

**VIRTUAL**  
May 15 – 17

now an  
**ALL VIRTUAL**  
EXPERIENCE



## Virtual Exhibits

Inclusions	Diamond \$100,000	Platinum \$50,000	Gold \$20,000	Silver \$3,800
<b>VIRTUAL EXPO FLOOR</b> Button with your company logo on the Virtual Expo Floor landing page linking to your virtual booth	■ (X-Large)	■ (Large)	■ (Medium)	■ (Small)
<b>LINK TO EXTERNAL CUSTOM VIRTUAL BOOTH</b> Opportunity to link to company's custom virtual booth from button on the Virtual Expo Floor	■	■	■	
<b>COMPANY NAME, URL, CONTACT NAME, CONTACT TITLE, PHONE, EMAIL AND COMPANY ADDRESS</b>	■	■	■	■
<b>PHARMACEUTICAL AND DEVICE PIPELINE DIRECTORY LISTING DISCOUNT</b>	20%	20%		
<b>COMPANY DESCRIPTION</b> Overview of company, services and products offered	1,500 Characters	1,250 Characters	800 Characters	600 Characters
<b>COMPANY LOGO</b>	■	■	■	■
<b>COMPANY OR PRODUCT BANNER</b>	■	■		
<b>CORPORATE, PRODUCT OR SERVICE CATEGORIES</b> Category tags, searchable terms to identify your services, products and brand	Unlimited	6	4	4
<b>CORPORATE, PRODUCT OR SERVICE IMAGES WITH DESCRIPTION</b> Images with 300-character description	Up to 9	Up to 7	Up to 5	Up to 2
<b>DOWNLOADABLE ASSETS</b> Direct downloads of various brand assets (PDF, PPT, zip files, etc.)	8	6	4	2
<b>VIDEOS</b> OnDemand videos with a 300-character description, hosted by Ovation or a 3rd party service like YouTube, Vimeo, etc. 7-minute maximum per video	6	4	2	1
<b>SOCIAL MEDIA INTEGRATION</b> Links to LinkedIn, Facebook, Instagram, YouTube, etc.	■	■	■	■
<b>CALENDLY.COM SCHEDULING (3RD PARTY INTEGRATION)</b> Automated scheduling software able to sync up to 6 calendars for easy and painless meeting scheduling	■	■	■	
<b>REVE CHAT (3RD PARTY INTEGRATION)</b> Connect with attendees using live chat, co-browsing, video and bots. Limited to 3 exhibitor personnel.	■	■		
<b>FULL VIRTUAL MEETING REGISTRATIONS</b> Access to the entire ACC.21 Virtual Meeting site including sessions	25	12	8	4
<b>PRIORITY POINTS</b> Points awarded for ACC.22 exhibit space selection and housing requests	40	20	10	2

Secure Your Virtual Exhibit! Contact Craig Baker or Louisa McKenney at [accexhibits@spargoinc.com](mailto:accexhibits@spargoinc.com).



# Virtual Exhibit Packages Deadlines and Specifications

## Exhibit Deadlines

### Silver Tier:

- **March 25:** Silver tier Jotforms\* due to Ovation
- **April 15:** Single set of revisions for booth due to Ovation

### Gold Tier:

- **April 1:** Gold tier Jotforms\* due to Ovation
- **April 23:** Single set of revisions for booth due to Ovation

### Platinum and Diamond Tier:

- **April 8:** Platinum and Diamond tier Jotforms\* due to Ovation
- **April 30:** Single set of revisions for booth due to Ovation

*\*Ovation will send Jotforms to Exhibitors no later than March 9, 2021. A Jotform is a document including deadlines and specifications used to provide a singular and seamless delivery method of all your digital assets.*

**Please note: Virtual packages purchased after April 30, 2021 will be subject to an expedited timeline.**

## Promotional Rotating Banner Ad Specifications

Accepted file types: PNG, JPG, GIF  
Max file size: 1 GB.

Static and animated ads are acceptable. Animated ads must be no longer than six-seconds.

## Exhibit Specifications

### Exhibitor Logo:

Vector file formats are preferred: EPS, AI, PDF, SVG.

Guidelines for raster format files (PNG, JPG, PSD) are:

Minimum resolution: 300 px wide (if your logo is wider than it is tall) OR 250px tall (if your logo is square, circular, or taller than it is wide), 72 dpi.

A PNG with a transparent background is preferred for raster files. Please provide your logo in full color, it will be displayed only on a solid white background.

### Product/Service Image Gallery :

Resolution: 300px wide by 250px tall, 72 dpi

Accepted file types: PNG, JPG

Max file size: 1GB.

### Page Background:

\*This can be either a fixed full-size image or a solid color background for your page.

Minimum Resolution: 1920px wide, 1080px tall, 72 dpi / Preferred format: JPG. Also accepted: PNG, PSD.

- Your background color or image will appear behind the white boxes that contain your page content and will extend to the edges of the browser window.
- Your background color or image will not appear on mobile devices.

### Header Banner Image:

Resolution: 630px wide by 250px tall, 72 dpi

Accepted file types: PNG, JPG

Max file size: 1GB.

### Featured Video or Image:

Resolution: 465px wide by 260px tall, 72 dpi

Accepted file types: PNG, JPG

Max file size: 1GB.

### Additional On-Demand Videos:

Please provide either direct video URLs from a hosting service such as Youtube or Vimeo or upload mp4 files for your videos. If using a URL to submit your videos, be sure to use a direct URL to the video, **not** a link to a channel or playlist.  
Max file size: 1GB.