



2020 esri UC

July 13-16

SPONSOR & EXHIBITOR
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 June 25

Exhibitor Hero Banner (Gold and Silver Sponsors Only)

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

Company Logo

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

Company Information

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

Company Contacts

- Up to 3 contacts can be listed
- First and last name max. 128 characters each
- Title (max. 128 characters)
- Email (max. 18 characters)

Exhibitor website link

(max. 128 characters)

Social Links

One per platform

- Twitter
- LinkedIn
- Facebook
- YouTube
- Instagram

Content Downloads/Assets

URL; maximum 6 content links

Zoom Meeting Room link

Company Video(s)


Hosted video (YouTube or Vimeo)

- Maximum time: 20 minutes each
- Maximum 5 videos per page

TIP

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





LOCATION

United Kingdom
Ireland
United States
India

CATEGORIES

Category 1
Category 2
Category 3
Category 4

Chat Roll
210 x 800

Anyfest - General

The area is open at 12 pm. The area is staffed at 10 am.

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.

<https://www.anyfest.com/>

[Twitter](#) [LinkedIn](#) [Facebook](#) [YouTube](#) [Instagram](#)

[Visit Our Virtual Booth](#)

CONTACTS

FirstName LasName
Co-Founder, CEO
+1-123-123-2312
firstlastname@email.io

FirstName LasName
Co-Founder, CEO
+1-123-123-2312
firstlastname@email.io

FirstName LasName
Co-Founder, CEO
+1-123-123-2312
firstlastname@email.io

[Schedule a Meeting](#)

[Join the Conversation](#)

[White Paper #1](#)

[White Paper #2](#)

[White Paper #3](#)

[White Paper #4](#)

[White Paper #5](#)

[White Paper #6](#)



3D BOOTH

Gold and Silver sponsors have the opportunity to host a 3D booths within their listing.

A 3D Booth is a 3D rendering of what your in-person booth would look like with links and content included for attendees to explore. While Ersi does not provide this service directly, you are welcome to use an already established 3D booth or work with a third-party vendor to generate your booth.

COMPANY REPRESENTATIVES

Your organization will be allotted a number of representatives (typically referred to as "booth staff" at an in-person event), depending on the sponsor or exhibitor package selected. When an attendee activates the Schedule a Meeting feature in your listing, these individuals will appear. Be sure to select staff who can tell your story throughout the conference.

These representatives will need to be registered for the UC event. Please have these individuals confirm that all contact information in their My Esri account (linked to attendee registration) is accurate. For example, check that all phone numbers are current and any email addresses and aliases are spelled correctly. We don't want a typo to keep you from connecting with potential new clients.

Note: These individuals are different than the three contacts visible on your listing page, though you may designate them as a representatives as well, if desired.

ABILITY TO POST A ZOOM MEETING ROOM

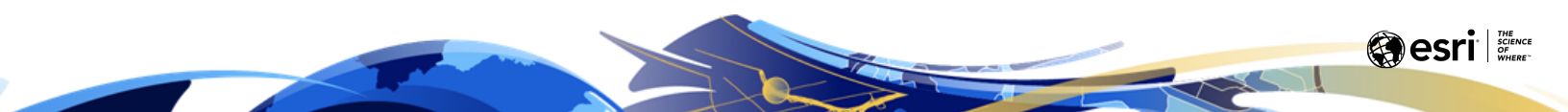
We ask that if your organization is permitted to, please use Zoom as your meeting platform. We ask this so that attendees have a consistent user experience.

Zoom also offers some opportunities that will allow your organization to maximize your time at UC. The ability to moderate a 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.

One example to maximize your time at UC with Zoom is to use a room as a "welcome desk" to welcome attendees, field inquiries to the correct representatives, and direct attendees to breakout rooms.

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

If you need help determining if a customer is in attendance, you may reach out to your partner manager for assistance.



PRE-RECORDED VIDEOS

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 a 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 UPLOAD

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

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 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*."

ON-DEMAND SESSION (PRE-RECORDED)

This opportunity is limited to Gold level sponsors only.

This on-demand session is a pre-recorded speaking opportunity that is listed in the Esri UC agenda for all attendees to discover. These presentations are limited to 20 minutes, so be sure to time your session. Your file must be provided as an .mp4 with resolution of 1920x1080 and codec of H.264.

CHAT WINDOW FEATURE

Each exhibitor listing page will have a chat window. Think of this as the same thing as when an attendee walks up to your booth and says hello. Try to keep chat here limited as it is the perfect way to invite them to a meeting to discuss things further.

The chat feature is always on during UC hours, so be sure someone on staff is available to answer questions. If you are not available, drop a message in the window letting attendees know you will be back shortly so they aren't waiting.

EXHIBITOR LISTING PAGE ASSETS AND SPECS

2020 UC (virtual) | Spec sheet

Sponsor Hero Image

1325px by 290px



Exhibitor Logo

300px by 300px



LOCATION

United Kingdom
Ireland
United States
India

CATEGORIES

Category 1
Category 2
Category 3
Category 4

Chat Roll

210 x 500

Anyfest - General

The area is open at 12 pm. The area is staffed at 10 am.

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 doctae 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.

<https://www.anyfest.com/>



[White Paper #1](#)

[White Paper #2](#)

[White Paper #3](#)

[White Paper #4](#)

[White Paper #5](#)

[White Paper #6](#)

[Visit Our Virtual Booth](#)

CONTACTS

FirstName LastName
Co-Founder, CEO
+1-123-123-2312
firstname@email.io

FirstName LastName
Co-Founder, CEO
+1-123-123-2312
firstname@email.io

FirstName LastName
Co-Founder, CEO
+1-123-123-2312
firstname@email.io

[Schedule a Meeting](#)

[Join the Conversation](#)



< Sessions



 Session Survey

Monday, March 30th 2PM - 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

Esri

Natalie Lee-Walsh

Esri

Session Type

Q&A

Track

Content

Cross Referenced Tracks

Content

Keywords

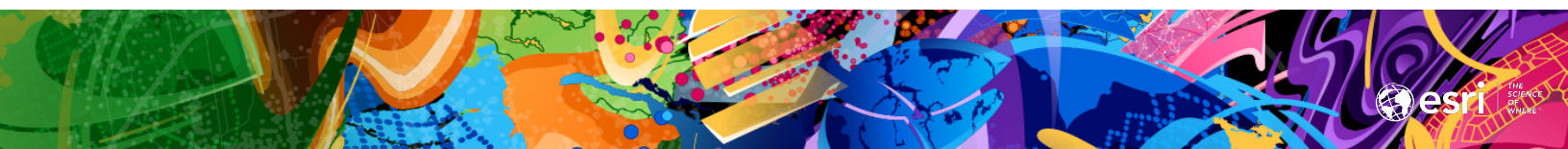
Content



Session Tower Ad

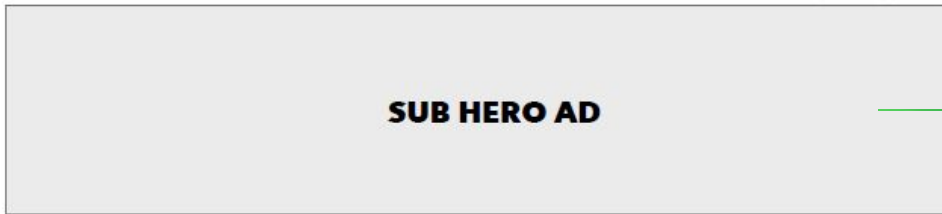
Session Page Tower Image

3000px by 500px



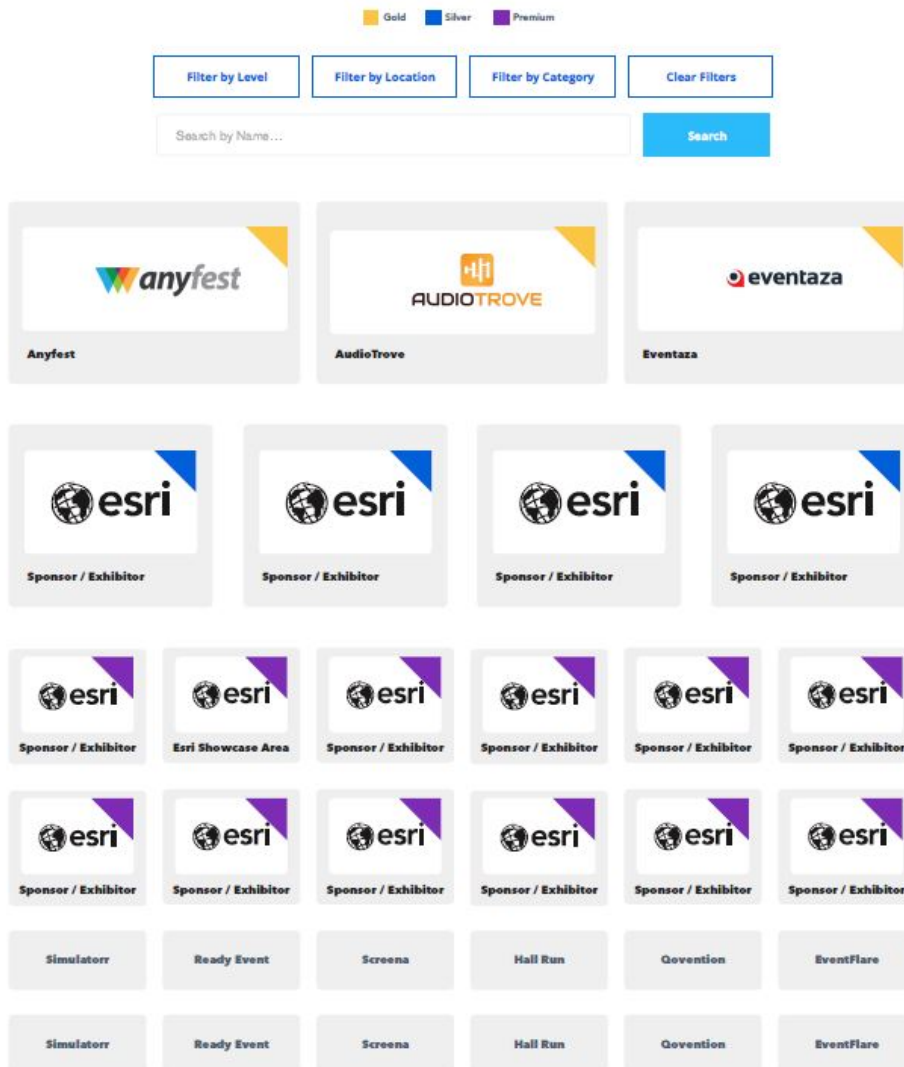
SPONSORS AND EXHIBITORS LANDING PAGE ASSETS AND SPECS

2020 UC (virtual) | Spec sheet



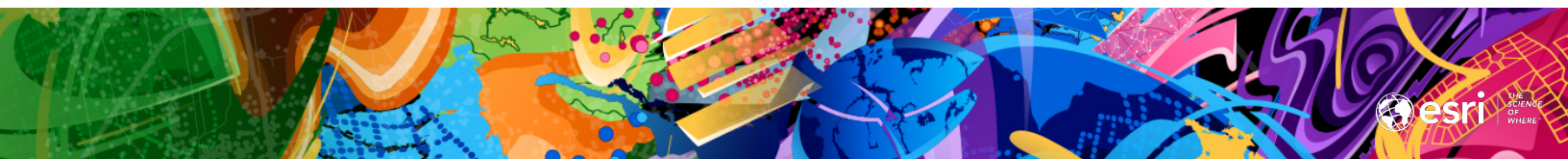
Sub hero Image

1440 px by 300px



Footer Image

1325px by 290px



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

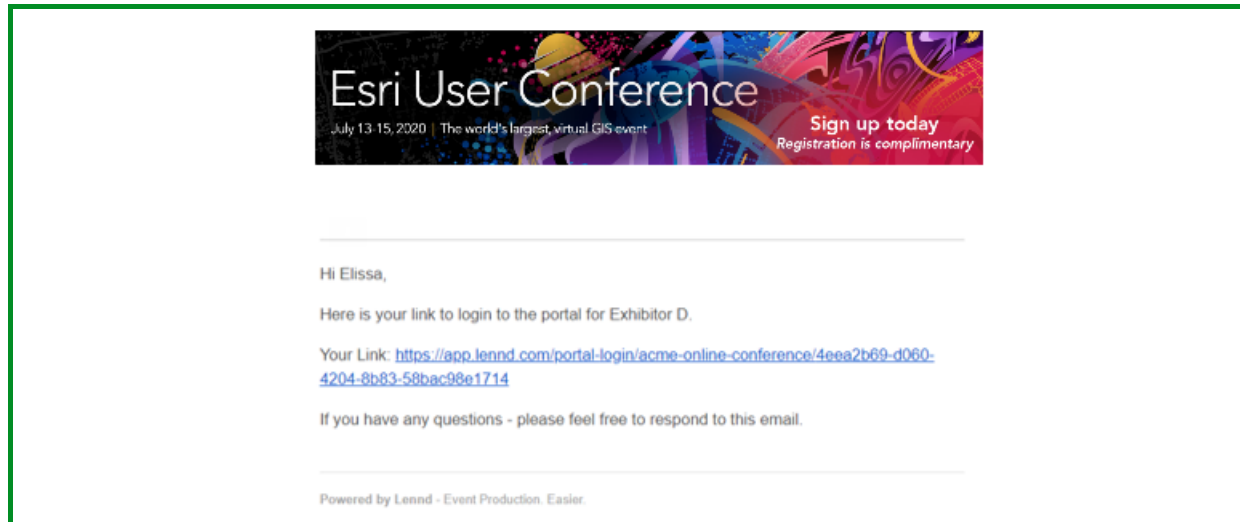
1. Navigate to Vimeo in any web browser.
2. Make sure you are logged into your account. If you need to create an account, click the "Join" button. You'll then be required to enter a valid email address and create a password.
3. Click the blue New video button at the top right of the screen then click "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.

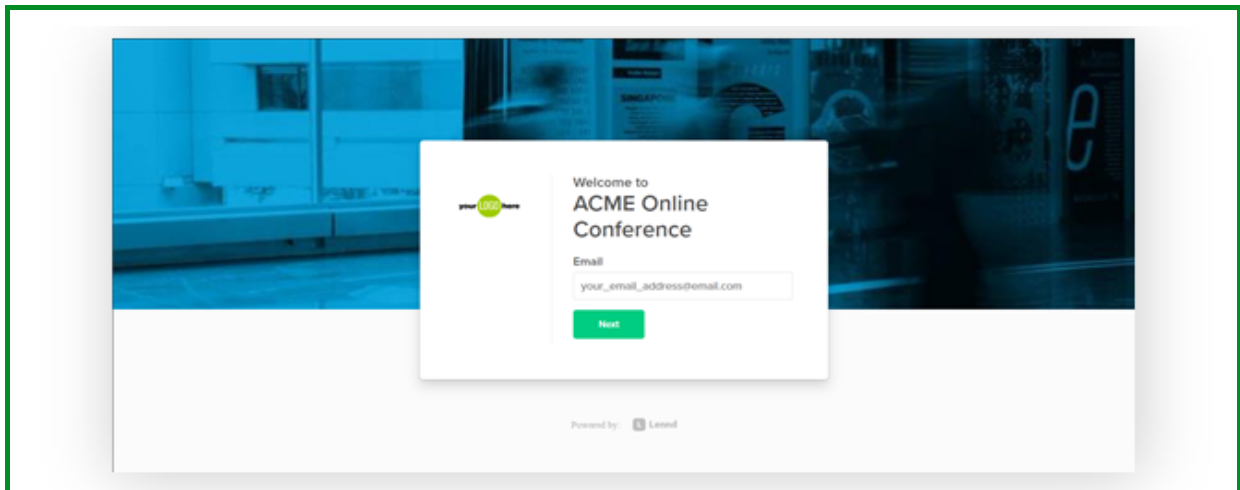


HOW TO UPLOAD YOUR ASSETS

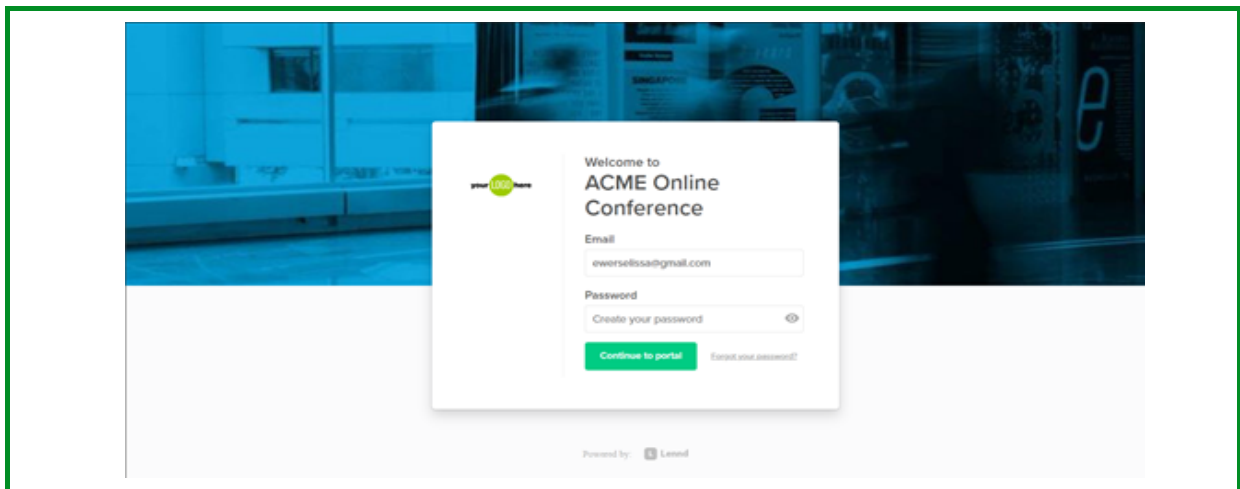
1. An email will be sent to you from LENND to get started on uploading your assets – click the link in the body of the email to access the portal for your event



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

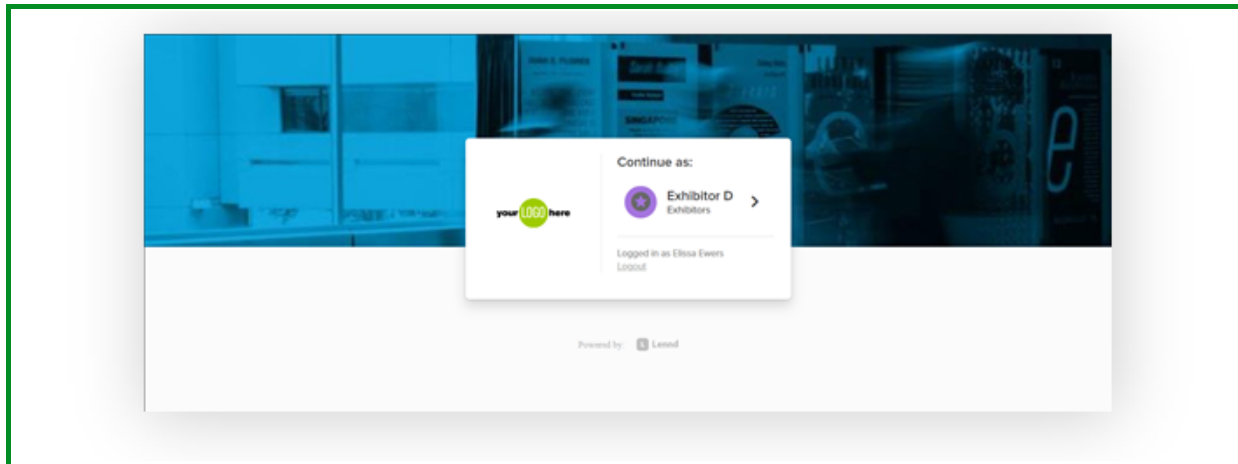


3. Create your account password and click "Continue to portal"

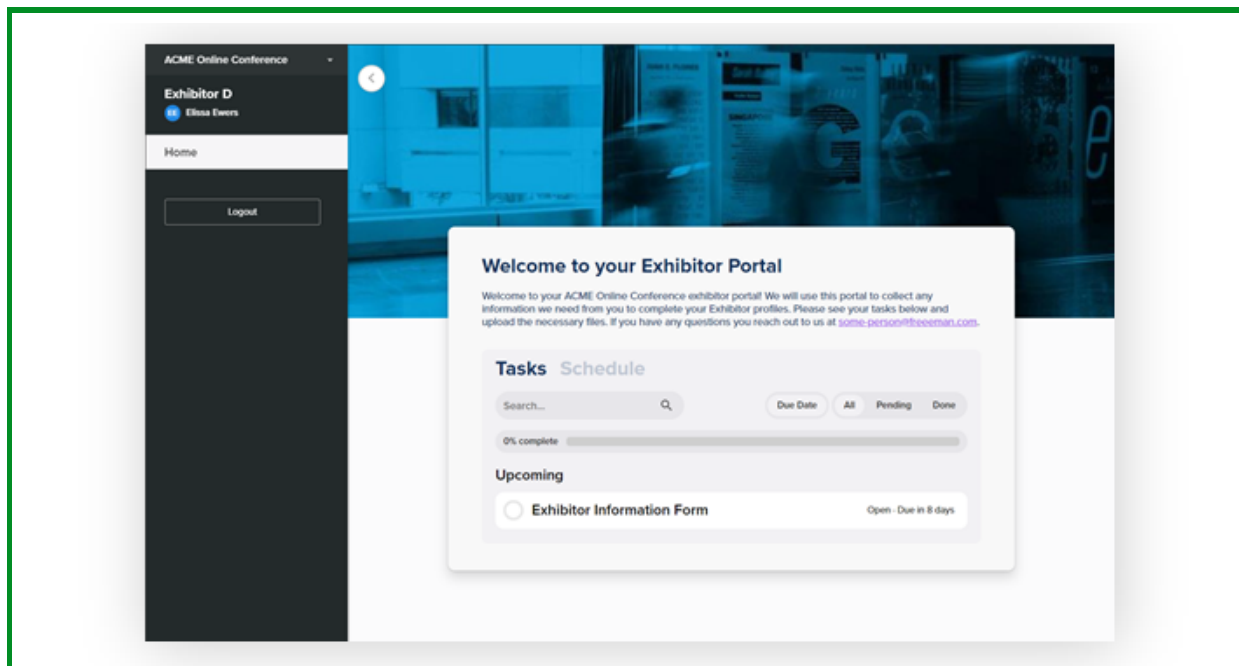


HOW TO UPLOAD YOUR ASSETS (cont)

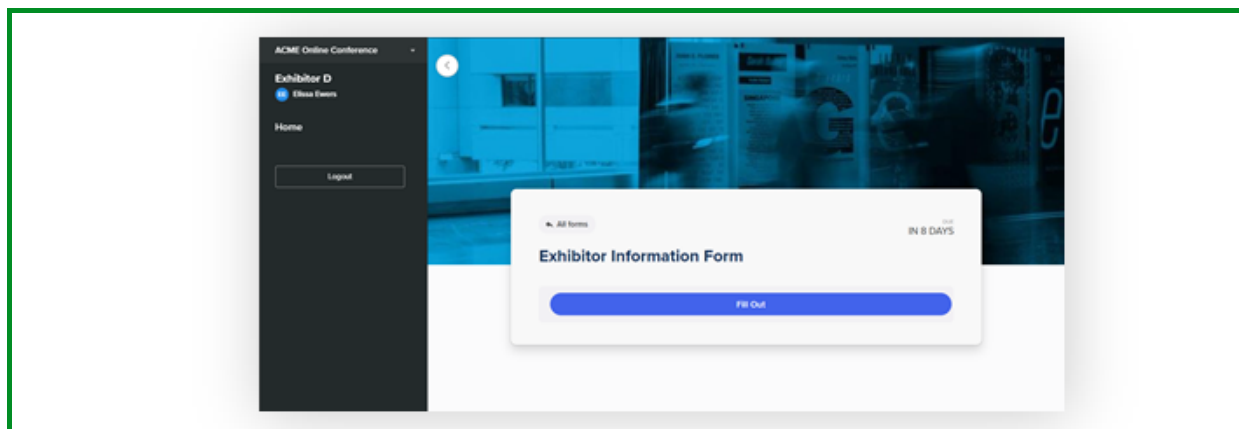
4. The screen will show "Continue as:" and the name of your company - click your company name to continue



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

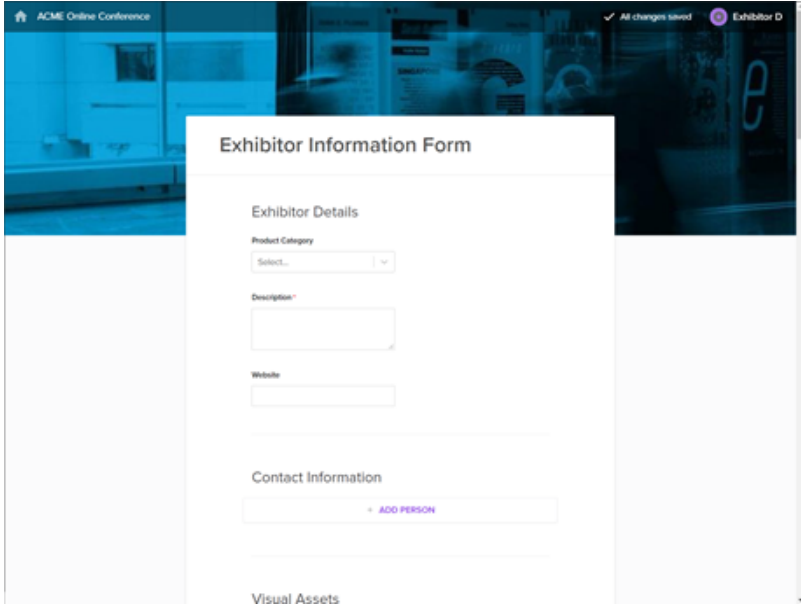


6. Click "Fill Out"



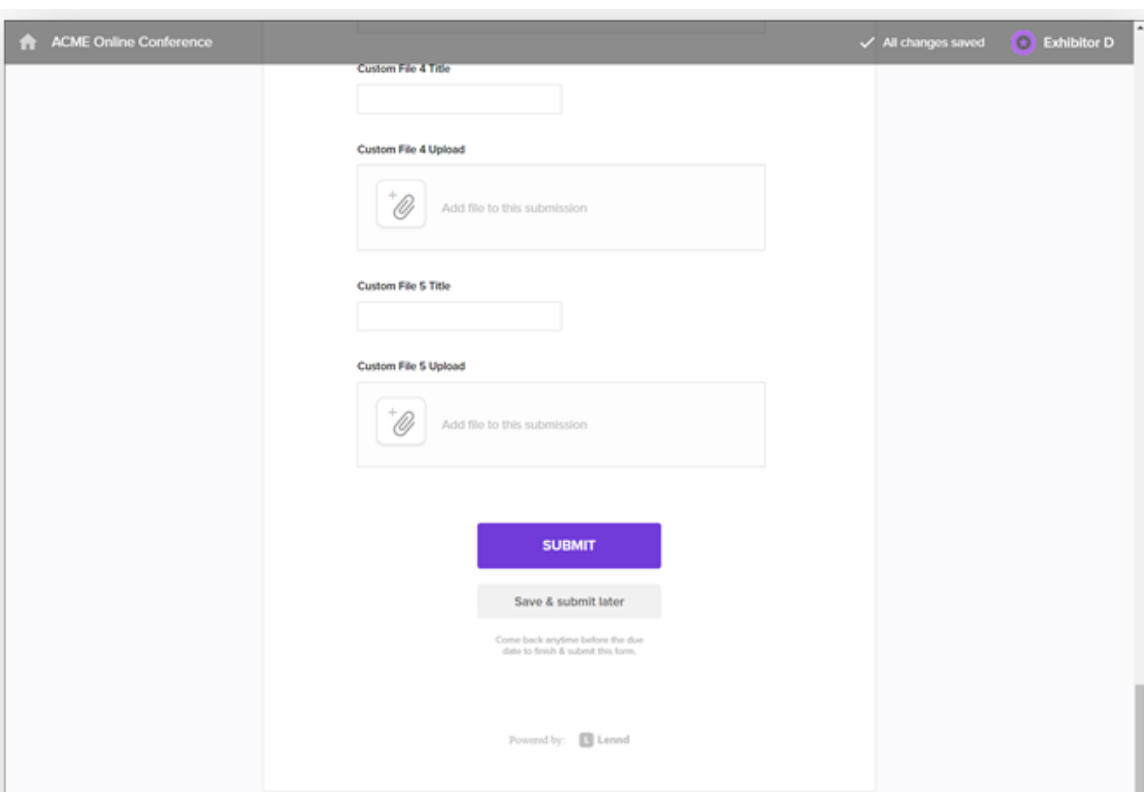
HOW TO UPLOAD YOUR ASSETS (cont)

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



The screenshot shows a web browser window with the title "ACME Online Conference" and a status bar indicating "All changes saved" and "Exhibitor D". The main content is a form titled "Exhibitor Information Form". The form is divided into sections: "Exhibitor Details" with fields for "Product Category" (a dropdown menu), "Description" (a text area), and "Website" (a text field); "Contact Information" with a button labeled "+ ADD PERSON"; and "Visual Assets" (partially visible at the bottom).

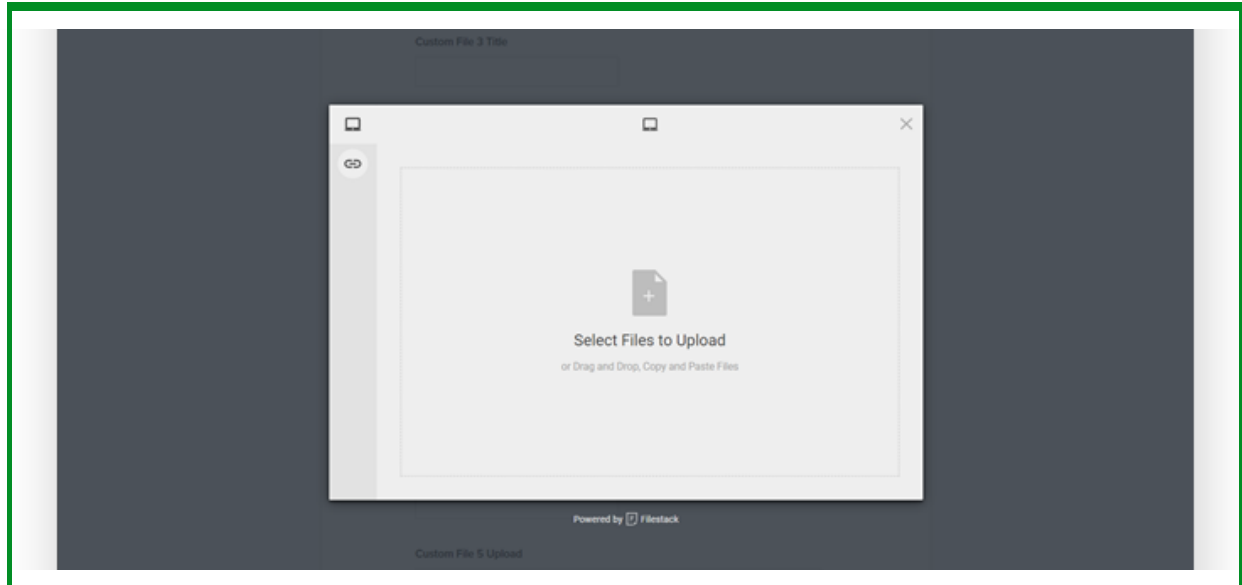
8. You'll be able to upload files/links to the form, including your company logo, hero image, and any content downloads links for your Exhibitor Listing Page – as you attach files/links, specify the file name in the "Custom File Title" box



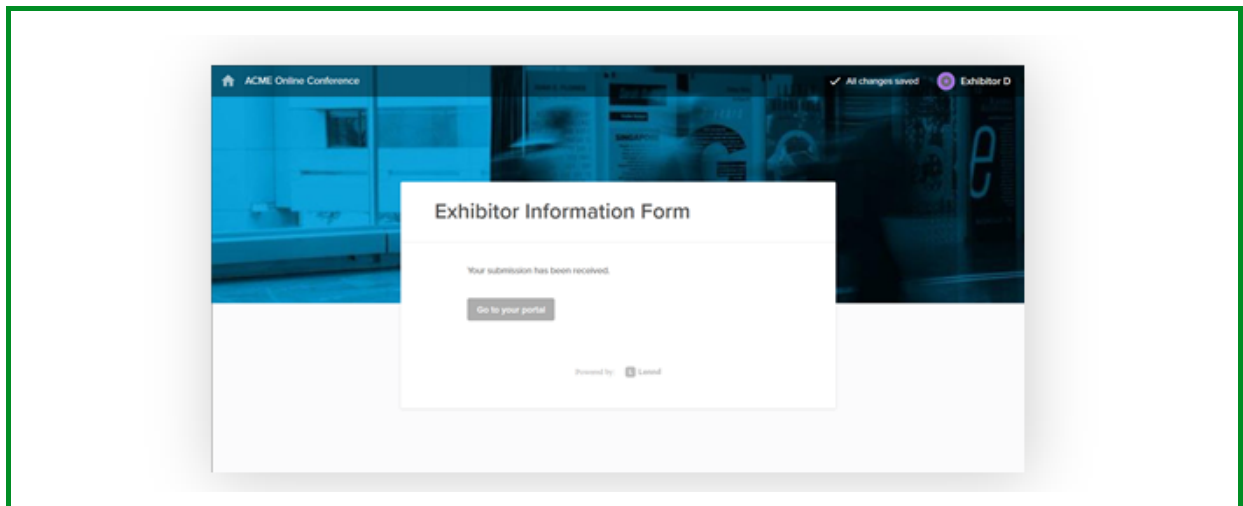
The screenshot shows the "Visual Assets" section of the "Exhibitor Information Form". It features two identical upload blocks. Each block has a "Custom File X Title" text field (where X is 4 or 5) and a "Custom File X Upload" area. The upload area contains a plus icon, a paperclip icon, and the text "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".

HOW TO UPLOAD YOUR ASSETS (cont)

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

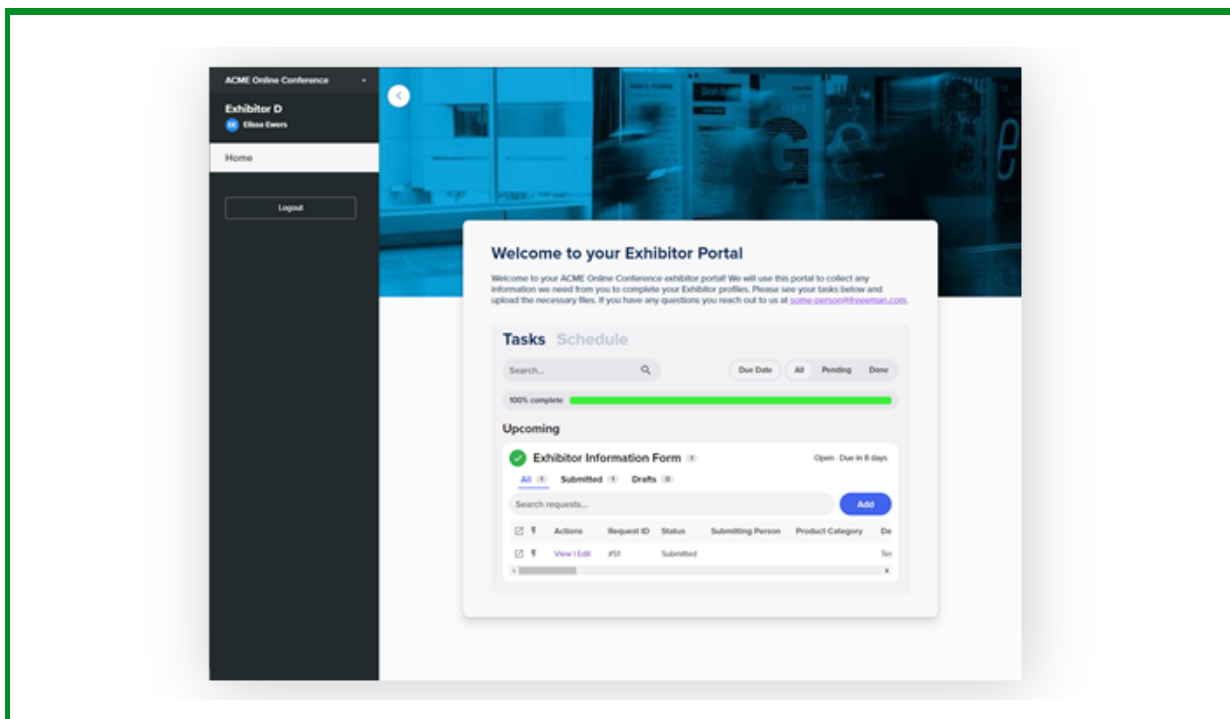


10. Once you submit, you'll see a confirmation message on your screen – click "Go to your portal"



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

June 15:

ALL sponsor deliverables must be received by Esri.

Once all deliverables are received, you will receive a separate notification granting you access to the listing portal to begin uploading your assets.

June 25:

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

You will receive a separate notification granting access to upload your listing assets. Access is terminated on June 25 and no additional changes can be made after this date.

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.

Additional Resources linked here:

[2020 Esri Virtual UC Prospectus](#)

[2020 Esri Virtual UC FAQs](#)