Healthcare Marketing & Physician Strategies Summit (HMPS20) Virtual Exhibit Hall

The HMPS20 Virtual Exhibit Hall provides your company with a robust platform for bringing together customers, prospects, and partners with company representatives and product experts. Exhibitors will get not only logo and signage opportunities, but also numerous options for uploading content and engaging in conversations with attendees.

Following are details regarding booth specifications, deliverables, due dates, and more.

Exhibit Booth Pricing & Benefits

The exhibit fee remains the same as before. We've added benefits, though. The full list of exhibitor benefits includes:

- Booth with logo, company name, and company description (max. 250 characters)
- Multi-media (documents, audio, video, links, including links to exhibitors own live streaming, webinars, and private meetings)
- 1:1 text chat
- Group text chat function (1 public group chat)
- Booth Statistics (shared once at the end of the conference)
- Opportunity to provide a Virtual Brief Case or Swag Bag (PDF Brochures, etc.)
- Full Conference Access for 4 Team Members
- Full Conference Access to gift to 4 attendees from provider organizations (not to be given to consultants/vendors etc.)
- Technical Support for booth set up and during the conference
- Opportunity to participate in the Prize Passport; giveaways responsibility of the exhibitor
- Company listing in HMPS app, including desktop version, and Forum website
- Inclusion in the *MarTech.Health* Directory, HMPS Category

Booth Layout

The Forum has selected the attached layout for exhibitor booths.

Exhibitors will work directly with MCI, our platform vendor, to customize their booth using this template. Customizing will include your company's logo, your choice of colors, and the content/features (e.g. Content, Videos, Chat, etc. – see list below) you would like attendees to have access to behind the clickable areas represented by the screens in the attached template. Exhibitors can also provide text (with a transparent background) or their own images to label these screens; dimensions are 135x75px.

Booth logos are 180x100px—they will appear on the booth as well as on an information card that will appear when a user hovers over the booth doorway in the hall. Simple logos without a large amount of text are recommended.

If you are sponsoring, your booth allows for more signage options, greater messaging and branding, and more click sites for organizing and offering more content to attendees.

Booth Placement

Placement in the virtual exhibit hall will be assigned based on the same point system used for the April Summit. Sponsors will have premium positioning on the exhibit hall floor.

Virtual Booth Content Types

The following types of content are allowed in your virtual booth:

- **Audio**
    - Podcasts or other audio recordings can be provided as an embedded link or as a file (max size 1.5GB) in either of the following formats: MP3, WAV

- **Video**
    - Videos can be provided as an embedded link from your streaming service provider (YouTube, Vimeo, etc.) or as a file (max size 1.5GB) in any of the following formats: GB, MOV, MP4, MPG, WMV

- **Link within Window**
    - Small window that opens up within existing window (keeps the user inside the booth experience)
    - Format: This link will open within a window (iframe) within the virtual experience

- **Downloadable Content Information, Brochures, White Papers**
    - Please provide downloadable information, brochures, white papers etc. in PDF format and images in PNG format.

Attendee Data / Lead Generation

Exhibitors will get the Virtual Summit attendee list, including name/title/organization/mailing address, the week before and after the Summit. The list will also include email addresses for those attendees who have not opted out of receiving emails.

Approximately one week following the live Summit, the Forum will provide you with details on all attendees who visited your booth or accessed your content throughout the platform. You will also receive email notifications whenever anyone visits your booth during the 90-day period following the live Summit.

Deadline for Deliverables

By August 3 - Colors for your booth

By August 10 (latest) – Booth content (e.g. logos, video, and collateral) due to MCI. The week of August 10th we will be doing testing and a full run through of the site to make sure all aspects of the event are functioning correctly.

MCI will reach out to you the week of July 6th to begin coordinating your booth build out.

<u>Additional Resources</u>

In case you missed the booth demo with MCI, you can [access the recording here](#). On that page, you'll also find answers to many of the questions asked during the call.

Also, if you'd like to re-visit the demo and explore sample booths, here are two ways to do that:

[UGOVirtual Guided Video Demo](#)
[UGOVirtual Event Demo](#) (choose Not Registered and enter your information to view)

<u>Questions/Contacts</u>

Contact the MCI team at forumvirtual@mcievents.com.