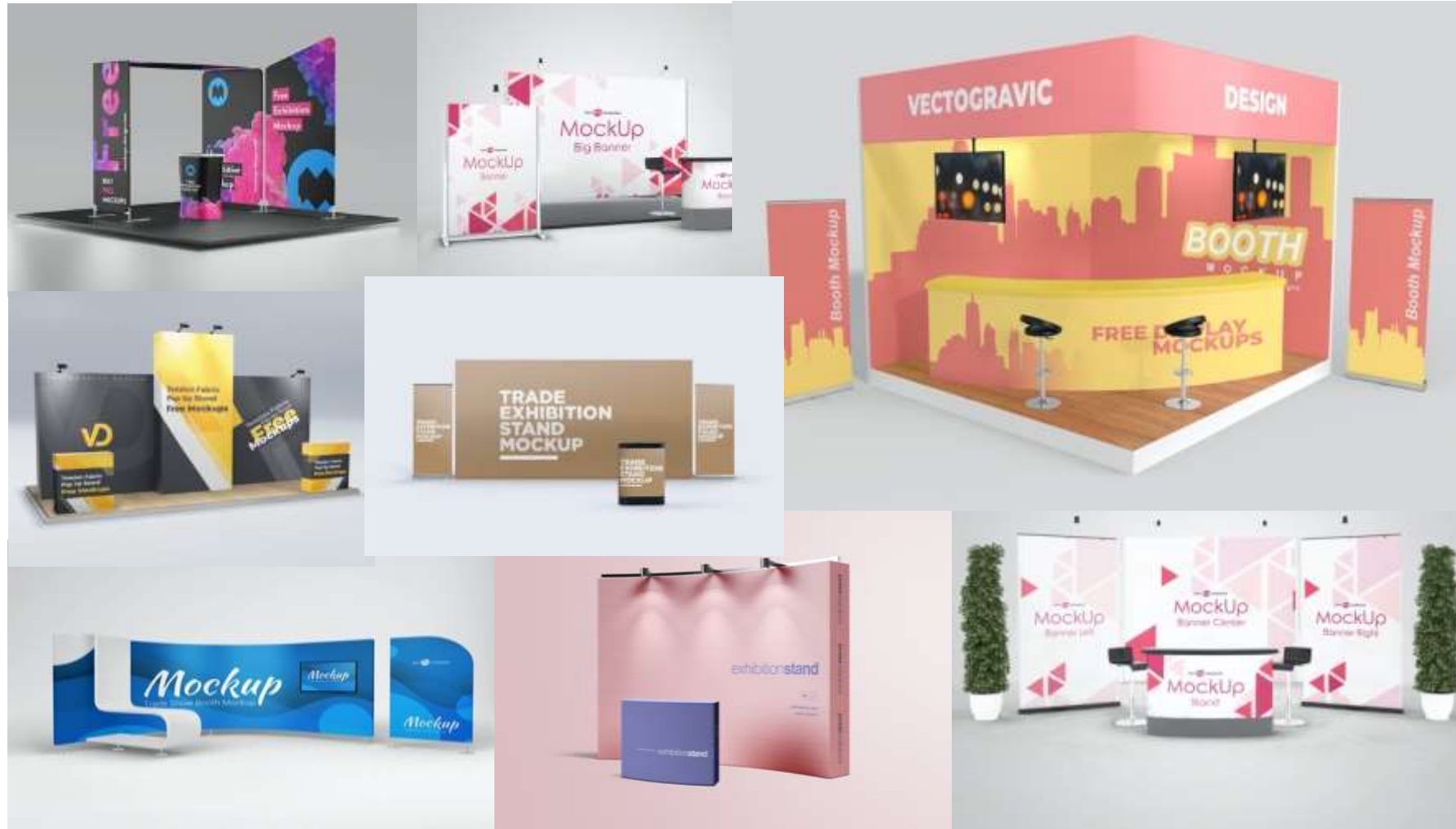
#### **I don't have an illustrator to design my exhibition stand. What choices do I have?**

There are several mockups available online where you just need to change images and make small adjustments, the mockups we use are licensed or free to use. We also provide a service to help you build your presentation area.

#### **I've having trouble visualising an exhibition stand. Can I see an example?**

Of course, get in touch through the contacts on the last page and request access to our demo event.

# Virtual Exhibition Stand Mockup examples



**Virtual Exhibition Stand**  
contatos



**SPMI**  
Sociedade Portuguesa  
de Medicina Interna

**Nuno Neves**  
nuno@spmi.pt  
**918224631**