



Virtual Exhibit Packages Deadlines and Specifications

Exhibit Deadlines

Silver Tier:

- **April 23:** Last day to receive exhibit application. Silver tier Jotforms* due to Ovation within 7 days.

Gold Tier:

- **April 23:** Last day to receive exhibit application. Gold tier Joforms* due to Ovation within 7 days.

Platinum and Diamond Tier:

- **April 30:** Last day to receive exhibit application. Platinum and Diamond tier Jotforms* due to Ovation within 7 days.

**Ovation will send Jotforms to Exhibitors within 24 hours of receipt of application. 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.

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.

Virtual Promotional Opportunities

Deadlines and Specifications

Promotional Rotating Banner Ads

March 30: Initial artwork due for ACC approval

April 2: Final artwork due

Leaderboard ad size: 728 x 90 pixels (Homepage, Welcome Page, Expo Landing Page)

Skyscraper ad size: 160 x 600 pixels (Agenda Page)

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.

Pharmaceutical and Device Pipeline Directory

April 30: Deadline to submit Application and Contract

Pre-Meeting Mailer

April 2: Initial artwork due for ACC approval (extra time may be granted if needed if inserts will arrive by deadline)

April 7: Inserts due to: Fulfillment House, Inc. - c/o Concept Marketing, Inc., 2021 ACC Mailing, 22880 Glenn Drive, Suite 120, Sterling, VA 20164
703-707-8844

Quantity: 4,000

Max insert size: 8 ½" x 11"

Max insert weight: 1 oz.

Virtual Meeting Bag Insert

April 21: Assets due

Logo size: 200 x 200

Logo file types: PNG with transparent background

Max PDF insert file size: 3GB.

Virtual Pre-Show Email Digital Ad

April 21: Initial artwork due for ACC approval

April 30: Final artwork due

Accepted file types: JPG, PNG

Ad size: Desktop – 728 x 90 pixels / Mobile – 300 x 250 pixels

Virtual Photo Booth

April 28: Initial artwork due for ACC approval

May 5: Final artwork due

Two (2) JPG Background Images at 800 x 800 pixels each

One (1) PNG (transparent) Frame Image at 800 x 800 pixels