



AWIR

Association of Women in Rheumatology



Virtual Exhibit Support Team - Lead
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Files Required for Platinum Booth

➤ [Exhibitor Logo](#) –

Size: 500px X 500px minimum preferred (square)
Filetype: .png.jpg .eps

➤ [Clickable -Rotating Banner](#) –

Format: 16:6 preferred (1920 x 720) – **6 Image Maximum**
Filetype: .png .jpg .eps (plus one URL per banner)
Name File: BoothName_Banner1 , BoothName_Banner2...

➤ [Exhibitor Weblink](#) –

Format: Provide URL (example: <https://www.encore.can.com>)

➤ [Introductory Paragraph](#) –

Word Limit – **150 words maximum**

➤ [Video](#) –

Format: Exhibitor provides a link to download the video

➤ [Image Gallery](#) –

Format: Landscape 16:9 (1280 x 720) – **6 Image Maximum**
Filetype: .png .jpg .eps
Name File: BoothName_Gallery1 , BoothName_Gallery2...

➤ [External Links](#) – URL, video or pdf files

Up to 4 links included – **20 character max in link button**

➤ [Social Media Links](#) –

Facebook, Twitter, YouTube, Instagram and LinkedIn

➤ [Meeting Scheduler](#) – Allows multiple calendars

Schedule one on one meetings with various clients

➤ [Contact Form](#)

Standard Form incl.– Full name / Email / Company / Message

➤ [Live Text Chat](#)

Live chat (text) – Allows booth reps to have multiple chats at once

➤ [Live video meeting link](#) –

Personal link can be used or hosted (Zoom link) by Encore at an additional cost

Platinum

The image shows a screenshot of the Platinum Booth interface, which is a digital display for an exhibitor. The interface is divided into several sections, each labeled with a blue arrow pointing to the corresponding feature:

- Logo:** The Encore logo is displayed in the top left corner.
- Rotating Banner:** A large banner at the top right features a colorful background with the text "Event Solutions" and a description of Encore's services.
- Weblink:** A link to "ENCORE-CAN.COM" is shown below the banner.
- Intro Paragraph:** A paragraph of text describing Encore Canada's mission and services is located below the weblink.
- Social Media Links:** A vertical column of social media icons for Facebook, Twitter, LinkedIn, Instagram, and YouTube is positioned on the left side.
- Image Gallery:** A grid of six small images showing various event scenes is located on the right side.
- External Links:** Four blue buttons, each labeled "Link - 20 Char Max", are positioned below the image gallery.
- Meeting Scheduler:** A section titled "CONTACT AND APPOINTMENTS" contains two boxes: "Want to book a meeting?" with a "Schedule time with us" button, and "Talk with us live on video" with a "Join the meeting" button.
- Live Video Meeting:** This label points to the "Join the meeting" button in the Meeting Scheduler section.
- Contact Form:** A box titled "Contact us" with a "Contact Us" button is located below the Meeting Scheduler.
- Live Text Chat:** A box titled "You have been assigned as a representative of this booth. Click the button below to view your chat conversations." with a "Live Chat" button is located to the right of the Contact Form.
- Trivia Question:** A blue bar at the bottom of the interface contains the text "Engagement Points Quiz Question".

welcome

Congratulations on making the decision to exhibit virtually!

At Encore, our mission is to make the transition from 'Face to Face' to virtual seamless, allowing you to focus on delivering your message at the highest levels possible to connect and inspire your audience.

We are excited to offer an incredible platform to showcase your new products, generate leads, boost sales and build to expand your global customer base.

Our platform offers a variety of features that include items such as hosted webinars, and access to audio, video and text-based chat features to easily spark conversations with your target market. We've also included additional services to help your exhibit stand out from the crowd and get attention.

To further assist you with preparing for your exhibit experience, we are pleased to offer our 'Virtual Exhibit Support Team'. This is not a 'bot' but real people who are skilled in the business of supporting exhibitor need. For us, delivering "World Class Service" isn't just a catch phrase, it's our core belief.

If there is anything we can do in the interim, please do not hesitate to ask.

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what happens now?

1

Planning begins TODAY! You will receive your on-line submission form to start gathering content for your Virtual Exhibit Booth.

2

All required content to build your Virtual Exhibit is Due **June 28**. Booth development will begin after full submission is received.

3

With final touches completed, we will send you a link to review your Virtual Booth on or before **July 20**. Final approval will be required.

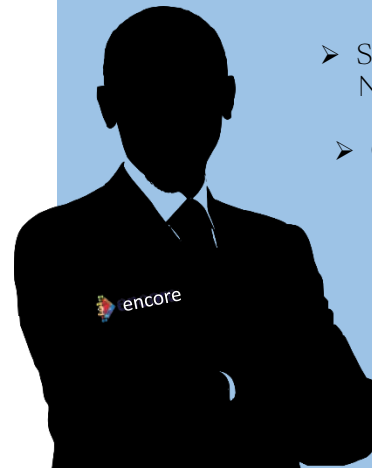
4

After your review you will have an opportunity for updates/changes. The deadline for all final updates/changes will be **August 1**

5

August 18 Virtual booths go live. The Show is open and the Virtual Exhibit Support Team is standing by ready to help.

Virtual Exhibit Support Team



- Single point of contact for you and your team. No automated systems, just personal support.
- One on one consultations ensuring success.
- Establishes project timelessness for deliverables keeping your virtual exhibit on schedule.
- Have a question? That's what we are here for!
- The Show is open, so are we. On-call support during show hours.