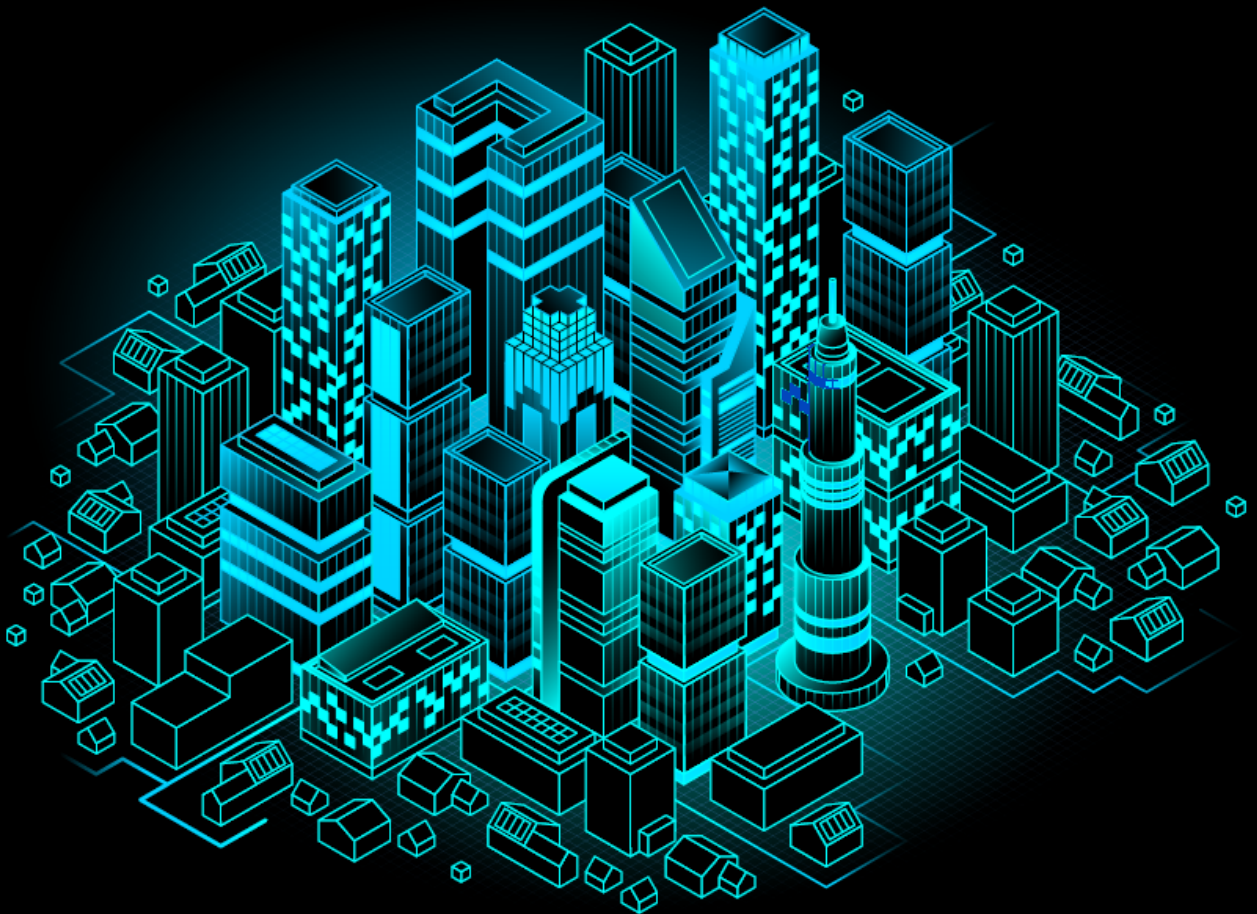


Esri Infrastructure Management & GIS Conference

Virtual

October 27 - 30, 2020

Best Practices and Specifications



ASSETS CHECKLIST

Be sure that you have all your assets ready to upload.

Remember - the portal to upload these assets closes September 30

Hero Banner (Gold and Silver Sponsors Only)

- 1325px by 290px
- JPEG or PNG, max size 300MB

TIP

If your links are too long, use an URL shortener.

Company Logo

- 300px by 300px
- JPEG or PNG, max size 300MB

Company Information

- Name (max 256 characters)
- Description
- Location (organization headquarters)

Contact Alias

- Email (max. 18 characters)

Company website link

(max. 128 characters)

Social Links

One per platform

- Twitter
- LinkedIn
- Facebook
- YouTube
- Instagram

Content Downloads/Assets

URL; maximum 6 content links

Join Us On Zoom

A Zoom meeting room link is required

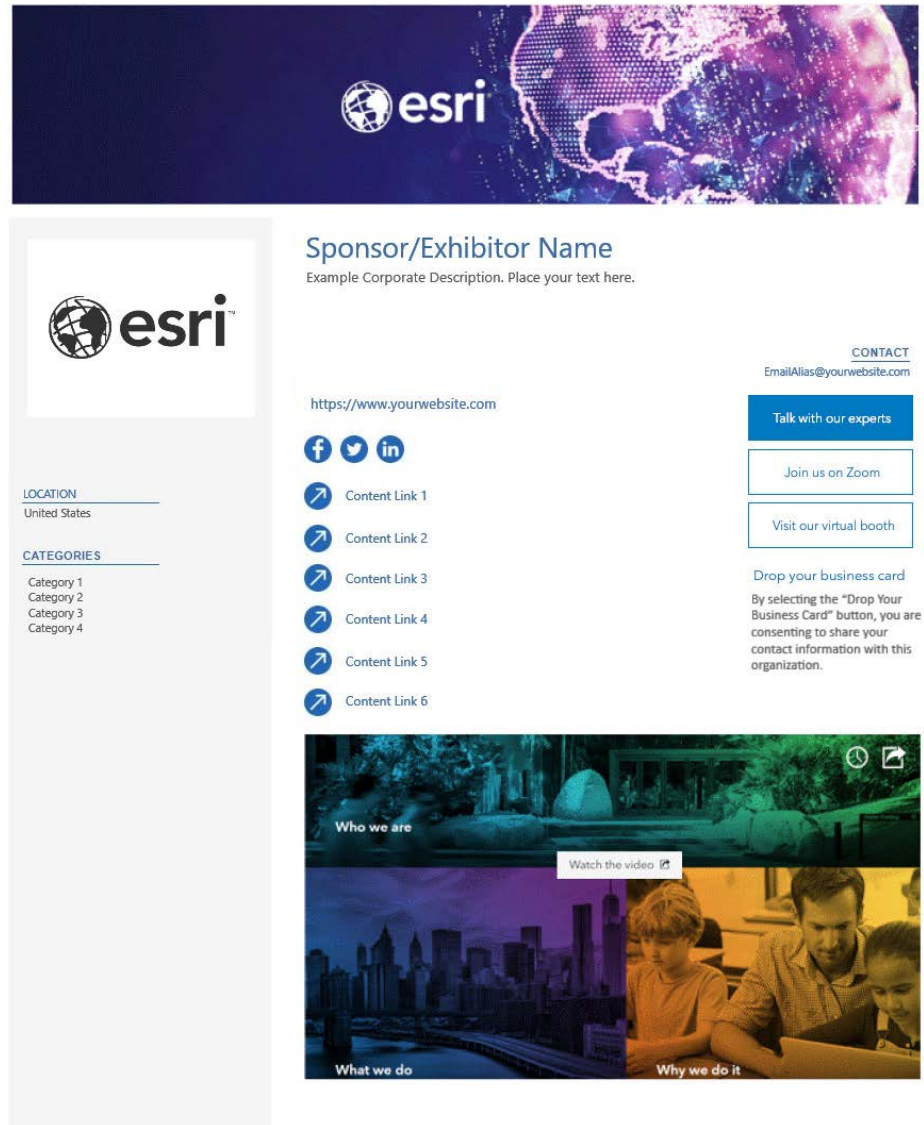
Company Video(s)

Hosted video (YouTube or Vimeo)

- Maximum time: 20 minutes each

Visit Our Virtual Booth (Gold and Silver Sponsors Only)

URL where your 3D booth is hosted



The screenshot shows a web form for Esri sponsors. At the top is a hero banner with the Esri logo and a globe. Below this is a section for 'Sponsor/Exhibitor Name' with a placeholder text 'Example Corporate Description. Place your text here.' To the left of this section is a sidebar with the Esri logo, a 'LOCATION' dropdown set to 'United States', and a 'CATEGORIES' list with options 'Category 1', 'Category 2', 'Category 3', and 'Category 4'. Below the name section is a 'CONTACT' section with a 'EmailAlias@yourwebsite.com' placeholder and a 'Talk with our experts' button. To the right of the name section is a 'Company website link' field with a placeholder 'https://www.yourwebsite.com' and a list of six 'Content Link' fields, each with a placeholder icon and text. Below the website link section is a 'Join us on Zoom' button and a 'Visit our virtual booth' button. At the bottom right is a 'Drop your business card' section with a 'Watch the video' button and a video player showing a cityscape and people working on a laptop. The video player has a 'Who we are' title and a 'What we do' title.

REPRESENTATIVES

Your organization will be allowed Representatives (typically referred to as "booth staff" at an in-person event). When an attendee activates the *Talk With Our Experts* feature in your listing, these individuals will appear. There is no limit on how many staff you designate as Representatives. Be sure to select staff who can tell your story throughout the conference.

Representatives must be registered for the IMGIS event no later than Friday, October 16, 2020. Please have these individuals confirm that all contact information in their My Esri account (linked to attendee registration) is accurate. Also, when creating their networking profile, be sure they use the same email address tied to their event registration.

Note: It is the responsibility of the partnering sponsor/exhibitor to coordinate registration for your Representatives. Those designated as Representatives must register using a special registration link which will be provided in the confirmation email.

JOIN US ON ZOOM (*listing feature*)

A Zoom meeting room offers some opportunities that will allow your organization to maximize your time at IMGIS.

The ability to moderate your meeting room is crucial to make sure that your attendee's questions are being answered and that there is a main point of contact for each room. We strongly suggest that you assign at least one staff member to monitor this meeting room during conference hours.

One way to maximize your time at IMGIS is to use your meeting room as a "welcome desk" to welcome attendees, field inquiries to the correct Representatives, and direct attendees to breakout rooms, if applicable.

Breakout rooms in meeting platforms can also be used to schedule demos, presentations, and round table discussions.

If you need help determining if a customer is in attendance, and you do not see them listed in the networking component, you may reach out to your Esri partner manager for assistance.

VIDEOS (*listing feature*)

Pre-recorded videos are a great way to allow attendees to know what your organization is about on your company listing page.

This space can be used to share videos pertaining to product releases, demos, case studies, or simply just an overview of your organization. This video will be front and center on your company's listing page, so be sure it will capture your organization's mission.

CONTENT LINKS (*listing feature*)

Share your organization's content and highlights on your organization's listing page. Here are some examples of what you can include with this feature:

- PDFs
- White papers
- PowerPoint presentations
- Data sheets
- Links to dashboards or StoryMaps
- Agenda for your activities in your meeting rooms or included on the Esri agenda

Be sure that all links that you post are saved on a public server. Attendees won't be able to see your information if you have it saved behind a private portal or sign-in request.

All links must begin with "https://" and be on a secure site. If your page is not on a secure page, it may not show on the listing page and will result as an error for attendees.

All text within your listing is indexed and searchable within the platform, so please be sure to name your links in a way that is eye-catching, describes its contents, and will attract your target audience.

For example: Instead of "*Data sheet 1*", maybe try something more attention grabbing like "*Acme GIS and the County of San Bernardino (An Interactive Dashboard)*", or instead of "*Agenda*", try "*Acme GIS Demo Agenda*."

DROP YOUR BUSINESS CARD (*listing feature*)

This new feature allows attendees to instantly share their contact details with your organization.

VISIT OUR VIRTUAL BOOTH (*listing feature*)

This feature, available to Gold and Silver Sponsors only, allows your organization to showcase your 3D booth or an IMGIS event participation landing page, within your virtual listing.

TALK WITH OUR EXPERTS (*listing feature*)

This updated listing feature allows attendees to schedule a meeting and chat with the organization. An admin will be able to see meeting requests and assign them to the appropriate Representatives. Additionally, all Representatives appointed by your admin will be able to view and respond to chat messages, ensuring a timely response for all attendees. This feature replaces the public chat roll and allows for attendees to privately message the organization.

LISTING PAGE ASSETS AND SPECS

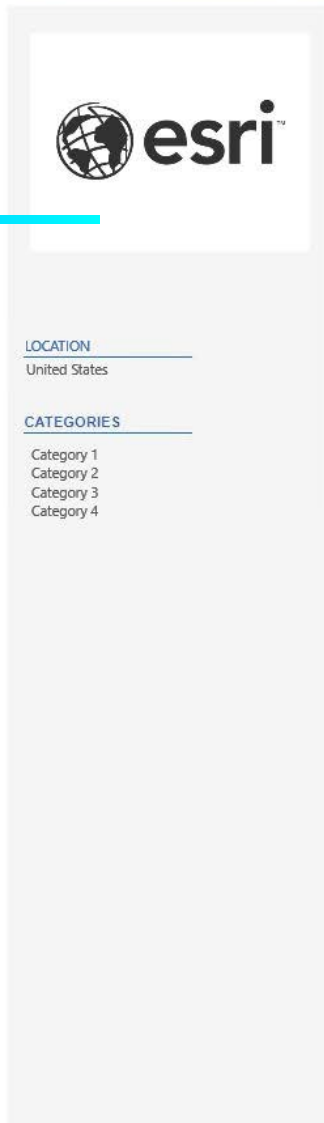
Sponsor Hero Image

1325px by 290px



Exhibitor Logo

300px by 300px



Sponsor/Exhibitor Name

Example Corporate Description. Place your text here.

<https://www.yourwebsite.com>



 Content Link 1

 Content Link 2

 Content Link 3

 Content Link 4

 Content Link 5

 Content Link 6

CONTACT

EmailAlias@yourwebsite.com

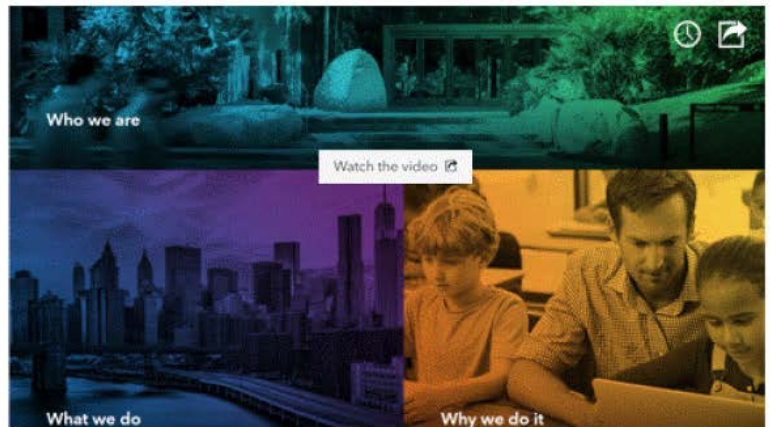
Talk with our experts

Join us on Zoom

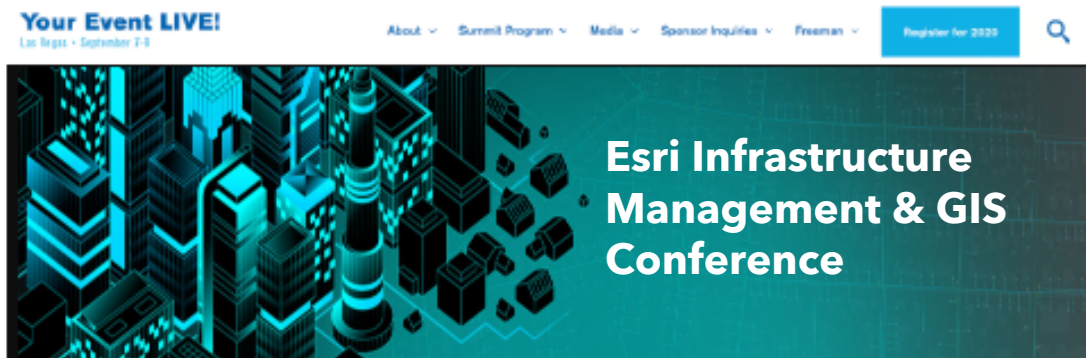
Visit our virtual booth

Drop your business card

By selecting the "Drop Your Business Card" button, you are consenting to share your contact information with this organization.



HOMEPAGE BANNER AD SPECS



Now Playing / Keynote Content

Bob Priest-Hesk, Carrie Freeman Persons

Taking Digital Learning to Your Next Event

Monday, March 30th 2PM - 2:40PM

[Watch Now](#)

Bob Priest-Hesk, Carrie Freeman Persons

Taking Digital Learning to Your Next Event

Monday, March 30th 2PM - 2:40PM

[Watch Now](#)

Stay Up To Date

First Name

Last Name

Phone

Email

Company

[Sign Up](#)



Horizontal Banner Ad

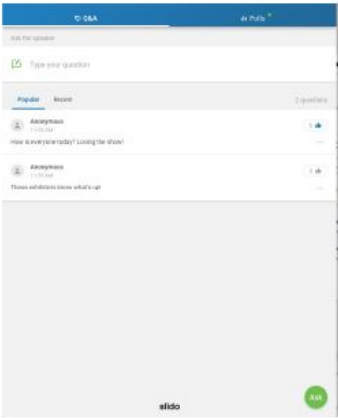
1325px by 290px

SESSION PAGE ASSETS AND SPECS

< Sessions



 Session Survey



Monday, March 30th 2 PM - 2:40PM

Keys to Success in Basic/Translational Science

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Devon Smith
Easi

Natalie Lee-Walsh
Easi

Session Type

Q&A

Track

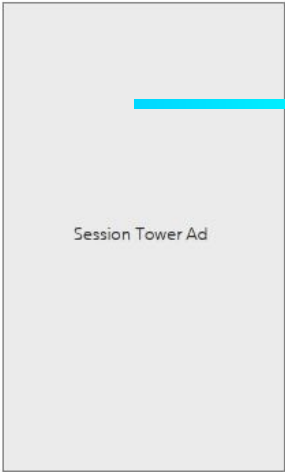
Content

Cross Referenced Tracks

Content

Keywords

Content



Session Page
Tower Image
300px by 500px



SPONSORS AND EXHIBITORS LANDING PAGE ASSETS AND SPECS

2020 UC (virtual) | Spec sheet

SUB HERO AD


Sub hero Image


1440 px by 300px


Gold Silver Premium


Filter by Level Filter by Location Filter by Category Clear Filters


Search by Name... Search



Anyfest



AudioTrove



Eventaza



Sponsor / Exhibitor



Sponsor / Exhibitor



Sponsor / Exhibitor



Sponsor / Exhibitor



Sponsor / Exhibitor



Esri Showcase Area



Sponsor / Exhibitor



Sponsor / Exhibitor



Sponsor / Exhibitor



Sponsor / Exhibitor



Sponsor / Exhibitor


Sponsor / Exhibitor


Sponsor / Exhibitor


Sponsor / Exhibitor


Sponsor / Exhibitor


Sponsor / Exhibitor

Simulattorr

Ready Event

Screena

Hall Run

Govention

EventFlare

Simulattorr

Ready Event

Screena

Hall Run

Govention

EventFlare

FOOTER AD

Footer Image

1325px by 290px



VIDEO RECORDING INFORMATION

SIMULIVE SESSION *Pre-recorded with Slido Q&A*

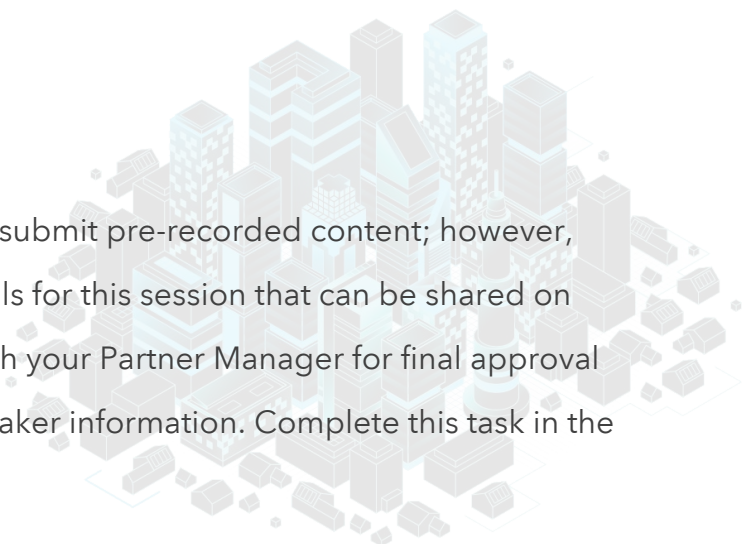
Please prepare a file sharing link so that we may download your presentation (45 minutes maximum length; file to be formatted as .mp4 with resolution of 1920 x 1080 and codec of H.264.) The recommended video platform is Camtasia, though you may use your preferred recording platform. We do ask that you NOT use Microsoft Teams with our virtual event platform. A few days before the event begins, you will receive a link for Slido to set up polls or questions for attendees and will be notified of the Esri staff member that will assist with moderating your session. We will also need presentation details and speaker information. Complete this task in the Exhibitor Portal as soon as possible.

PARTNER SPOTLIGHT *Pre-recorded*

Please prepare a file sharing link so that we may download your presentation (15 minutes maximum length; file to be formatted as .mp4 with resolution of 1920 x 1080 and codec of H.264.) The recommended video platform is Camtasia, though you may use your preferred recording platform. We do ask that you NOT use Microsoft Teams with our virtual event platform. We will also need presentation details and speaker information. Complete this task in the Exhibitor Portal as soon as possible.

LIVE SESSION

This is a live session that does not require you to submit pre-recorded content; however, you may prepare content that best suits your goals for this session that can be shared on screen during the session. We will coordinate with your Partner Manager for final approval and format. We will need session details and speaker information. Complete this task in the Exhibitor Portal as soon as possible.



HOW TO UPLOAD TO YOUTUBE OR VIMEO

YOUTUBE

1. Navigate to YouTube in any web browser.
2. Make sure you are logged into your account. If you don't see your account thumbnail in the upper right corner, click "SIGN IN" and enter your Google account information.
If you don't have a Google account, click "SIGN IN" then "Create account". You'll then be required to enter a valid email address and create a password.
3. Click the Create a video or Post button at the top right of the screen (looks like a video camera) then click "Upload video."
4. The video upload page should appear. Under "Select files to upload," click "Public" and choose a level of visibility for your video. Important: make sure your video is set to either "Public" or "Unlisted" so it can be viewed on your Exhibitor Detail Page.

5. Click the large arrow to choose the video file, or you can drag the video file onto the page.

6. While the video uploads, you can enter information like the name and description of your video.

7. Click "Publish" to complete the process (you can publish the video while it's still uploading or wait until the upload is complete). Your video won't appear online unless you click "Publish."

Please note: once the video is uploaded, it will take a few minutes to process.



VIMEO

1. Navigate to Vimeo in any web browser.
2. Make sure you are logged into your account. If you need to create an account, click the "Join" button. You'll then be required to enter a valid email address and create a password.
3. Click the blue New video button at the top right of the screen then click "Upload." Once you click the upload link, you will be taken to the upload page.
4. Click the "Choose a File to Upload" button and this will launch an upload dialog box. Choose the file that you want to upload and then click on "Select." As soon as you click the button, the video will start to be uploaded straight away.

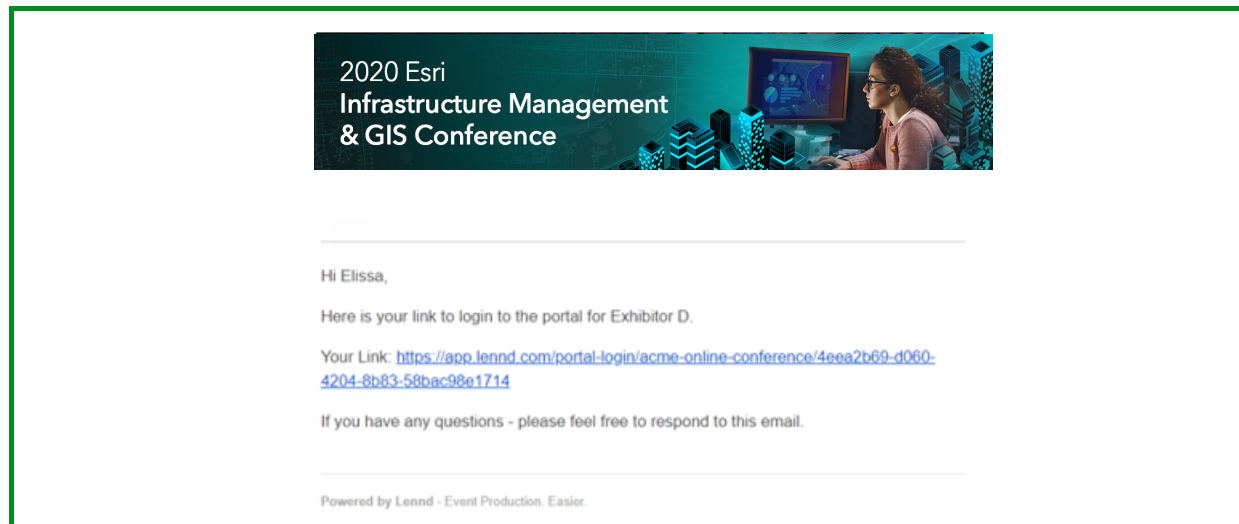
5. While the video uploads, you can enter information like the name and description of your video.

6. To access the privacy settings of your video, click "Settings" under your video, then click the "Privacy" tab. Important: make sure your video is set to "Everyone" so it can be viewed on your Exhibitor Detail Page.

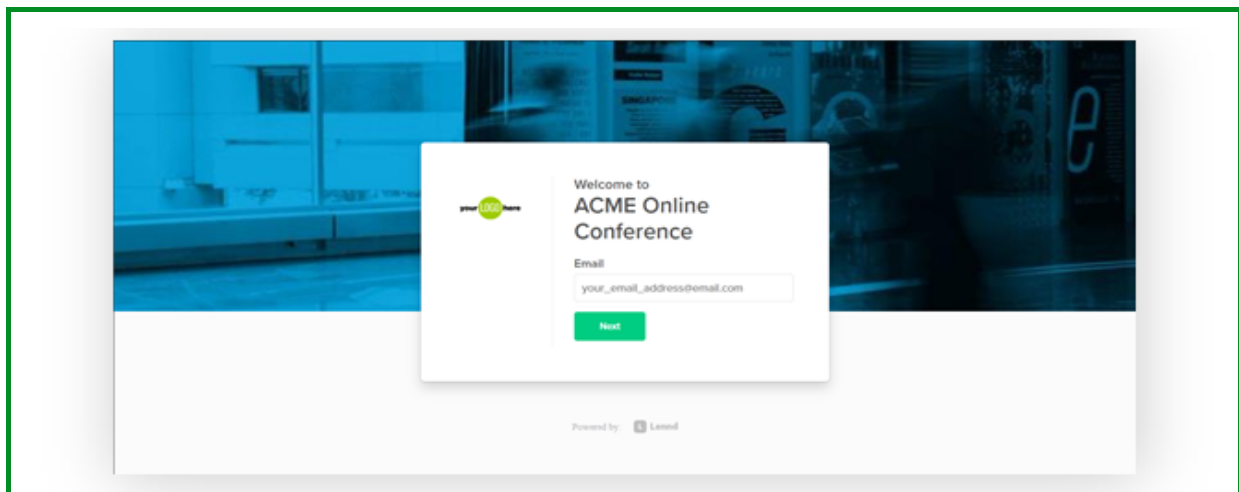
7. As soon as the video is uploaded, the video will then be processed. You can close this page if you want, and Vimeo will handle the conversion automatically. Vimeo will email you once the conversion has finished.

HOW TO UPLOAD YOUR ASSETS

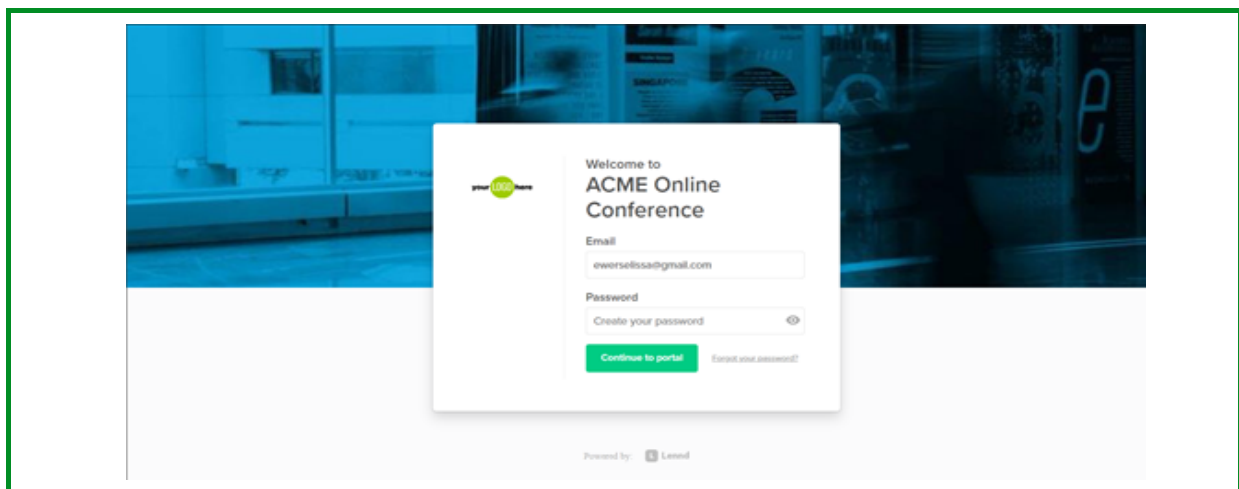
1. An email will be sent to you from LENND to get started on uploading your assets – click the link in the body of the email to access the portal for your event



2. When you land on the portal homepage, enter your email address and click "Next"

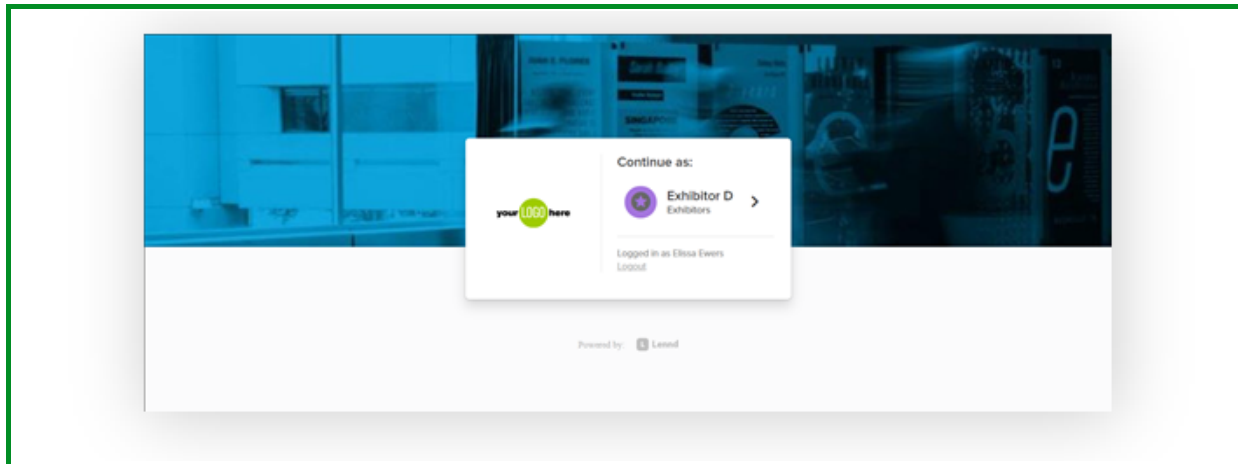


3. Create your account password and click "Continue to portal"

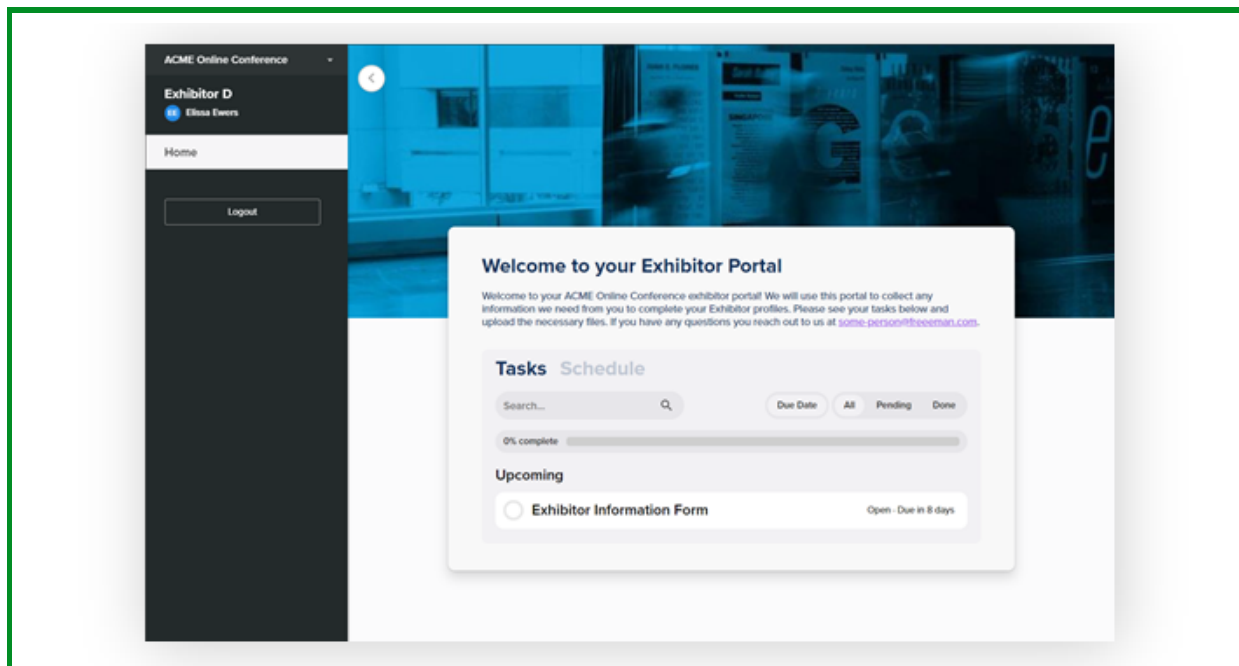


HOW TO UPLOAD YOUR ASSETS (cont)

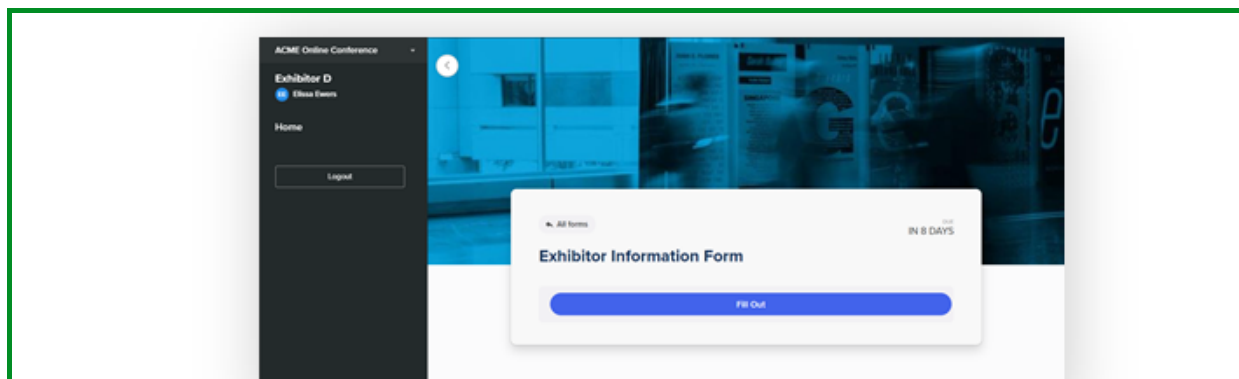
4. The screen will show "Continue as:" and the name of your company - click your company name to continue



5. The portal homepage will show the list of tasks you have due for your event - click "Exhibitor Information Form" to submit assets needed for your Exhibitor Listing Page

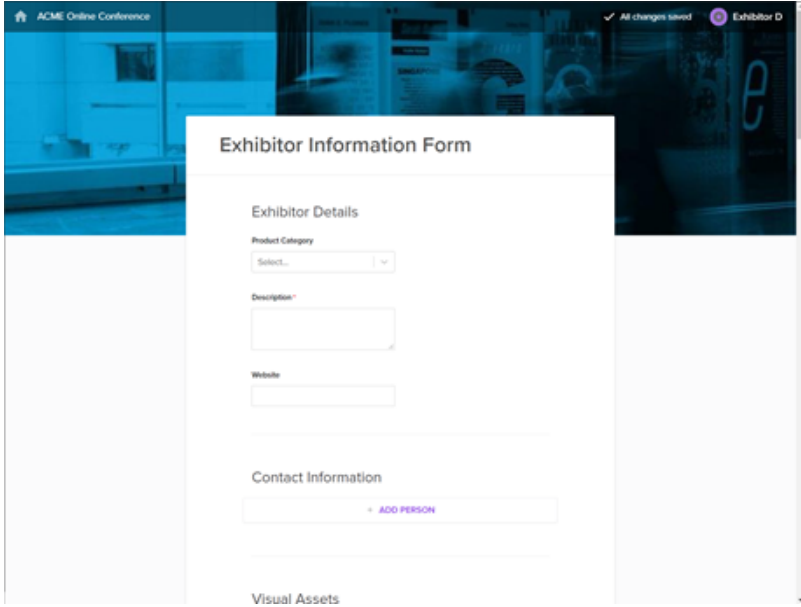


6. Click "Fill Out"



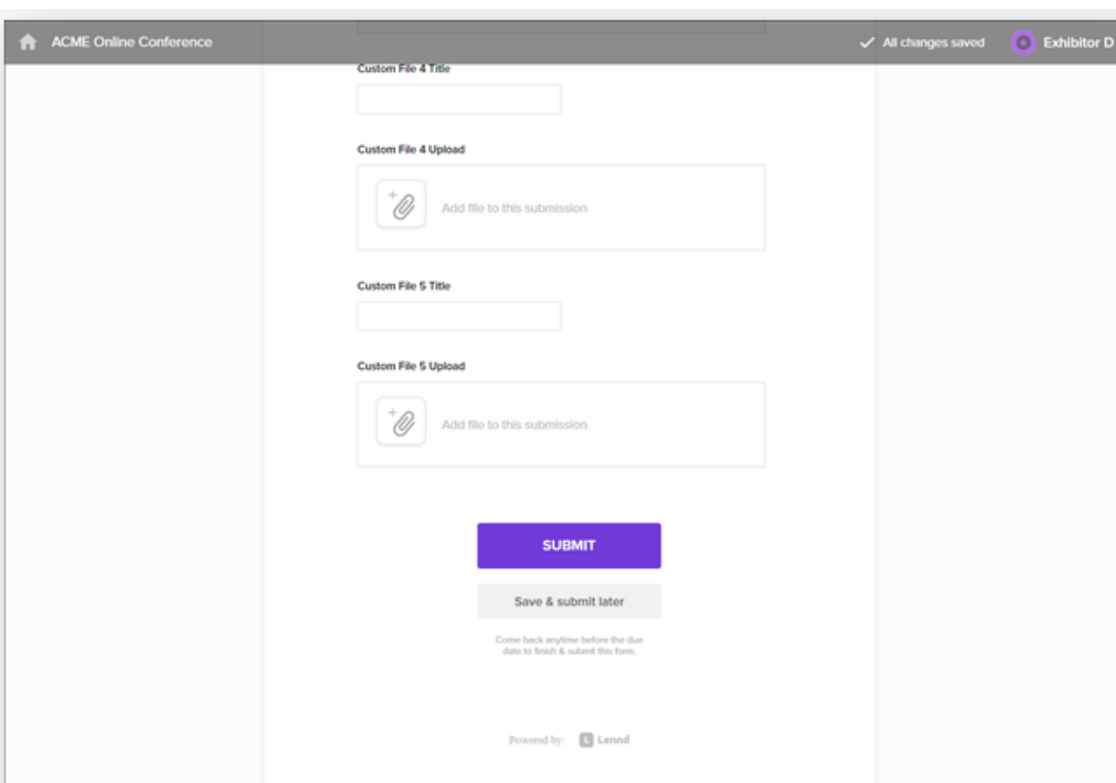
HOW TO UPLOAD YOUR ASSETS (cont)

7. Fill in/select information for each field on the form



The screenshot shows a web application interface for an "ACME Online Conference". At the top right, there is a status bar with a checkmark and the text "All changes saved" and a user profile icon labeled "Exhibitor D". The main content area is titled "Exhibitor Information Form". It contains several sections: "Exhibitor Details" with a "Product Category" dropdown menu (showing "Select...") and a "Description" text area; a "Website" text field; "Contact Information" with a "+ ADD PERSON" button; and a "Visual Assets" section at the bottom. The background of the form is a blurred image of a trade show booth.

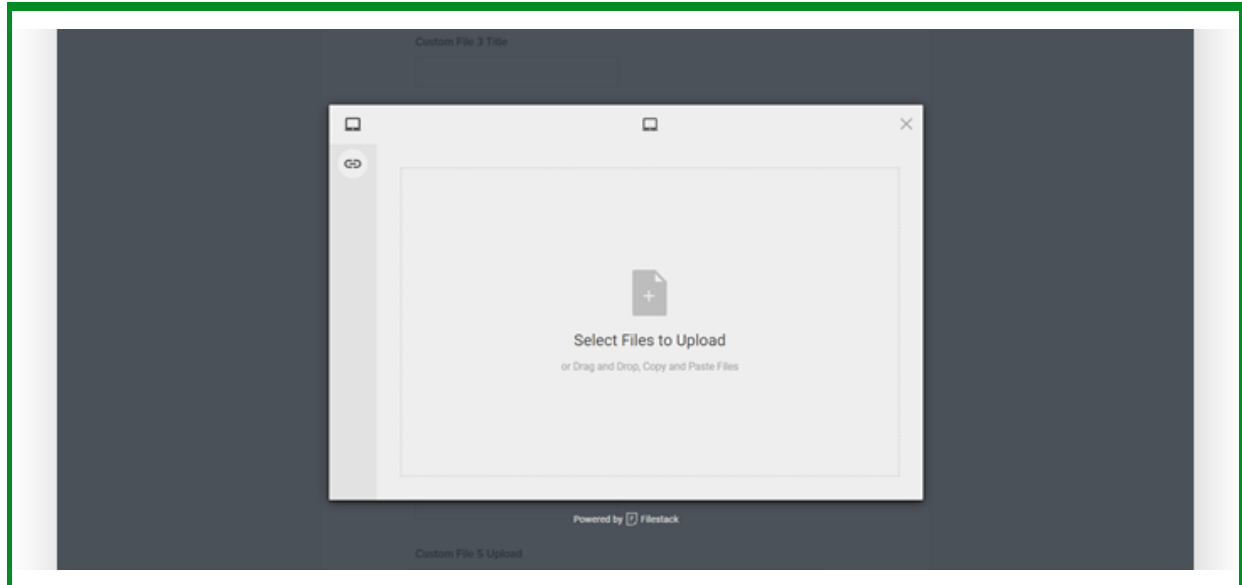
8. You'll be able to upload files/links to the form, including your company logo, hero image, and any content downloads links for your Exhibitor Listing Page – as you attach files/links, specify the file name in the "Custom File Title" box



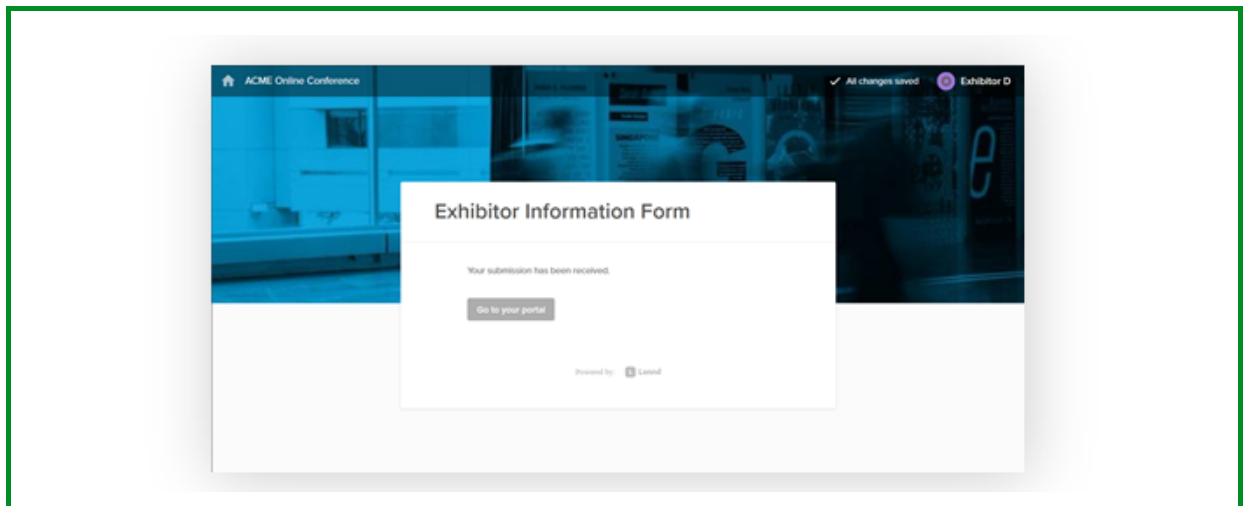
This screenshot shows the file upload section of the "Exhibitor Information Form". It features two identical upload blocks. Each block has a "Custom File [X] Title" text field and a "Custom File [X] Upload" area. The upload area contains a paperclip icon with a plus sign and the text "Add file to this submission". At the bottom of the form, there are two buttons: a purple "SUBMIT" button and a grey "Save & submit later" button. Below these buttons, a small note reads: "Come back anytime before the due date to finish & submit this form." At the very bottom, it says "Powered by: Lendul" with a small logo.

HOW TO UPLOAD YOUR ASSETS (cont)

9. You can either click to upload files or drag files directly from your desktop to upload

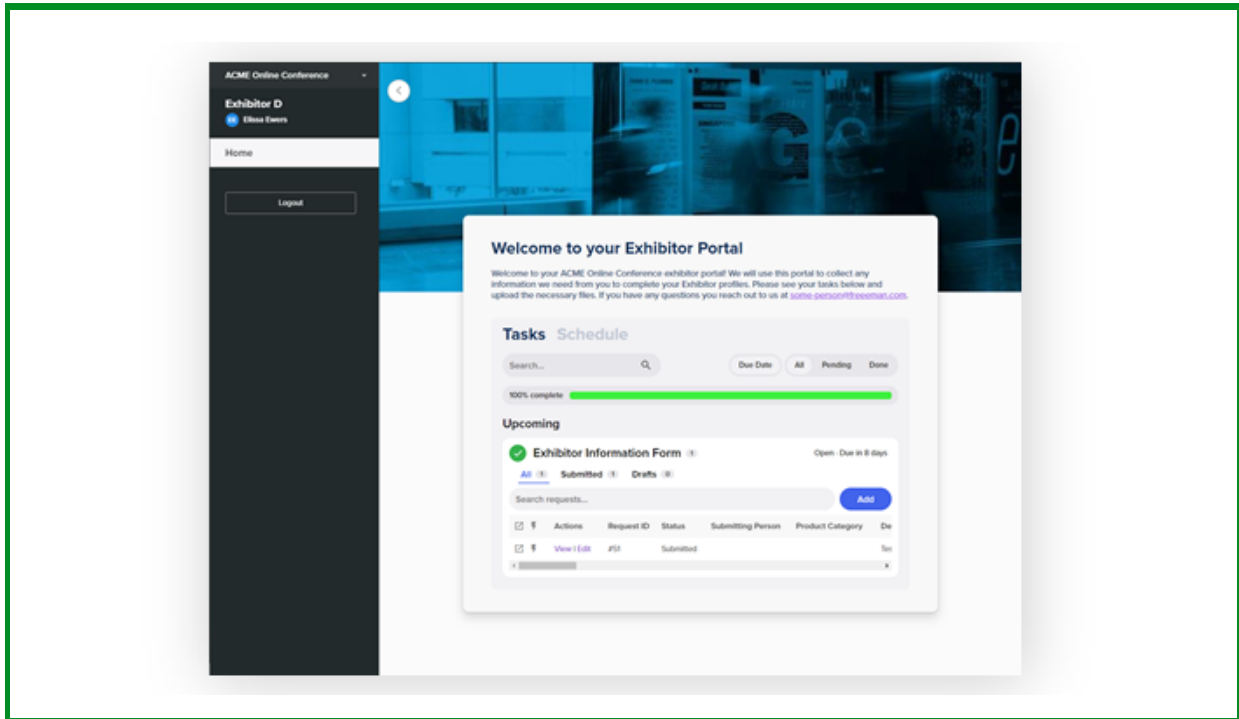


10. Once you submit, you'll see a confirmation message on your screen – click "Go to your portal"



HOW TO UPLOAD YOUR ASSETS (cont)

11. Once you return to the portal homepage, you'll see your list of tasks again – if you have successfully completed all the tasks, you'll see the completion bar at 100%



**AS A FINAL REMINDER
September 30:**

ALL sponsor deliverables must be received by Esri.

ALL listing assets must be uploaded to the virtual platform by the sponsor.

You will receive a separate notification from hello@lennd.com granting access to upload your listing assets. Access is terminated on September 30 and no additional changes can be made after this date. **Please be sure to preview your listing before submission.**

Listing assets will be vetted by Esri staff. If listing assets (videos, links, meeting rooms, etc.) are used improperly, or manipulated to be redirected to content deemed inappropriate, this may result in the removal of your listing and any paid funds will be forfeited.