



AFCEA Mid-America Cyberspace Conference

November 4 - 5, 2020

Exhibitor Resource Guide



Dear Exhibitor,

Your company is contracted to exhibit at the 2020 AFCEA Mid-America Cyberspace Conference. Please direct this document to the person(s) in charge of your virtual exhibit.

The information in this document is intended to help you prepare for success and to guide you through the Exhibit Hall for the 2020 AFCEA Mid-America Cyberspace Conference, powered by eventPower.

Your Virtual Exhibit Inclusions

Virtual Exhibit opportunities at the 2020 AFCEA Mid-America Cyberspace Conference include the following amenities:

- One virtual exhibitor listing (logo, company description, contact information, company website, and ability for attendees to filter by industry etc)
- Ability to upload videos, digital PDFS (flyers, Ads) into exhibitor listing
- Real time chat ability during Conference hours
- Ability to meet attendees via video chat during exhibit hours
- 4 Full Conference Registrations
- Every exhibitor will have the opportunity to submit a lightning round (**approval required*)
 - Lightning Rounds give exhibitors the opportunity to pitch their latest tools and techniques in a rapid-fire, 15-minute demonstration live on the virtual Lighting Round stage, which will be promoted on the virtual platform

Virtual Exhibit Schedule - *Times Subject to Change*

Wednesday, November 4, 2020 | 1300 - 1730

Thursday, November 5, 2020 | 1000 - 1530

Please Note: Lightning Rounds will take place during the scheduled breaks on the conference agenda. View the working agenda, [here](#). For more information on submitting to participate in the Lightning Rounds, please contact Teri Caron - tcaron@eventPower.com.

*****With respect to fellow exhibitors and attendees and to make the most out of your experience, please be available during all posted virtual exhibit hours.*****

Your Company Portal

In order to successfully prepare for your Virtual Exhibit at the AFCEA Mid-America Cyberspace Conference, you will need to complete the following tabs in your Company Portal:

- Exhibitor Information
(The information that you provide here will be in your Virtual Exhibit listing)
 - Company Name
 - Website Address
 - Company Overview
- Logo (in high-res .eps or .ai format)
- Registration
(Register your virtual exhibit staff)
- Product Marketing
(Upload the Product Marketing materials that you will share in your virtual exhibit - Videos, PDFs/Flyers)
- Add Exhibit Hall Raffle Information

*****Please have all tabs in your company portal completed by **October 27, 2020**.*****

Product Marketing Specifications

As mentioned above, your virtual exhibit includes the opportunity to upload videos and digital PDFs for attendees to view and download while visiting your booth. Below are the specifications for your materials.

- PDF/Flyers/Digital Uploads:
 - File Types: .pdf only
 - Max File Size: 10MB
- Video Uploads (You can provide videos in one of two ways):
 - Upload the videos to your company portal
 - File Types Accepted: .mp4, .mov, .avi, .mpg, .mpeg
 - Max File Size: 20MB
 - Video Resolution: 480p, 720p, 1080p. Videos will be downscaled to 720p (HD).
- Link Video - If your video is already hosted on a web-based platform, simply provide the link to the video to your Exhibit Hall Manager, Teri Caron - TCaron@eventPower.com and she will ensure it gets added. No need to download/upload.
 - Videos hosted on YouTube or Vimeo will be automatically embedded into the exhibitor virtual booth.
 - Videos hosted on other platforms will be made available via a link.

*****You may provide a maximum of 5 PDFs and 5 Videos for your Virtual Exhibit*****

Virtual Exhibit Hall Raffle

Boost your virtual exhibit traffic and return on investment by participating in the Virtual Exhibit Hall Raffle!

- Simply select a prize(s) to raffle-off to your booth visitors and randomly select a winner from the list of attendees that visited your kiosk during the Summit.
 - You will be able to keep an eye on your company's virtual booth statistics throughout the Conference.
 - Message attendees in the platform to promote your raffle items and encourage visitors.

- Make sure to fill out the raffle tab in your company portal to describe what items you are raffling off. We plan to include a listing of these on the Virtual Platform to help drive traffic to your virtual booth.
- Choose the winner using a tool - *For example:*
<https://commentpicker.com/random-name-picker.php> to determine the winner
- Participating companies may donate downloadable gift cards, product certificates, discounted courses, devices, themed baskets, shirts, and other promotional items. *Be creative and have fun!*

*****If you would like to participate and raffle an item, please complete the Exhibit Hall Raffle tab in your company portal or send the details to your Exhibit Hall Manager, Teri Caron - TCaron@eventPower.com*****

Contact Information

If you have any questions in regards to your participation at the AFCEA Mid-America Cyberspace Conference, please contact your Exhibit Hall Manager, Teri Caron - TCaron@eventPower.com.

