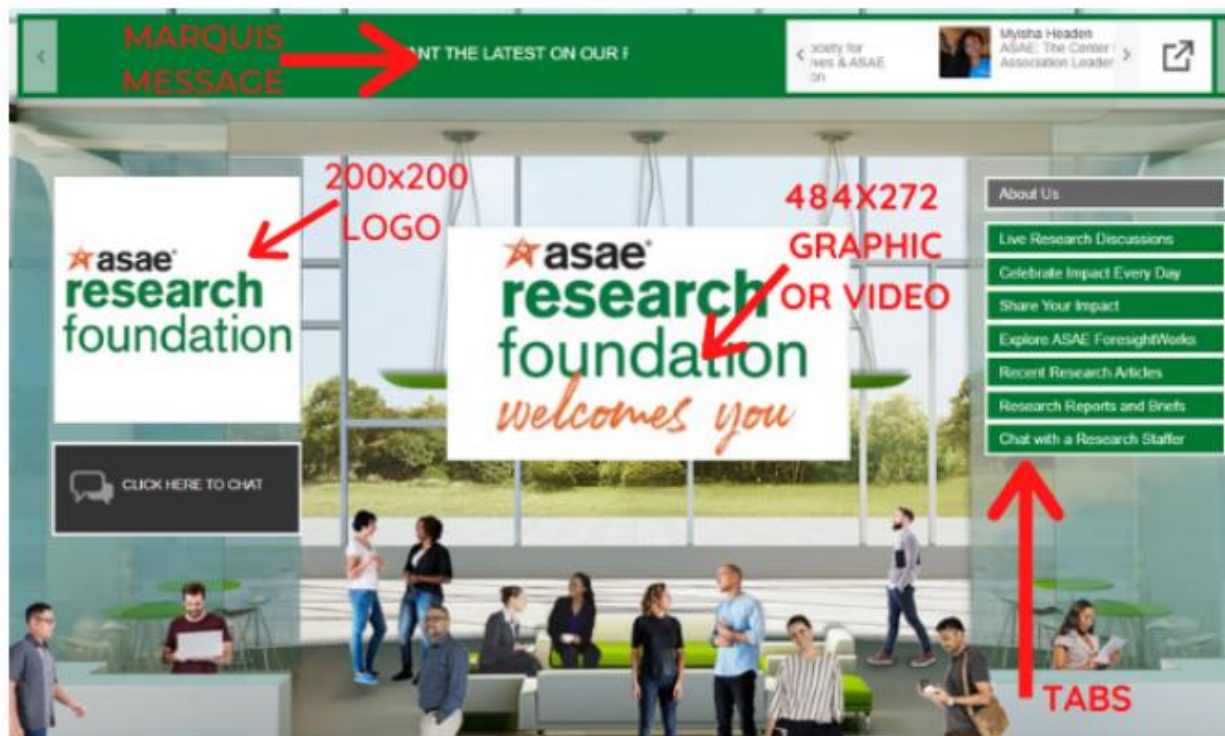


## Elements of Virtual Booth for ASHG 2020

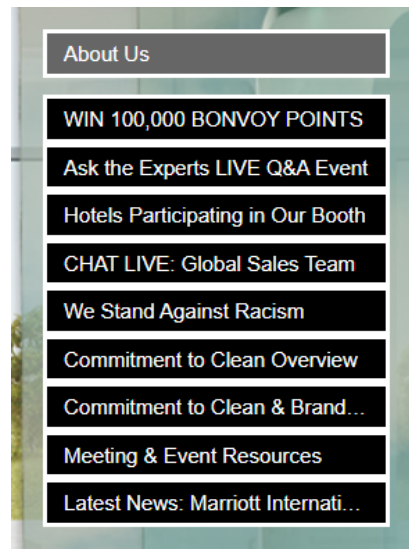
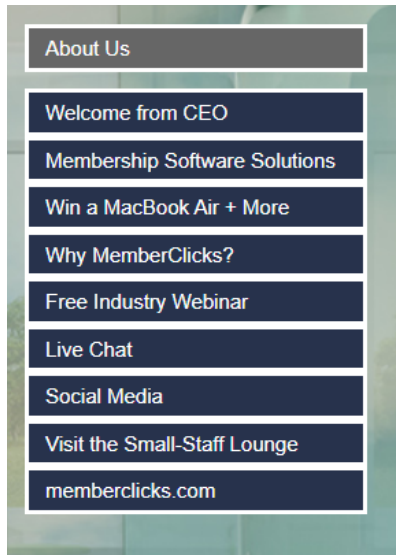
Please make note of the following, discuss with your team, and start creating/collecting collateral so you're ready for booth building on September 8:

- **Your Logo** that will be displayed – 200x200 pixels
- Ideas for **Marquis Message** – One message per booth; best practice is 250 characters or less; may change message daily
- **Background Image or Video** – Optimal size for image is 484x272px (jpg, png files) – under 10MB for video file (.mp4, .flv files)
- Company description for **About Us** – best practice is 250 characters or less, no special characters
- Language for **Tabs**
  - Standard tabs included (but may be changed): Documents/Links, Message Board, Video Collection, External URL, Live Chat (included on platform)
  - Decide the order
  - Make verbiage clear
  - Include calls to action
  - Videos have a file size limit of 10MB per file; unlimited number may be uploaded under this size

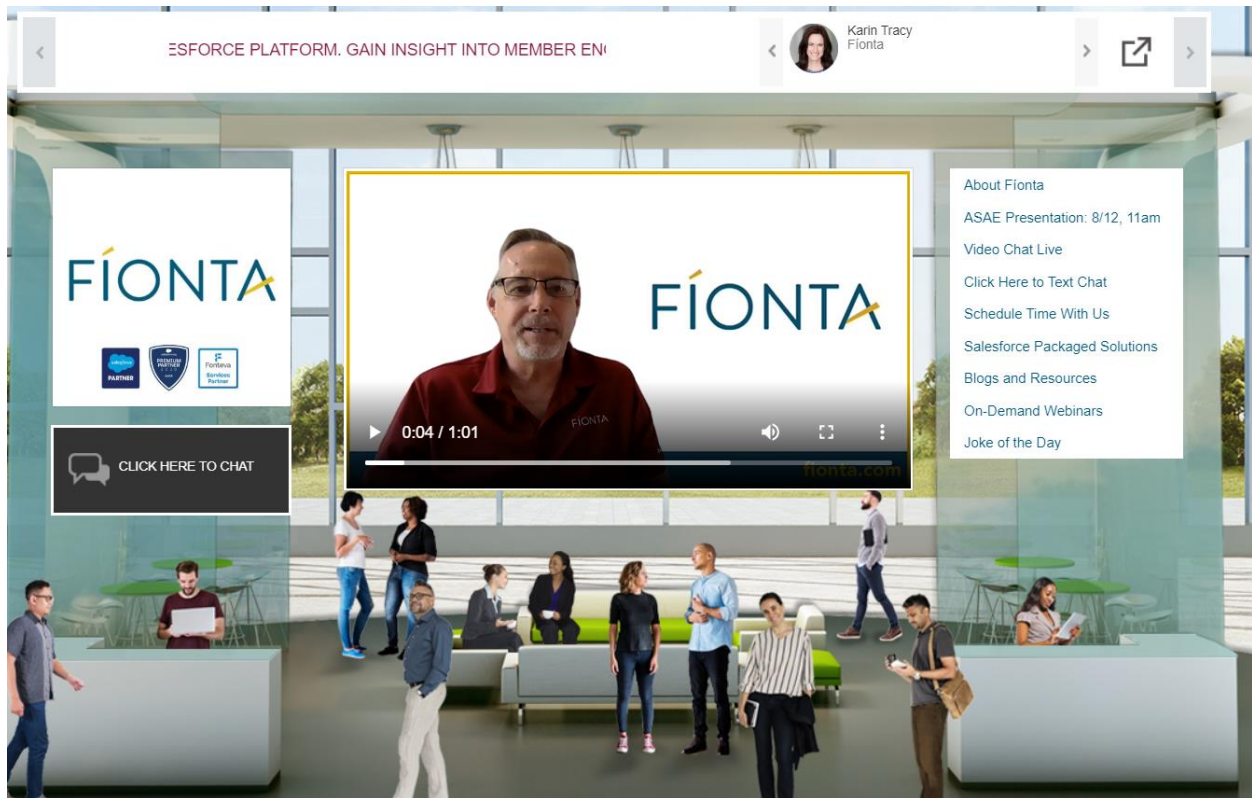
**Virtual Booth Example: RED TEXT and ARROW highlight customizable areas within the Virtual Booth**



## Tab Examples



## Virtual Booth, Intrado Platform – Additional EXAMPLES



MITIZEN IS THE BRANDING AND DIGITAL TRANSFORMAT

Rachel Clemens  
Mighty Citizen



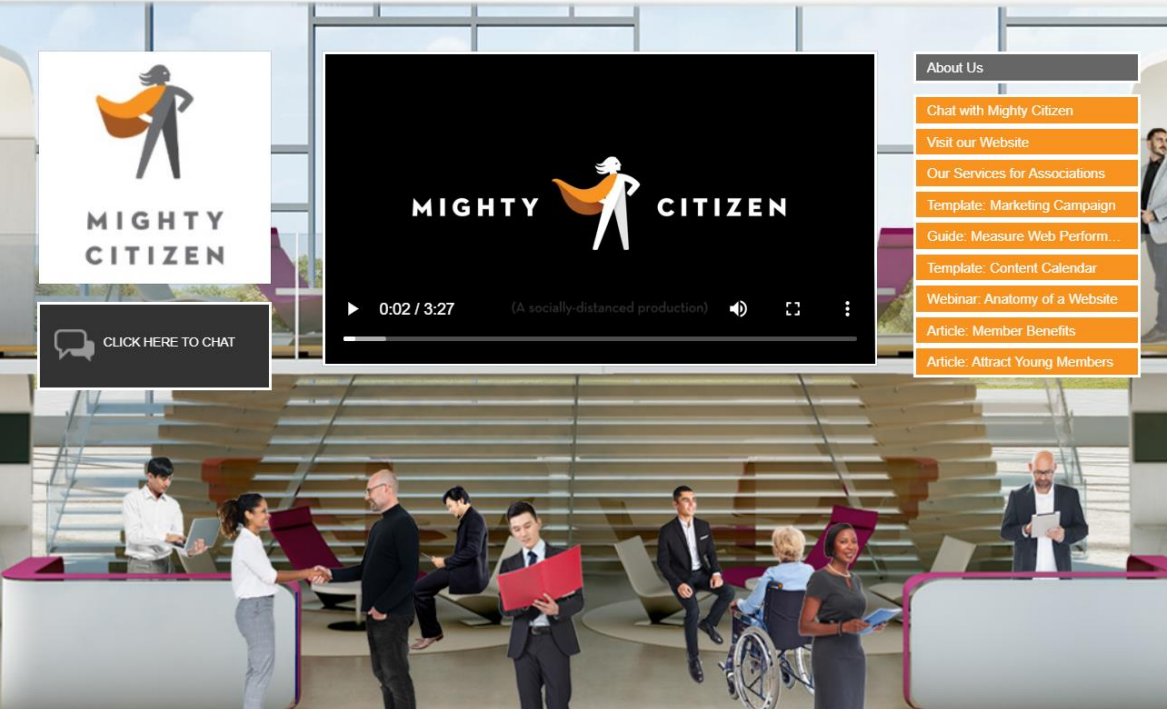
MIGHTY CITIZEN

CLICK HERE TO CHAT

0:02 / 3:27 (A socially-distanced production)


ABOUT US

- Chat with Mighty Citizen
- Visit our Website
- Our Services for Associations
- Template: Marketing Campaign
- Guide: Measure Web Perform...
- Template: Content Calendar
- Webinar: Anatomy of a Website
- Article: Member Benefits
- Article: Attract Young Members



FEATURE RICH ALL-IN-ONE SOLUTION!

Gary Francart  
NOAH AMS



NOAH AMS

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Our association software is built with passion.

{ maybe that's why it's so easy to love. }

NOAH AMS { success by association }

ABOUT US

- Chat with Us!
- Documents and Links
- NOAH at a Glance Overview
- Request a Demo
- Case Studies
- Online Meeting





VIDEO CHAT WITH VISIT OMAHA ABOUT YOUR I

Mattie Scheeter  
Visit Omaha

Visit OMAHA

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- About Us
- Chat with Visit Omaha
- Meeting Planner Guide & Facts
- Meet the Team
- Omaha Incentive Package
- CHI Health Center Omaha
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PREFERRED PRICING FOR ASAE MEMBERS P

Emily Chedore  
Xerox Corporation

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- Xerox Chat
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