

2024 Esri User Conference

DELIVERABLES GUIDE

*How and what to submit for your
UC deliverables*

2024



How to use this guide

Based on feedback, we have created a comprehensive guide on each item that you may have purchased or is included in your bundles with information on what is needed or not needed to fulfill each item.

Please note that deliverables are due on the date for each item. Missing these deadlines may result in the item not being fulfilled in time for the event.

If you have any questions, please email us at exhibits@esri.com

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Exhibitor Bundle

These are items included in the exhibitor bundle and therefore required for most UC participants.

Company Description

Your organization's description will be included on the event website listing of all exhibitors and sponsors as well as the event's mobile app.

Character count limit: max 150 characters (longer descriptions may be cut off in the mobile app)

How to fulfill: In the exhibitor portal, submit using the "Submit Your Corporate Description and Social Media Handles" task. Mark as "complete" when finished.

Company Logo

Your organization's logo will be included on the event website listing of all exhibitors and sponsors as well as the event's mobile app. This will also be included on any signage that includes general recognition.

File Type: ai (Illustrator), eps.

Resolution: high quality, 300 dpi

How to fulfill: In the exhibitor portal, submit using the "Submit Your Company Logo" task. Mark as "complete" when finished.



Booth Inclusions

Every 10'x10' and 10'x20' booth spaces include default inclusions to make your booth setup and plans simple for your team.

Inclusions: grey carpet, standard cut, 10 amps of electricity, nightly vacuuming, nightly trash collection

Action Needed: None - will be setup upon your arrival to UC.

Registration Passes

As a sponsor or exhibitor, your organization is allotted a set amount of complimentary registration passes. These passes are intended for your booth staff but can be shared to other members of your organization or partners.

How to fulfill: In the exhibitor portal, submit using the “Invite Your Staff to Register” task. This task will show your remaining comps or discounted passes. You will enter the email address of the staff member who will need to register and they will be sent a coded email that shows the comp or discounted rate.

	Platinum Sponsors	Gold Sponsors	Silver Sponsors	Bronze Sponsors	Exhibitors	Invite Only Exhibitors
Full conference passes	20	15	13	13	5	2
Full conference passes (if applied during pre-sale period)	25	20	18	18	10	2

Turnkey Graphics

If you purchased a turnkey structure as part of your order, you will submit your booth graphics to Freeman’s turnkey team directly. That team will work on sending you a proof of your graphics on your structure and send for your approval. Esri will also receive a copy of the comp to approve to assure the booth graphics are following terms and conditions.

As a reminder, organizations are not permitted to use the Esri logo or key art on your booth graphics. Your graphics should also not include any other organization's logos or graphics unless permitted by that organization.

How to fulfill: In the exhibitor portal, submit using the “Submit Your Turnkey Graphics [structure model]” task. This task will include the link to the Freeman Box folder to upload your graphics.

**3/1/24: Our contractor is updating the detail files for turnkeys. They will be live shortly. You will receive an email with the details as soon as they are available.*

Lead Retrieval Unit

Each participating exhibitor level (10' x 10' or larger) organization receives a complimentary lead retrieval unit. This unit can be set up ahead of time with custom questions you may want to set to determine your hot leads on site at the event. In the exhibitor guide, we will include best practices to set up and use this unit to maximize leads collected at UC.

How to fulfill: In the exhibitor portal, find the banner with “Leads Portal” link. Click the link to be directed to the leads dashboard. You will be prompted to complete the “3rd party services agreement” which is the RainFocus vendor agreement. After completing this form, you will have access to set up your complimentary device. You do not need to order an extra device to claim the complimentary unit. The agreement is your organization’s way of claiming your complimentary units.

Number of complimentary retrieval units	Platinum Sponsors	Gold Sponsors	Silver Sponsors	Bronze Sponsors	Exhibitors
	3	3	2	1	1

Digital Media Assets

Each participating exhibitor level has access to the digital media kit which includes digital assets to share on social media, emails and other promotional items to prepare you and your clients for 2024 User Conference.

How to fulfill: In the exhibitor portal, find the banner with “Digital Media Resources ([participation level])” link. Click the link to be directed to the URL in which the assets are located. Due to the large amount of assets we provide, it will be in a shared, public folder based on your participation level.

Exhibitor A La Carte Menu

These are items that were listed in the Exhibitor A La Carte menu. Please check your order if you have this in your 2024 order.

Half Meter Board

Orientation: Portrait

Image Size: 19.125" (w) x 54" (h) (total size is 60" with 6" hidden base)

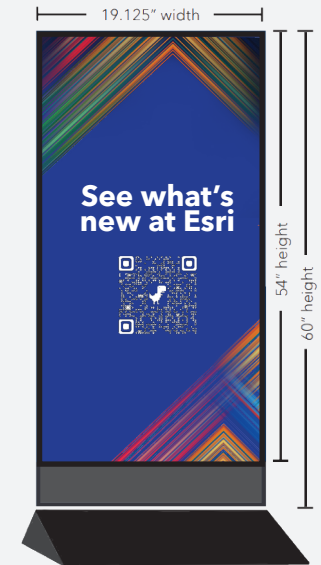
Image Resolution: All files must be created at 100 percent size at maximum dpi quality.

Files must be saved in the CMYK color value.

File Type: PDF, JPEG (high resolution), TIFF, AI

Suggestions: Use vivid imagery to capture attention. Add a QR code for a call to action for attendee.

How to fulfill: In the exhibitor portal, find the task with "Submit Meter Board Graphic Ad (half)". Click the link to be directed to upload your file. Mark as "complete" when you upload your graphic.



Full Meter Board

Orientation: Portrait

Image Size: 38.25" wide x 81.25" height (6" will be covered by sign's hooper)

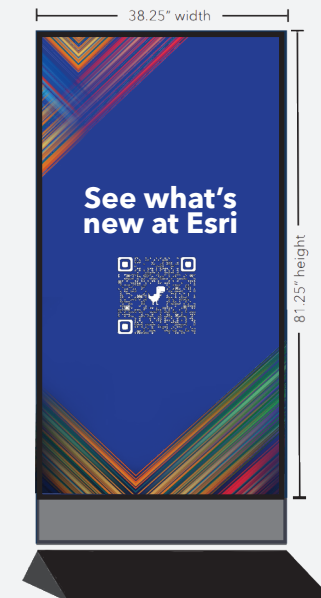
Image Resolution: All files must be created at 100 percent size at maximum dpi quality.

Files must be saved in the CMYK color value.

File Type: PDF, JPEG (high resolution), TIFF, AI

Suggestions: Use vivid imagery to capture attention. Add a QR code for a call to action for attendee.

How to fulfill: In the exhibitor portal, find the task with "Submit Meter Board Graphic Ad (full)". Click the link to be directed to upload your file. Mark as "complete" when you upload your graphic.



Digital Poster Ad

Orientation: Portrait

Poster Size: 4' x 6.5'

File Type: MPEG-4, H.264 (video), JPEG/PNG (static), video has no sound, 90 seconds max.

Suggestions: Limit amount of text as it often is hard to read on these posters. Use vivid imagery to capture attention. Add a QR code for a call to action for attendee.

How to fulfill: In the exhibitor portal, find the task with "Submit Digital Poster Ad File". Click the link to be directed to upload your file. Mark as "complete" when you upload your graphic.



Single SIG Sponsorship

How to fulfill: In the exhibitor portal, find the task "Select SIG Sponsorship." This will prompt you to select the SIG you wish to sponsor. If you have more than one SIG on your order, select the option to add more on the form to expand your additional options.

Be sure that you have uploaded your logo as well as that is what is included on the SIG signage.

Preferred Area Plenary Seating

How to fulfill: No action is needed for this task. We will reserve 10 seats for you in the preferred seating area of the plenary with your organization's logo on the seats. More information on where to meet to be seated on site will be included in the Exhibitor Guide.

Email Highlight (Small)

How to fulfill: As long as you uploaded your logo and have provided your URL during the application process, there is no further action needed.

Highlighted Sponsors and Exhibitors



Lightning Talk (5 minutes)

Presentation Time: 5 minutes in a shared session with other lightning presentations

How to fulfill: In the exhibitor portal, find the task "Submit Lightning Talk Information." This provides a link to the call for presentations portal in which you will submit your lightning talk information. After your submission, you should receive a confirmation email that the information was submitted correctly. Your presentation will be scheduled at a later date by the Esri team.

Lobby F Video Wall Ad

Orientation: Landscape

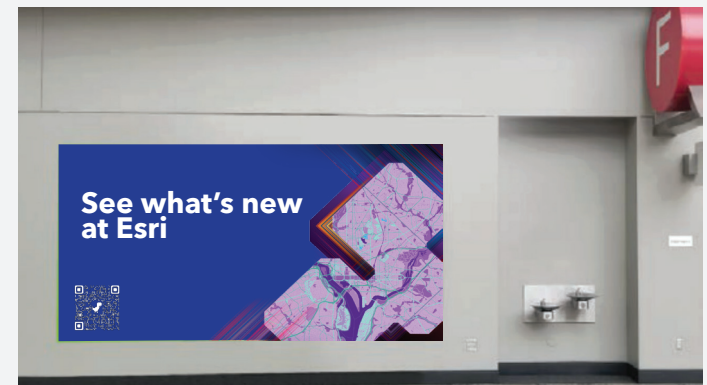
Screen Size: 12' x 6.5'

Resolution: 1920 x 1080 px

File Type: MPEG-4, H.264 (video), JPEG/PNG (static), video has no sound, 90 seconds max.

Suggestions: Use vivid imagery to capture attention. Add a QR code for a call to action for attendee.

How to fulfill: In the exhibitor portal, find the task "Submit Lobby F/G Video Wall Ad." Click the link to be directed to upload your file. Mark as "complete" when you upload your graphic.



Lobby G Video Wall Ad

Orientation: Landscape

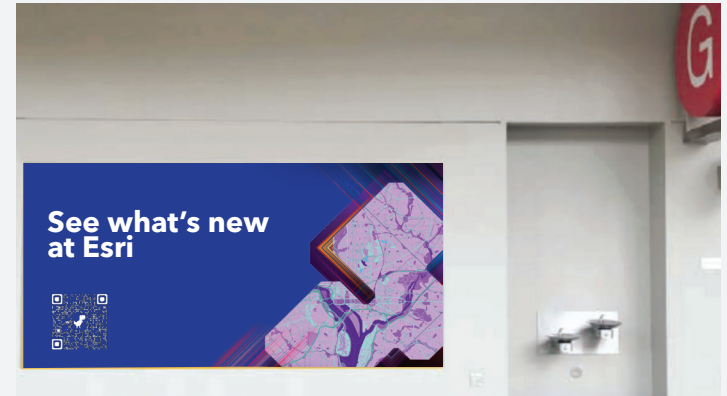
Screen Size: 12' x 6.5'

Resolution: 1920 x 1080 px

File Type: MPEG-4, H.264 (video), JPEG/PNG (static), video has no sound, 90 seconds max.

Suggestions: Use vivid imagery to capture attention. Add a QR code for a call to action for attendee.

How to fulfill: In the exhibitor portal, find the task "Submit Lobby F/G Video Wall Ad." Click the link to be directed to upload your file. Mark as "complete" when you upload your graphic.



Essential Furnishing Bundle

How to fulfill: There is no action needed. Your table, chairs, monitor, stand, and trash bin will be at your booth upon your arrival.

Lunchtime Meeting Space

Time Frame for Meeting: 11:30 p.m. - 12:30 p.m.

Days of Meeting: Tuesday, Wednesday, Thursday. While we do take recommendations for the date of your meeting, the Esri team does book the meetings and will share your date and time at a later date.

How to fulfill: In the exhibitor portal, find the task "Submit Lunchtime Meeting Space." Complete the form with your meeting details that will be included in the detailed agenda (if preferred). Mark as "complete" when you completed.

Lobby B Video Wall Ad

Orientation: Landscape

Screen Size: 27' x 3.5'

Resolution: 3120 x 406 px

File Type: MPEG-4, H.264 (video), JPEG/PNG (static), video has no sound, 90 seconds max.

Suggestions: Use vivid imagery to capture attention and your booth number.

How to fulfill: In the exhibitor portal, find the task "Submit Lobby B/E Video Wall Ad." Click the link to be directed to upload your file. Mark as "complete" when you upload your graphic.



Lobby E Video Wall Ad

Orientation: Landscape

Screen Size: 27' x 3.5'

Resolution: 3120 x 406 px

File Type: MPEG-4, H.264 (video), JPEG/PNG (static), video has no sound, 90 seconds max.

Suggestions: Use vivid imagery to capture attention and your booth number.

How to fulfill: In the exhibitor portal, find the task "Submit Lobby B/E Video Wall Ad." Click the link to be directed to upload your file. Mark as "complete" when you upload your graphic.



Press Bundle

How to fulfill: In the exhibitor portal, find the task “Press Bundle.” We will just need the contact information of the point of contact for the expo tour and media breakfast. Mark as “complete” when you upload your graphic.

Email Feature (Large)

Logo: Company logo uploaded during logo task

Character count: 300 characters max.

URL Included: Your organization URL.

Suggestions: Mention any exciting events happening at your booth and add a call to action for attendees.

How to fulfill: In the exhibitor portal, find the task “Email Feature (large)” and add your copy and URL to include. We will use your logo on file that your group submitted. Mark the task as “complete” when you are ready.



Hall B Entryway Marquee

Orientation: Landscape

Screen Size: 45' x 4'

Resolution: 5520 x 540 px

File Type: MPEG-4, H.264 (video), JPEG/PNG (static), video has no sound, 90 seconds max.

Suggestions: Use vivid imagery to capture attention and your booth number. This is the digital screen that attendees see as they enter the Expo hall.

How to fulfill: In the exhibitor portal, find the task “Submit Hall B Entryway Ad.” Click the link to be directed to upload your file. Mark as “complete” when you upload your graphic.



Partner Presentation (45 and 30 minutes)

Presentation Time: 30 minute or 45 minute presentation is a stand-alone session hosted in the Partner Presentation Theater in the Expo Hall.

How to fulfill: In the exhibitor portal, find the task "Submit Partner Presentation (45/30 minutes)." This provide a link to the call for presentations portal in which you will submit your presentation information. After your submission, you should receive a confirmation email that the information was submitted correctly. Your presentation will be scheduled at a later date by the Esri team.

Single Social Sponsorship

How to fulfill: In the exhibitor portal, find the task "Choose the Social You Want to Sponsor." This will prompt you to select the social you wish to sponsor. If you have more than one social on your order, select the option to add more on the form to expand your additional options. Be sure that you have uploaded your logo as well as that is what is included on the social signage.

SDCC Standing Charging Station

Orientation: Portrait

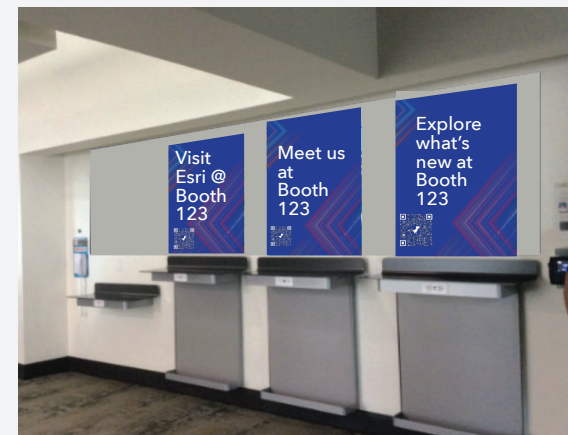
Size: 35" x 50"

Resolution: All files must be created at 100 percent size and 150 dpi or higher.
Files must be in CMYK color value.

File Type: PDF, PNG, JPEG

Suggestions: Use vivid imagery to capture attention and your booth number. A QR code or call to action will also help keep attendees in touch with you.

How to fulfill: In the exhibitor portal, find the task "Submit Standing Charging Station Graphics." Click the link to be directed to upload your file. Mark as "complete" when you upload your graphic.



Selfie Wall

Orientation: Landscape

Image Size: Design space is 88.5" w x 89.75" h. Esri includes a recognition corner and branding in the corner of the graphic (20" x 12")

Resolution: All files must be created at 100 percent size and 150 dpi or higher. Files must be in CMYK color value.

File Type: PDF, PNG, JPEG

Suggestions: Use vivid imagery to capture attention and your booth number. Add a QR code to keep attendees engaged.

How to fulfill: In the exhibitor portal, find the task "Submit Selfie Wall." Upload your file. Mark as "complete" when you upload your graphic.



Sponsorship Inclusions

These are that are included in all sponsorship bundles. Note that if you miss the deadline for deliverables for these items, they may not be fulfilled as part of your sponsorship bundle.

Custom Graphic Mural Ad

Orientation: Portrait

Image Size: 32" w x 57" h

Resolution: All files must be created at 100 percent size and 150 dpi or higher. Files must be in CMYK color value.

File Type: PDF, PNG, JPEG, AI

Suggestions: Use vivid imagery to capture attention and your booth number. Add a QR code to keep attendees engaged.

How to fulfill: In the exhibitor portal, find the task "Submit Custom Mural Ad." Upload your file. Mark as "complete" when you upload your graphic.



Logo Features

(email to registered attendees, web page, mobile app, recognition signage, registration page, attendee guide, 2025 prospectus)

How to fulfill: As long as we have your organization's logo file (ai, eps), all these tasks will be fulfilled without any action needed on your side.

Expo Floor Sticker (sponsor level)

How to fulfill: There is no action needed on your side. This is a floor sticker placed in front of your booth with your recognition level.

Social Media Recognition

How to fulfill: As long as we have your logo, there is no action needed.



ArcUser Color Ad Discount

How to fulfill: Email ads@esri.com to arrange your ad placement and payment.

- Offer provides a 50 percent discount on full-page ads in ArcUser.
- This offer is exclusive of all other discounts for print ads.
- Requires that insertions be placed by Sept 30, 2024.
- Requires that ads run by Feb 28, 2025.

Guest Thursday Night Party Passes

How to fulfill: No action needed before event. While on-site please visit the Expo Team desk to get steps to pick up your passes at the Activities desk.

Video Promotion (Platinum and Gold only)

How to fulfill: No action needed.

Sponsorship Inclusions

As a reminder, here are the items included with various sponsorship levels

Platinum Sponsors

Please be sure to view the sections for the items below to see what fulfillment is needed.

- Video Promotion
- Press Bundle
- Presentation Slot (30 minutes) in Partner Presentation Theater
- Sponsor Logo Hanging Banner
- Marquee E Digital Signage Ad

Gold Sponsors

Please be sure to view the sections for the items below to see what fulfillment is needed.

- Video Promotion
- Press Bundle
- Digital Poster Ad

Sponsorship A La Carte

These are that are included in the sponsor only a la carte menu.

Logo on Aisle Banner

How to fulfill: As long as we have your logo, no action is needed.



Mobile App Banner Ad

Orientation: Landscape

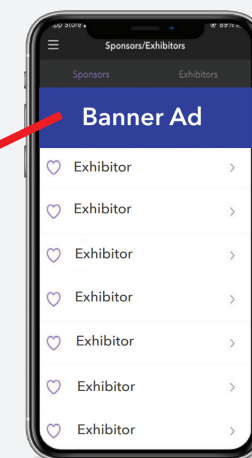
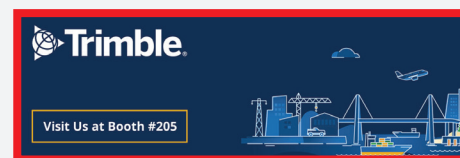
Dimensions: 960 x 225 px

Resolution: High quality, 300 dpi

File Type: PNG or JPEG

Max File Size: 1 MB

How to fulfill: In the exhibitor portal, find the task "Submit Mobile App Banner Ad" and submit your graphic file. Mark the task as "complete" when finished.



Sponsor Logo Banner in Expo

How to fulfill: As long as we have your logo file, no action is needed.

Lobby C Video Wall

Orientation: Landscape

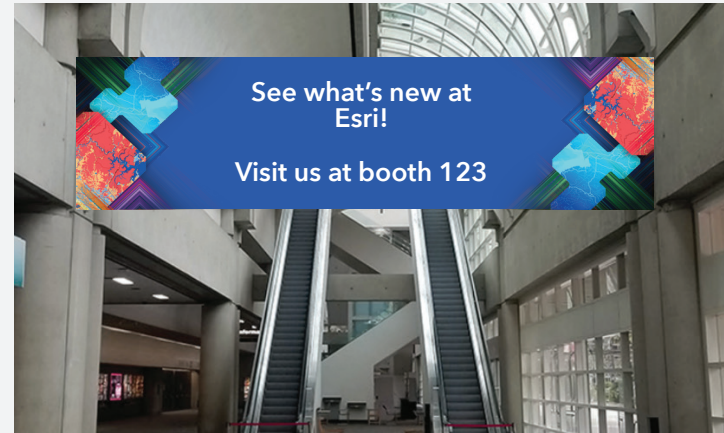
Screen Size: 7' x 6'

Resolution: 2640 x 704 px

File Type: MPEG-4, H.264 (video), JPEG/PNG (static), video has no sound, 90 seconds max.

Suggestions: Use vivid imagery to capture attention and your booth number.

How to fulfill: In the exhibitor portal, find the task "Submit Lobby C Video Wall Ad." Click the link to be directed to upload your file. Mark as "complete" when you upload your graphic.



Lobby D Video Wall

Orientation: Landscape

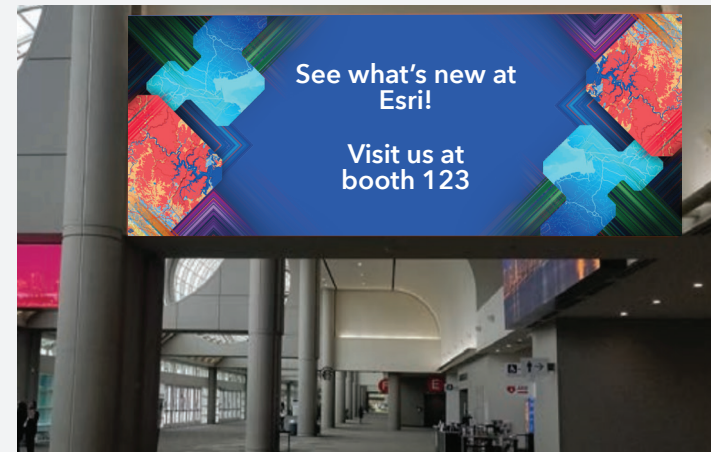
Screen Size: 20' x 11.5'

Resolution: 1920 x 1080 px

File Type: MPEG-4, H.264 (video), JPEG/PNG (static), video has no sound, 90 seconds max.

Suggestions: Use vivid imagery to capture attention and your booth number.

How to fulfill: In the exhibitor portal, find the task "Submit Lobby D Video Wall Ad." Click the link to be directed to upload your file. Mark as "complete" when you upload your graphic.



Custom Graphic Floor Stickers

Orientation: Landscape or portrait

Size: 24" x 24"

Image Resolution: All files must be created at 100 percent size and 150 dpi or higher. Files must be in CMYK color value.

File Type: PNG, JPEG, AI, PDF

Suggestions: Use vivid imagery to capture attention and your booth number. Add a QR number to have a call to action for attendees.

How to fulfill: In the exhibitor portal, find the task "Submit Custom Graphic Floor Sticker." After uploading your file, please mark the task as "complete."



Custom Branded Meeting Room

Orientation: Portrait

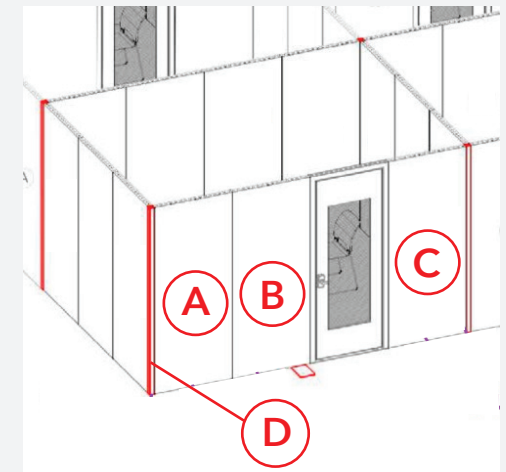
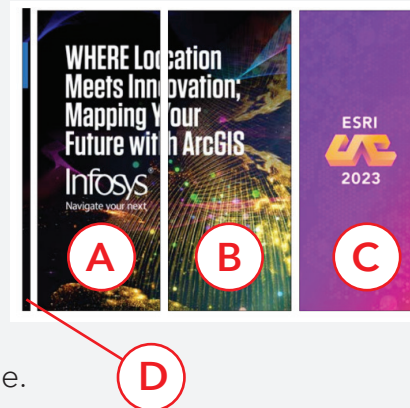
Size: 77.5" x 94.4375 * please add .25" bleed to overall graphics

File Type: PNG, JPEG, AI, PDF, PSD

Image Resolution: All files must be created at 100 percent size and 150 dpi or higher. Files must be in CMYK color value.

Suggestions: Use vivid imagery to capture attention and your booth number. Add a QR number to have a call to action for attendees.

How to fulfill: In the exhibitor portal, find the task "Submit Your Custom Branded Meeting Room Graphics." After uploading your file, please mark the task as "complete."



Street Level Fence Banner

Orientation: Landscape

Live Print Area: 49' 6" w x 3' 6" h

Final Overall Size: 50' w x 3' 9" h

File Type: AI, PDF, PSD

Finishing: Print in two 25' w panels with 2" hem with webbing included in these dimensions. There is a grommet every 2" on top and bottom and each side.

Suggestions: Use vivid imagery to capture attention and your booth number.

How to fulfill: In the exhibitor portal, find the task "Submit Your Street-Level Fence Banner." After uploading your file, please mark the task as "complete."



Marquee Digital Signage (Hall E)

Orientation: Landscape

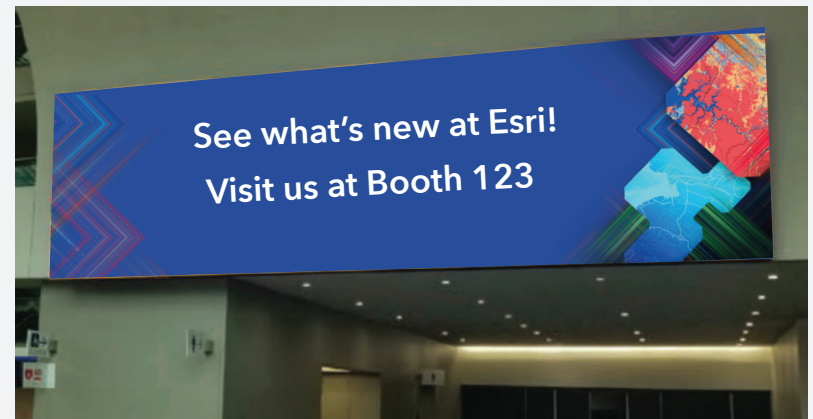
Screen Size: 40' x 11.5'

Resolution: 4800 x 1350 px

File Type: MPEG-4, H.264 (video), JPEG/PNG (static), video has no sound, 90 seconds max.

Suggestions: Use vivid imagery to capture attention and your booth number. This is one of the largest screens in the convention center.

How to fulfill: In the exhibitor portal, find the task "Submit Hall E Video Wall Ad." Click the link to be directed to upload your file. Mark as "complete" when you upload your graphic.



Lobby Six Video Wall

Orientation: Landscape

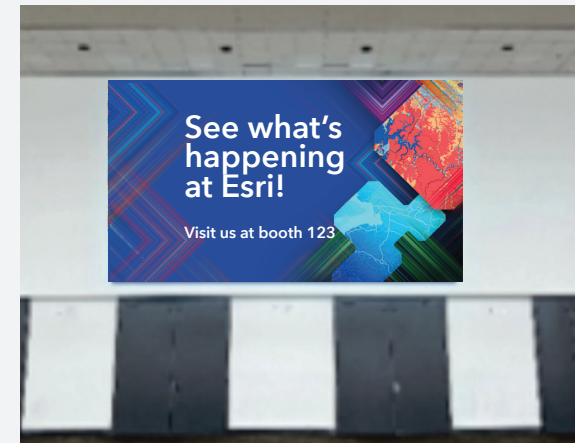
Screen Size: 16' w x 9' h

Resolution: 1920 x 1080 px

File Type: MPEG-4, H.264 (video), JPEG/PNG (static), video has no sound, 90 seconds max.

Suggestions: Use vivid imagery to capture attention and your booth number. This is one of the largest screens in the convention center.

How to fulfill: In the exhibitor portal, find the task "Submit Lobby Six Video Wall Ad." Click the link to be directed to upload your file. Mark as "complete" when you upload your graphic.



Charging Station Lounge

This also includes a half meter board ad. See "Half Meter Board Ad" section.

Orientation: Portrait/landscape

Panel "C" Size: 78.25" x 39.125"

Panel "C" Quantity: 2 (seamless design, full circle (when installed))

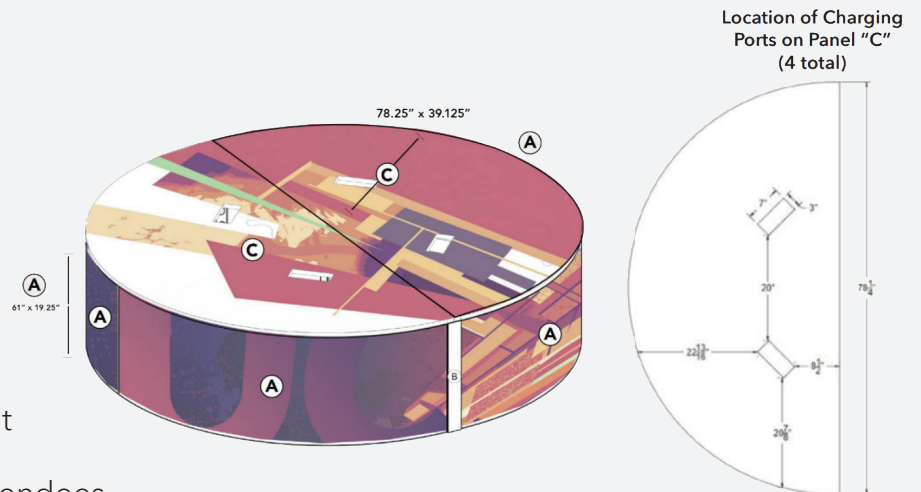
Panel "A" Size: 61" x 19.24"

Panel "A" Quantity: 4 (seamless pattern A-A-B-A-A-B)

File Type: PDF, JPG, TIFF

Suggestions: As these are charging stations, there are slots that will be cut for outlet locations. Please keep that in mind to not use too much text. Include a QR code for a call to action for attendees.

How to fulfill: In the exhibitor portal, find the task "Submit Charging Station Lounge (Unit)." Click the link to be directed to upload your file. Mark as "complete" when you upload your graphic.



Email Banner and Feature (X-Large)

Orientation: Landscape

Image Size: 1200 x 400 px

Image Restriction: Min. text size is 32 pt

Image File Type: PNG, JPEG

Character Count: Headline (25-50 characters, including spaces) Body (350 characters, including spaces)

Suggestions: If you are showcasing something new or presenting, be sure to include it in this feature.

How to fulfill: In the exhibitor portal, find the task "Submit Email (X-Large) Copy and Image AND ." Click the link to be directed to upload your file. Mark as "complete" when you upload your graphic.



Gaslamp Kiosk Poser

Orientation: Portrait

Image Size: 48" w x 70" h

Image Resolution: All files must be created at 100 percent size and 150 dpi or higher. Files must be in CMYK color value.

Suggestions: Use vivid imagery as this is in a very public space in the San Diego Gaslamp District.

How to fulfill: In the exhibitor portal, find the task "Submit Gaslamp Kiosk Ad." Click the link to be directed to upload your file. Mark as "complete" when you upload your graphic.



Hydration Station Custom Signage

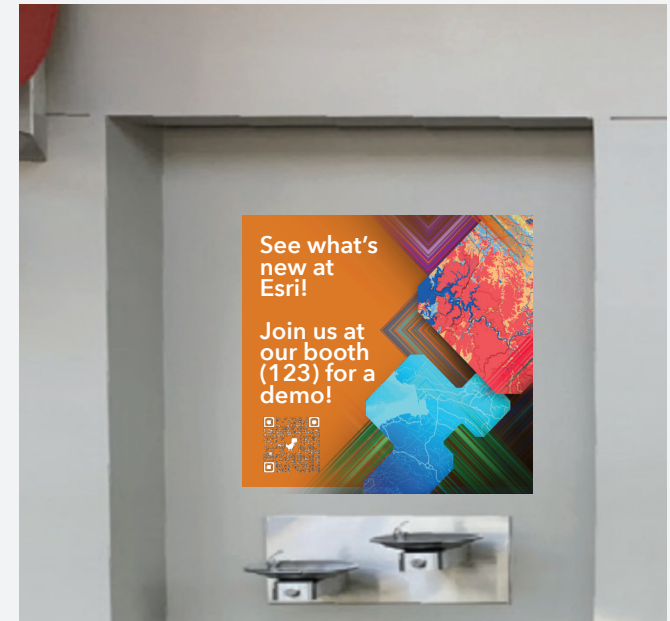
Orientation: Landscape or Portrait

Image Size: 32" x 30"

Image Resolution: All files must be created at 100 percent size and 150 dpi or higher. Files must be in CMYK color value

Suggestions: Use vivid imagery to capture attention and your booth number. Add a QR code to have a call to action for attendees.

How to fulfill: In the exhibitor portal, find the task "Submit Hydration Station Graphics." After uploading your file, please mark the task as "complete."



Rest and Recharge Zone

The furniture is ordered by Esri. This includes a meter board in the zone.

Orientation: Portrait

Image Size: 38.25" wide x 81.25" height (6" will be covered by sign's hoofer)

Image Resolution: All files must be created at 100 percent size at maximum dpi quality. Files must be saved in the CMYK color value.

File Type: PDF, JPEG (high resolution), TIFF, AI

Suggestions: Use vivid imagery to capture attention. Add a QR code for a call to action for attendee.

How to fulfill: In the exhibitor portal, find the task with "Meter Board Graphic Ad (full)". Click the link to be directed to upload your file. Mark as "complete" when you upload your graphic.

