

VIRTUAL BOOTH – Medium Booth (1)

The **Medium** virtual booth includes the following elements:

- Top banner (usually company logo)
- 2 screens
- 2 banners
- Counter
- 1:1 chat (including video chat)
- Badge swipe feature (Lead Retrieval)
- **Video(s)** in the “Video” section on the left-hand side bar
Number of videos allowed in this section is indicated on your sponsorship agreement.
- **Document(s)** in the “Documents” section on the left-hand side bar
Number of documents allowed in this section is indicated on your sponsorship agreement.
- **Link(s)** in the “Useful links” section on the left-hand side bar
Number of links allowed in this section is indicated on your sponsorship agreement.



Booth Visual Elements: Specifications for Medium Booth

Top Banner	932X109px - PNG or JPEG file
Screen image – total of two	207X128px (<i>left</i>) and 211X128px (<i>right</i>) - PNG or JPEG or GIF file
Banner image – total of two	86X182px - PNG or JPEG or GIF file
Counter image	235X55px - PNG or JPEG file

For the counter image, we recommend providing transparent image or transparent logo (with no background).

All images listed above are clickable and can be linked to an external URL. The external URL may host a video, PDF or specific website of your choice (not necessarily videos).

To generate a URL, simply go to “Videos & Documents” tab, upload the relevant files (PDF or MP4) and convert each file to URL by clicking on “Insert”.

Tip: Clearly design your booth graphics

The screens/banners are the first thing participants see when they enter your booth; therefore, the graphics should be a clean design and represent your brand.

When designing the images, try to **avoid using small text** and encourage participants to click on the images.

For example: if you are planning to link a video, it is best to implement the ‘Play’ icon [▶] as part of the image design so participants will know to click on the icon and watch the video.

You may also use the same image as the hyperlink, which will be enlarged once clicked.