

SILVER BOOTH SET UP



Here is the list of all the materials you will need to prepare to set up your booth. Once you are ready, enter the online Configurator and customize your booth **in 2 simple steps**.

BOOTH FEATURES:

6 BANNERS AND POSTERS: images used to brand and customize the booth. Some wall posters are clickable and give access to high resolution images or web pages.

1 VIDEO: Company introduction, manufacturing processes, product tutorial, etc.

4 PRODUCTS: each product is showcased through a product sheet, a 3D rotator and a photo gallery.

5 BROCHURES: brochures, catalogues, flyers introducing the company and its products/services.

COMPANY PROFILE: presentation of the company, made up by a representative image or logo, a brief description of its core business and a contact section. It is also possible to be contacted via chat or email and be given a rating to the booth.

BULLETIN BOARD: board that allows exhibitors to create promotional ads, manage job postings and seek specific professional roles. It is an effective tool that facilitates business matching.



BOOTH LAYOUT

Check the location of the different posters and banners to create your booth.



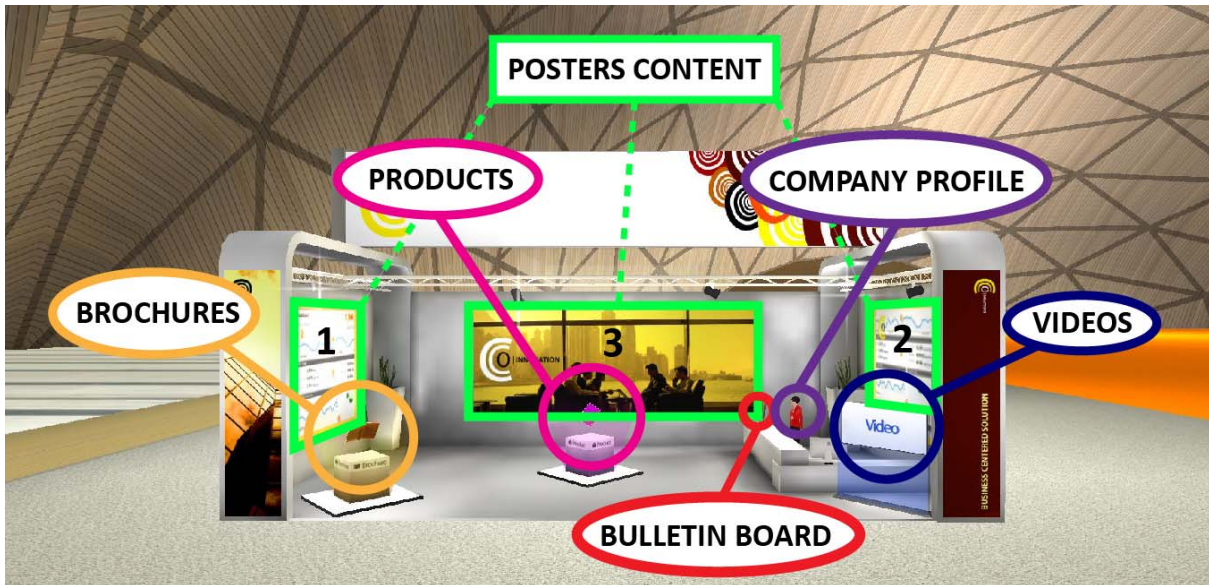
<u>Banners, logos, posters</u>	<u>Quantity</u>	<u>Format</u>	<u>Dimension</u>	<u>Clickable</u>	<u>Content to be associated</u>
1. Poster*	1	JPEG	416x320 px	✓	JPEG or Web Link
2. Poster*	1	JPEG	416x320 px	✓	JPEG or Web Link
3. Poster*	1	JPEG	832x320 px	✓	JPEG or Web Link
4. Poster	1	JPEG	192x862 px	X	---
5. Poster	1	JPEG	192x862 px	X	---
6. Company banner	1	JPEG	1024x162 px	X	---

* By clicking on such posters, attendees will be redirected to high resolution images or web links.

IMPORTANT: Images will need to fit into the **pre-set empty spaces**. Create or adapt the images according to the dimensions and proportions required.



BOOTH CONTENT



By clicking on each one of the above highlighted objects, you access the corresponding content.

BROCHURES (5)

5 Brochures



Advertising materials, catalogues, brochures, flyers, etc.

- PDF files, 10 Mb max
- All documents will be visible as standard pdfs. Documents from 2 to 35 pages will be automatically visible also as flipping books.
- **Important:** remember to name files properly since they will be visible to attendees.

VIDEO (1)

1 Video



Company introduction, manufacturing processes, product tutorial, etc.

- FLV format, possibly with a resolution of 640x360 px
- Max dimension: **100 Mb**
- Recommended max length: **5-6 min**
- If you need to convert your video from any format to FLV you may use this free online converter: <https://clipchamp.com/>
- **Important:** remember to name files properly since they will be visible to attendees.

PRODUCTS (4)

EACH PRODUCT OR PRODUCT LINE IS SHOWCASED THROUGH:

- 1 PRODUCT SHEET
- 1 PHOTO GALLERY
- 1 3D ROTATOR

PRODUCTS CAN BE VIEWED INSIDE THE BOOTH BY CLICKING ON THE PRODUCT BOX.

Product sheet



Photo gallery



3D rotator



Product sheet



Product presentation made up by a representative image and a detailed description in different languages.

For each product:

- 1 Image in JPG or PNG, 640x640 px
- 1Text Description/details
- 1Web link

Photo gallery



Sequence of images showing different production processes, applications and contexts.

- Photos in JPEG or PNG
- Recommended dimension: 1600x1200 pixel

3D rotator



The 3D effect allows the user to view the details and manipulate the product in 3D. It is made up by a sequence of photos of the product taken from different viewpoints. Uploading the photos in the Configurator, the system will automatically create a 3D rotatable image of the product.

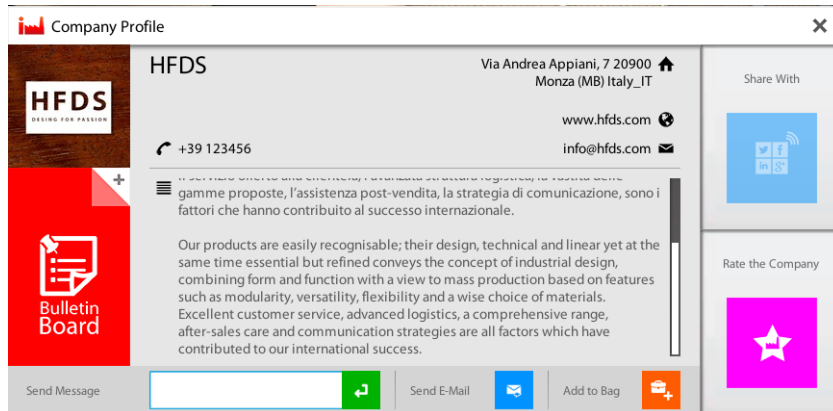
- How to create a 3D image:
- 1. Take the photos of the product
- 2. Number them in ascending order
- 3. Create a zipped file of 12 to 40 photos JPG
- Max recommended dimension: 800x600 px

You will find detailed instructions in the online guide in the Booth Configurator.

COMPANY PROFILE (1)

Presentation of the company, made up by a representative image or logo, a brief description of its core business and a contact section. The Company Profile can be viewed by attendees by clicking on the automatic avatar inside the booth.

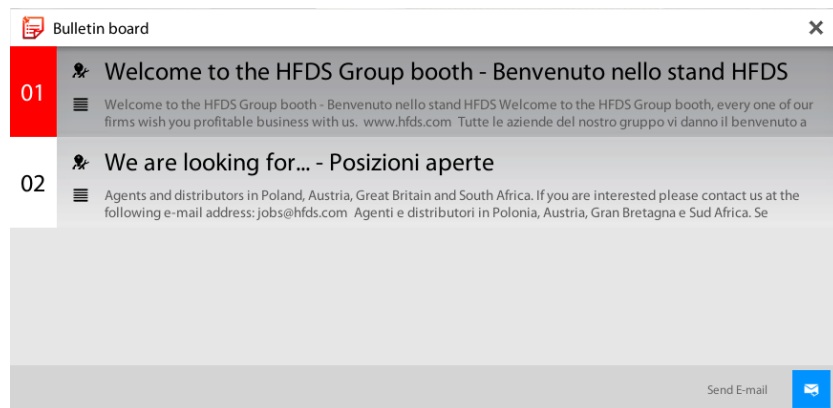
Example:



BULLETIN BOARD (1)

Board that allows exhibitors to create and manage job postings and seek specific professional roles. It is an effective tool that facilitates business matching. Announcements can be viewed by clicking on the Bulletin Board inside the booth.

Example:



IMPORTANT: content elements (brochures, videos, products...) left empty won't be displayed inside the booth.

