



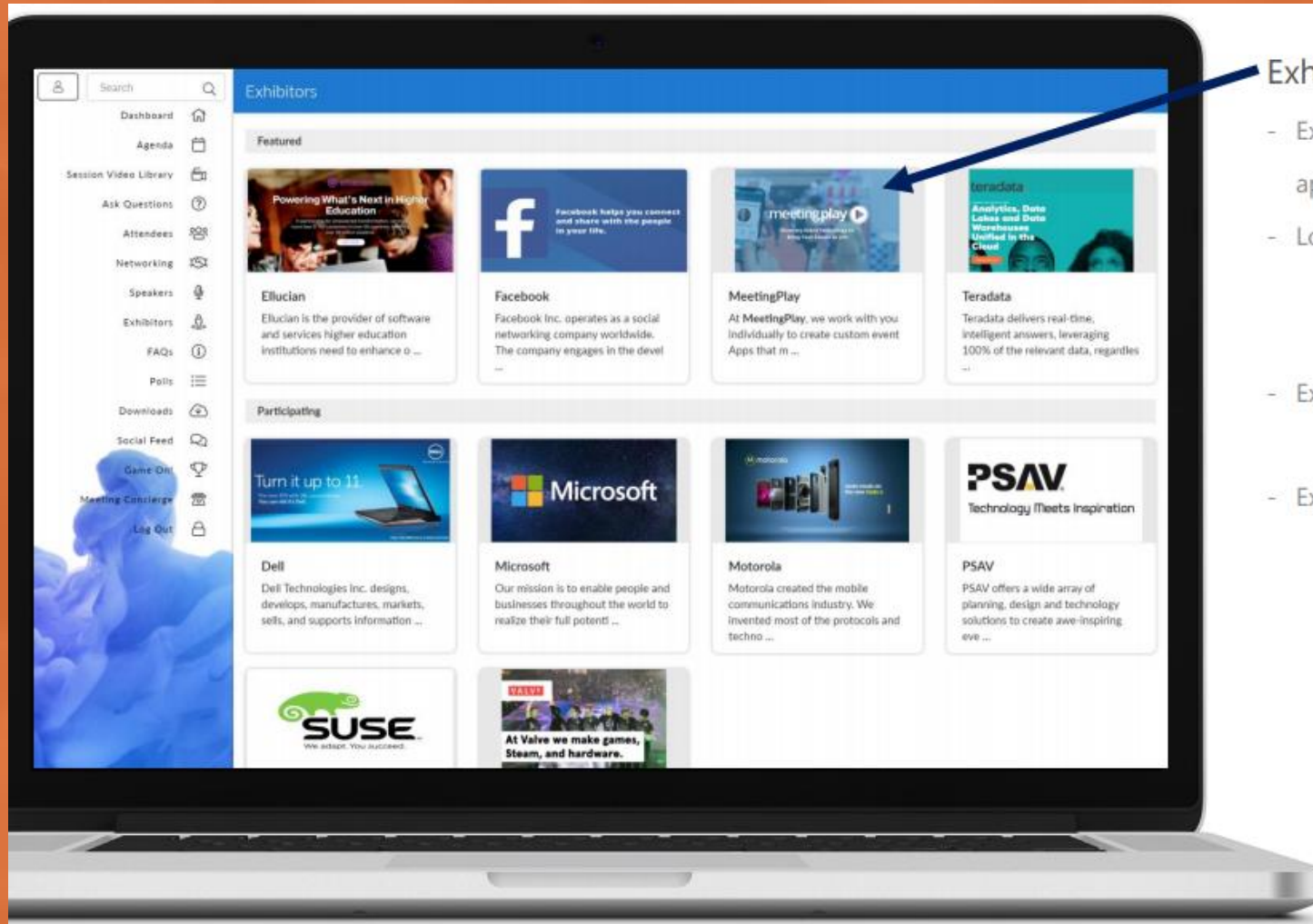
Transplantation &
Cellular Therapy MeetingsSM
of ASTCT[®] and CIBMTR[®]

The 2021 TCT Meetings Digital Experience

February 8-12, 2021

MeetingPlay: Exhibit Booth Specifications

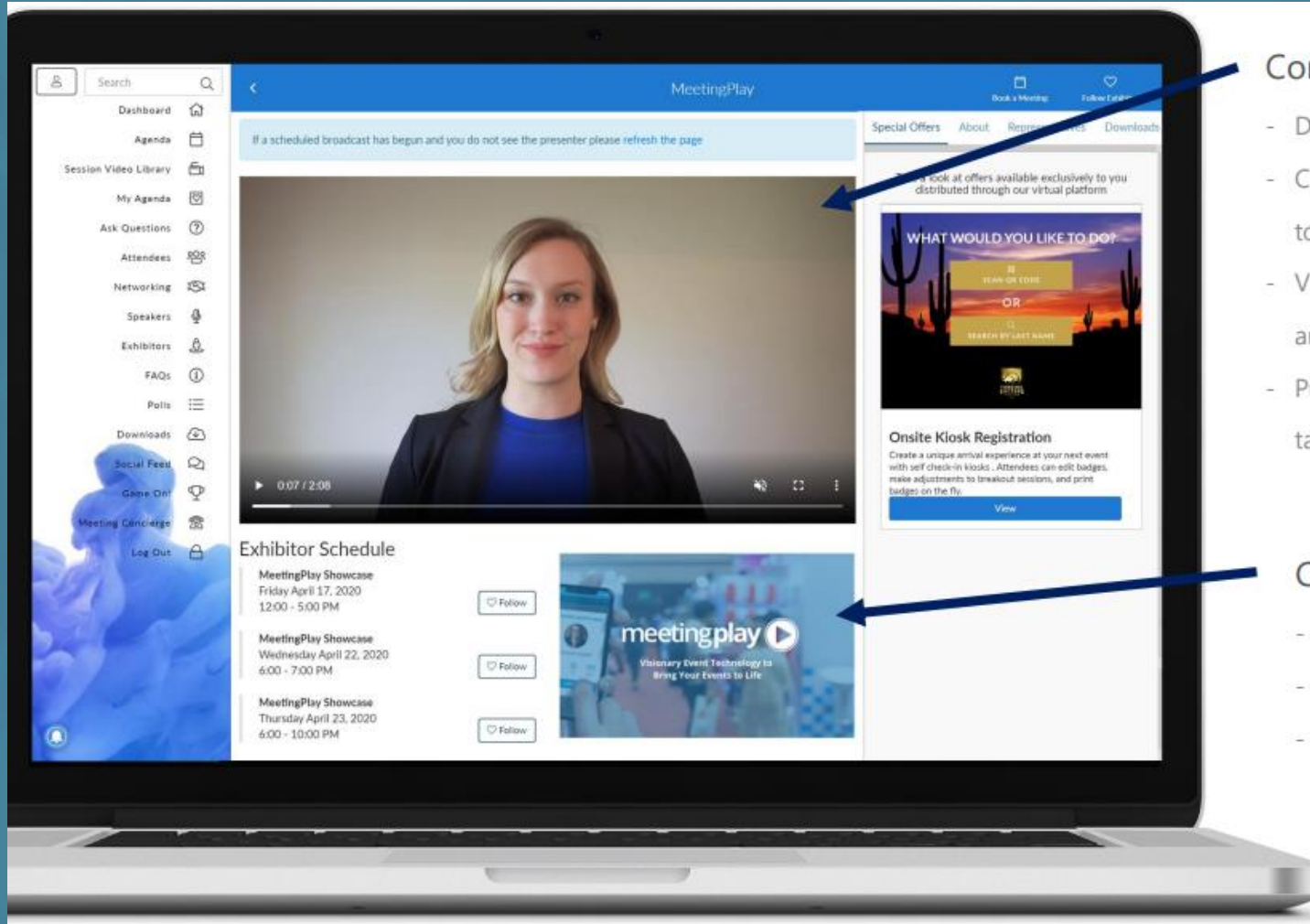
Exhibit Hall Listing



Exhibitor Listing

- Exhibitors can be segmented based on categories/levels if applicable
- Logo: 533px wide by 260px tall – JPG or PNG.
 - Pulls from the Virtual Hall Logo field (under the Virtual>Media tab) in the portal
- Exhibitor Name
 - Pulls from Company Name field in the portal
- Exhibitor Description – displays first 100 characters
 - Pulls from the Content field in the portal

Exhibit Booth



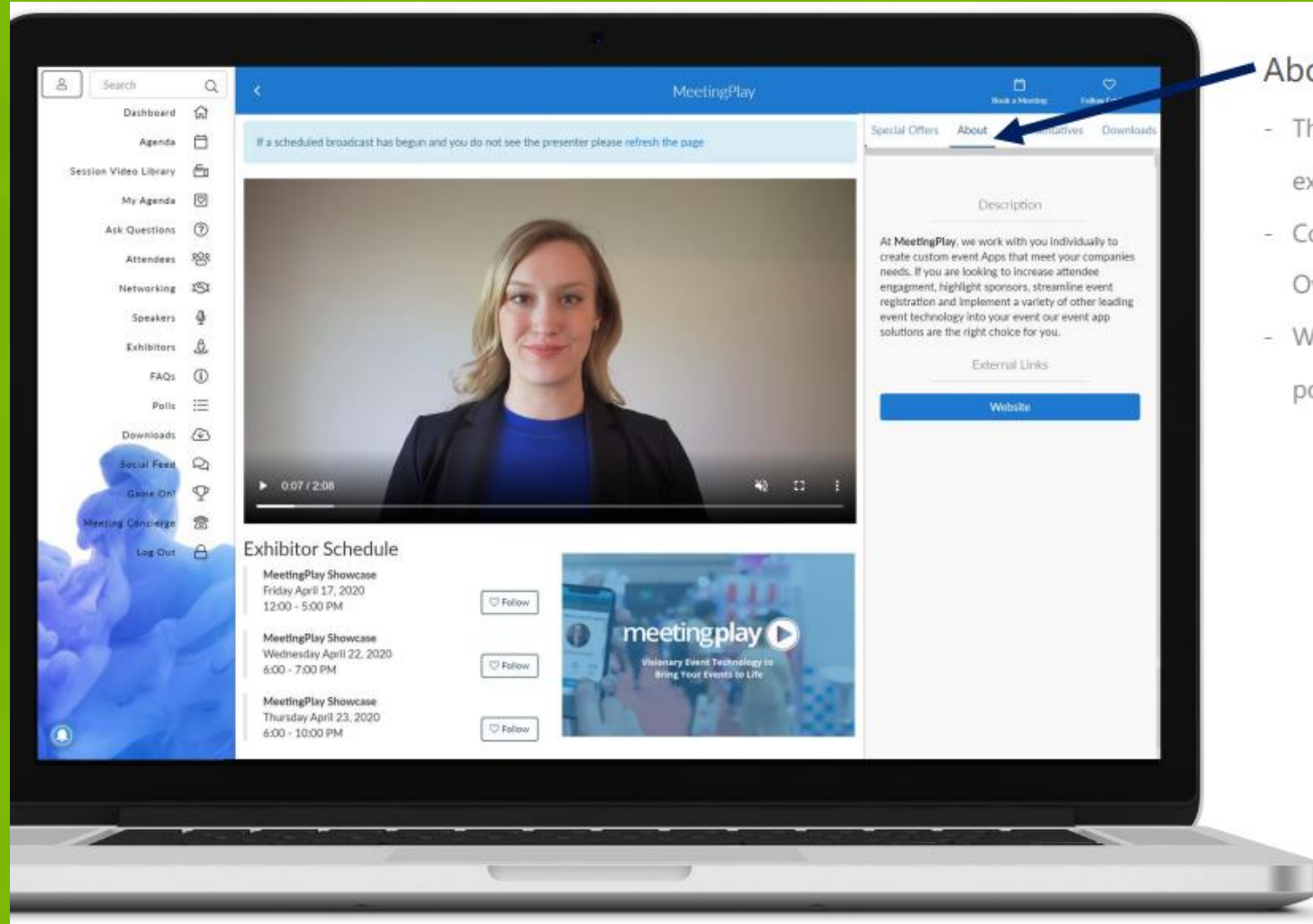
Commercials (optional)

- Displays ONLY outside of showcase/demo hours
- Can have multiple commercials – if so they will loop together. Sort order can be set to select order played.
- Video file must be mp.4 and hosted on your own server or an external video hosting platform (ex. Vimeo or YouTube)
- Pulls from the Commercials field (under the Virtual>Media tab) in the portal

Company Logo

- Displays ONLY outside of showcase/demo hours
- Logo: 400px wide by 275px tall – JPG or PNG.
- Pulls from the Virtual Hall Logo field (under the Virtual>Media tab) in the portal

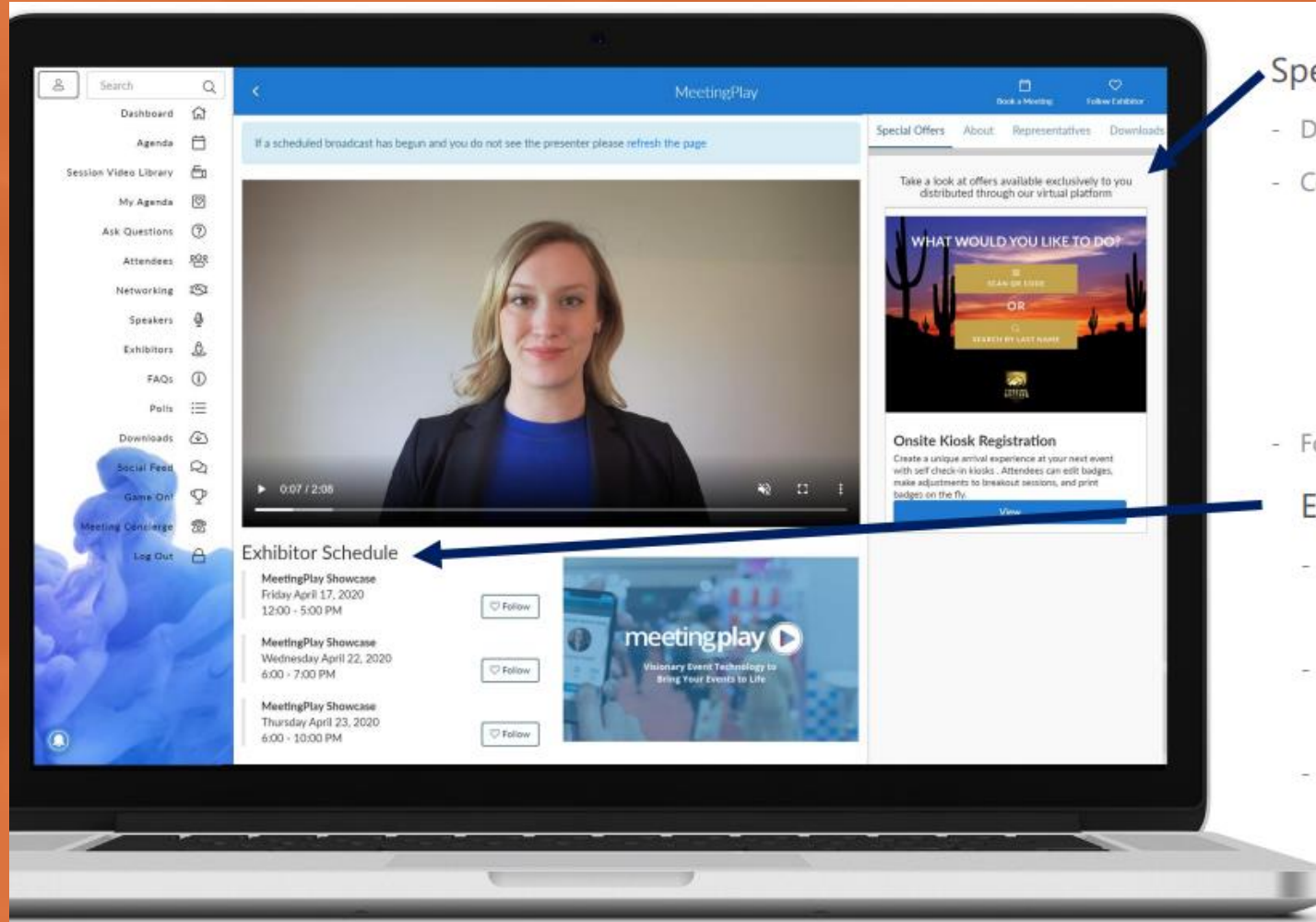
Exhibit Booth



About

- The about tab displays the company description and external website links
- Company description pulls from the Content field in the Overview tab in the portal
- Website links (up to 5) pull from the Overview tab in the portal

Exhibit Booth



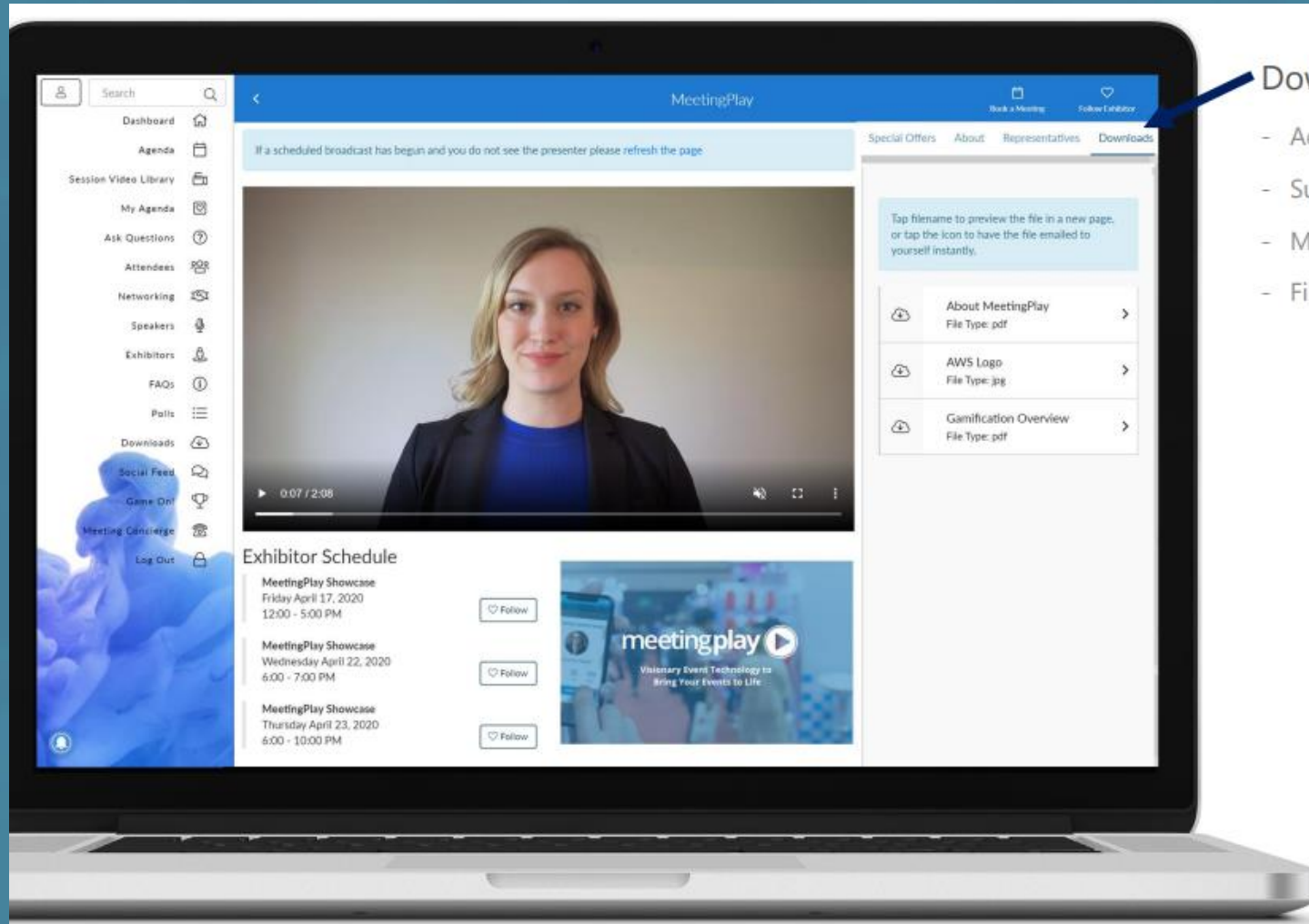
Special Offers

- Displays products and/or exclusive offers to attendees
- Content can include:
 - Title/name
 - Description
 - External Link
 - JPG or PNG image
- For best viewing, 4 product/offers max is recommended

Exhibitor Schedule

- Shows times the exhibitor will be available for a live demo/showcase to present and interact with participants
- Exhibitors are allowed up to 2 one hour time slots per each meeting day.
- Demo name, date & time, and description are loaded via the portal under the Virtual>Schedule tab.

Exhibit Booth



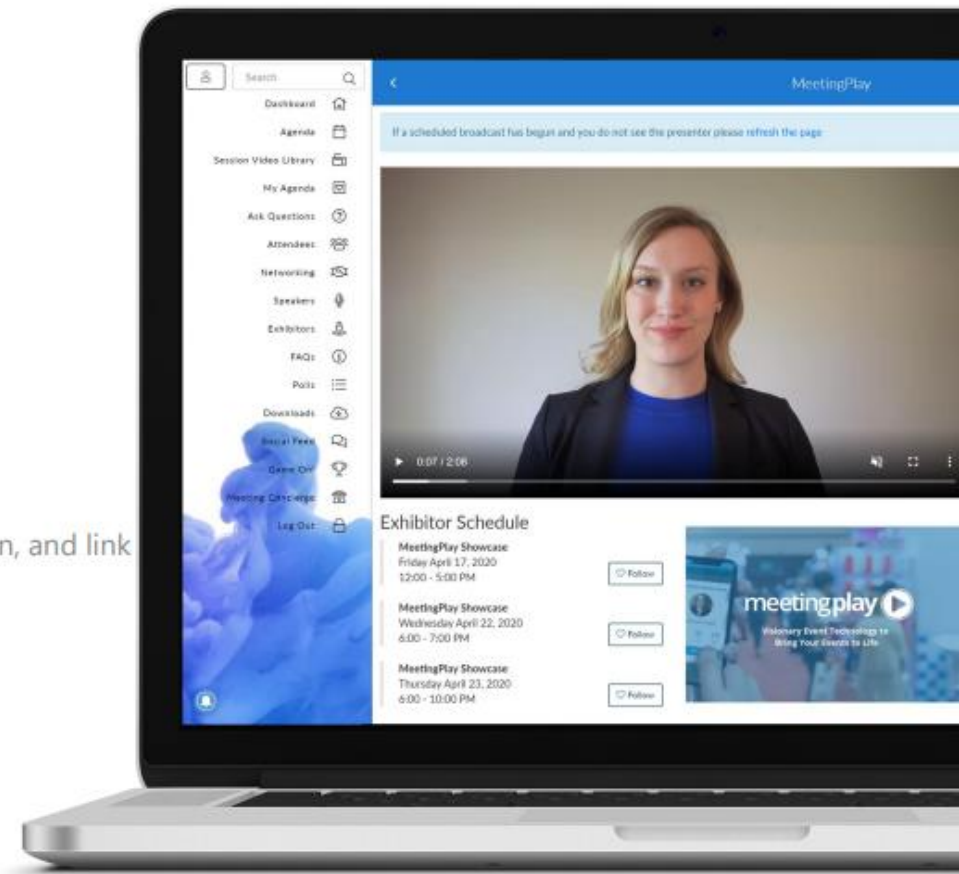
Downloads

- Add files for participants to view and download
- Supported file types are PDF, DOC, PPT, and JPG
- Max size per file is 10MB
- Files are uploaded in the portal via the Assets/Files tab

Exhibit Booth Specifications

Page Specifications

- **Company Description:** 1,000 characters max (recommended)
- **Logo:** 200 x 200 pixels .jpg/.png
- **Listing Banner:** 350w x 195h pixels .jpg/.png
- **Social Links:** Supply up to 5 custom links
- **Videos:**
 - Supply an mp4 link for videos (Max 3 per sponsor)
 - Recommended max time: 10 minutes (Per SOW)
 - Plays when Live Sponsor Showcases are not being held
- **Collateral:** Supply PDF(s) for your virtual exhibit page (Per SOW, 50 max)
- **Representatives:** Supply list of representatives who will interact in the booth
- **Special Offers:** Supply up to 5 Special Offers with image (400w x 200h px), description, and link for attendees to view. (Per SOW)
- **Please allow up to 15 minutes for changes to be reflected on the live site**



Exhibitor Office Hours



Office Hours: Showcases & Demos

During the times on the exhibitor schedule, the exhibitor page becomes an interactive space where sponsor representatives are able to:

- Go live on camera to participants who join the page
- Share their screen with participants
- Chat with participants via the Live Chat area