

Alliance Virtual Service Kit

EVENT LAUNCH & KEY DATES

Soft Launch Date for Exhibitors	December 16, 2020
Booth Set-Up Deadline	January 4, 2021
Official Launch Date for Attendees	January 5, 2021
Virtual Conference Event Dates	January 12-16, 2021

SETTING UP YOUR VIRTUAL BOOTH

Upon our soft launch of our virtual event platform, you will receive a login email directly from Pathable to gain access to your booth. If you do not receive your login email, please let us know.

Click on “Go to Organization Settings” to build your booth. You will see your company name and logo on your page. From here, you can upload all files and edit any aspects of your virtual booth.

Resources

[Click here](#) to view a brief video and to read instructions from Pathable on how to set-up your booth.

Contact the [Alliance Tradeshow Team](#) with any questions.

Deadlines/Specs

Monday, January 4, 2021 – Complete booth set-up in Pathable

- **Logo:** We have uploaded your initial logo into the system. If you wish to update your logo, please feel free to do so.
- **Header Banner:** 1170px X 145px
- **Tags:** Product Category designation
- **Company Website:** External Link
- **Company Description for Virtual Exhibit Page:** 5,000 characters max
 - This description box can also include hyperlinked pictures and external links
- **Social Links:** Supply a URL for any of your social media profiles (ex: Facebook, Twitter, LinkedIn, YouTube)
- **Polls:** Provide polls for attendees to answer throughout the conference. The results can be visible to all attendees or only your team.
- **Files:** Supply PDFs for your virtual exhibit page
- **Video:** Supply a YouTube link, Vimeo link or mp4 file for your virtual exhibit page (maximum length: 10 minutes)
 - *These must be sent to directly to exhibits@acehp.org. Based on your booth type, you are allowed a limited amount of videos.*



Virtual Alliance Annual Conference

January 12-15, 2021 • acehp.org

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Check out an example of a [Virtual Exhibit Page](#).

Do you need to grant access for another team member to upload? Please reply to this email with their name and email address. Please keep in mind that they must register for the conference using one of your registration allotments or additional registration.

Monday, January 11, 2021 – Register your staff for the conference. The sooner you register your team, you will be able to add them to your booth during set-up. Access to the platform for all staff is available Tuesday, January 5, 2021.

- Alliance recommends a minimum of 2 registered staff to be in your virtual booth.
- Registration information is only sent to fully paid companies
- Registrations for booth staff outside of your complimentary allotment can be purchased through the exhibitor registration portal (after you use the allotments).

Recommended Time to Staff your Booth

See our full virtual event schedule [here](#).

- Note: Times are subject to change. All changes will be sent to you in writing.
- Note: To make the most of your partnership, Alliance strongly recommends that you staff your virtual booth during all open booth hours listed.

Required Booth Hours

Tuesday, January 12, 2021	1:15 p.m. – 2:00 p.m. ET
Wednesday, January 13, 2021	1:15 p.m. – 2:00 p.m. ET
Thursday, January 14, 2021	1:15 p.m. – 2:00 p.m. ET
Friday, January 15, 2021	1:15 p.m. – 2:00 p.m. ET

Optional Booth Hours

Tuesday, January 12, 2021	2:45 p.m. – 3:00 p.m. ET 3:45 p.m. – 4:00 p.m. ET
Wednesday, January 13, 2021	2:45 p.m. – 3:00 p.m. ET 3:45 p.m. – 4:00 p.m. ET
Thursday, January 14, 2021	2:45 p.m. – 3:00 p.m. ET 3:45 p.m. – 4:00 p.m. ET
Friday, January 15, 2021	2:45 p.m. – 3:00 p.m. ET 3:45 p.m. – 4:00 p.m. ET



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 Alliance for
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SPONSORSHIP & MARKETING DEADLINES

Please see below for information pertaining to sponsorship benefits applicable to those who have purchased the outlined sponsorships and marketing opportunities. All items should be returned to the [Alliance Tradeshow Team](#) by the designated date below:

Deadlines/Specs

Monday, January 4, 2021 – Attendee Daily Email Advertisement

- Artwork must be 1500px W x 250px H, EPS or High Resolution format JPG/PNG
- Banner will link to your exhibit booth

Monday, January 4, 2021 – Virtual Platform Banner Advertisement

- Artwork must be 1500px W x 250px H, EPS or High Resolution format JPG/PNG
- Banner will link to your exhibit booth

Wednesday, January 6, 2021 – Bulletin Message

- Short message to attendees (50-200 characters). You can use your messaging to encourage attendees to visit your booth or provide special offerings.
- Preferred URL link to company website or social media
- Logo, if different from booth logo – 200x200 px, EPS or High Resolution format JPG/PNG

Wednesday, January 6, 2021 – Session Commercial

- Limit: 1 minute max
- mp4 format, 720p preferred

