Exhibitor/Sponsor/Advertiser
Prospectus

ACTFL 2021
Virtual
November 19-21
Virtual Exhibit Booth Options

- **Platinum**
  - Price: $2,000
  - Outlined on Pages 3 – 4

- **Gold**
  - Price: $1,500
  - Outlined on Pages 5 – 6

- **Silver**
  - Price: $600
  - Outlined on Pages 7 – 8
Price Includes:

- ***NEW! In-Platform Networking Capabilities
- ***NEW! Chat Feature on Booth Profile Page
- ***NEW! Booth Click Data Reporting (post-convention)
- ***NEW! Document Uploads on Booth Profile Page (max 5 documents)
- ***NEW! Showcase Presentation with Attendees (1 showcase)
- Premium Listing on Exhibitor Page (Largest Logo)
- Company Name & 2 Logos (top banner ad & company logo)
- Company Description
- URL Link to Website
- Representative Contact Info Listing (for questions/purchases/networking)
- Product Categories
- Links to Social Media Accounts (Limited to 4)
- Post an Online Video (1) - YouTube/Vimeo (max 10 min)
- (2) Full Complimentary Virtual Attendee Registrations
$2,000

- Top Banner Ad (1140px x 250px)
- Company Logo Left (300px x 300px)
- *NEW Document Uploads
- *NEW Chat Feature
- *NEW Networking Capabilities with Attendees
- *NEW “Showcase” Presentations with Attendees
- Company Description
- Contact Info (Up to 4 Representatives)
- Website (1) + Social Media Links (max 4)
- Product Categories (max of 4)
- Video Content (Limited to 1 – YouTube/Vimeo)
Gold $1,500

**Price Includes:**

- ***NEW!*** In-Platform Networking Capabilities
- ***NEW!*** Chat Feature on Booth Profile Page
- ***NEW!*** Booth Click Data Reporting (post-convention)
- ***NEW!*** Document Uploads on Booth Profile Page (max 3 documents)
- Listing on Exhibitor Page (Medium Logo)
- Company Name & 2 Logos (top banner ad & company logo)
- Company Description
- URL Link to Website
- Representative Contact Info Listing (for questions/purchases/networking)
- Product Categories
- Links to Social Media Accounts (Limited to 4)
- (2) Full Complimentary Virtual Attendee Registrations
Gold Exhibitor Profile Page (example)

$1,500

- Top Banner Ad (1140px x 250px)
- Company Logo Left (300px x 300px)
- *NEW Document Uploads
- *NEW Chat Feature
- *NEW Networking Capabilities with Attendees
- Company Name (Max of 8 Words)
- Company Description
- Contact Info (Up to 4 Representatives)
- Website (1) + Social Media Links (max 4)
- Product Categories (max of 4)
Silver
$600

*Price Includes:*

- Listing on Exhibitor Page (no logo)
- URL Link to Website (directly from listing tab) – no profile page
- (1) Full Complimentary Virtual Attendee Registration
Silver Exhibitor Example

- Company Name (Max of 8 Words) on Exhibitor Listing Page (no logo)
- URL Link directly to Website (no profile page)

$600
<table>
<thead>
<tr>
<th>Exhibit Booth Profile Item</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>URL Link to Website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary Registrations <em>(Full Access)</em></td>
<td></td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td><em>NEW</em> Document Uploads</td>
<td></td>
<td>Max of 5</td>
<td>Max of 3</td>
</tr>
<tr>
<td><em>NEW</em> Booth Click Data Reporting <em>(post-convention)</em></td>
<td>✓</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td><em>NEW</em> Showcase Presentation with Attendees</td>
<td>✓</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td><em>NEW</em> Chat Box Feature on Booth Profile Page</td>
<td>✓</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td><em>NEW</em> In-Platform Networking Capabilities</td>
<td>✓</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Links to Social Media Accounts <em>(Limited to 4)</em></td>
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<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Product Categories Listed</td>
<td>✓</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Representative Contact Info <em>(max of 4)</em></td>
<td>✓</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Company Description</td>
<td>✓</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Company Logo Banner</td>
<td>✓</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Top Profile Page Banner</td>
<td>✓</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Logo on Exhibitor Listing Page</td>
<td></td>
<td>Large Logo</td>
<td>Medium Logo</td>
</tr>
<tr>
<td>Post an Online Video <em>(YouTube/Vimeo - max 10 mins)</em></td>
<td>✓</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
Platinum Exhibitors
$2,000

Gold Exhibitors
$1,500

Silver Exhibitors
$600

Exhibitor Listing Page
*Exhibitor Profile Pages will open for Platinum & Gold Exhibitors only
***Exhibitors are listed alphabetically by booth tier.
What’s New for Exhibitors
Exhibitors can now include documents on their profile pages (sales brochure, catalog, pamphlet, research paper, etc.).

Platinum Exhibitors: 5 documents max
Gold Exhibitors: 3 documents max

*document(s) must be .pdf format (10-megabyte max per document).
Attendees can now chat directly with exhibitors on their profile page (Platinum & Gold exhibitors only).

Attendees can chat with exhibitors by submitting questions on the chat panel located in their virtual booth. This allows attendees visiting your booth to see questions/answers asked by other attendees, as well as announcements made by the exhibitor!

Chat feature will only be available from November 19 – 21, 2021. Exhibitors are NOT notified when a message has been submitted. It will be the responsibility of the exhibitor to monitor the chat during the event dates (November 19 – 21).
Exhibitor “Showcase” *(Platinum Exhibitors ONLY)*

Exhibitor “Showcases” are live, exhibitor-managed videos set up directly in the module by exhibitors to show their products/services directly to attendees LIVE at a specified date/time during the convention (max 15-mins).

*Once the showcases end, they are NOT archived or accessible by attendees like the educational and exhibitor workshop sessions.*

Date/time of the showcase is completely up to the exhibitor, as long as it’s not during General Session dates/times.
Platinum Exhibitors ONLY

Showcase listing page allows attendees to browse all upcoming Showcases or search by Exhibitor, Title, or Host (host must be registered).

Exhibitors hosting a “showcase” can be on camera or share their screen.

Each Platinum exhibitor will receive (1) 15-minute “Showcase”. Showcases can include up to 250 attendees, on a first come, first served basis.

Exhibitor “Showcases” (Platinum Exhibitors ONLY)
A new in-platform networking feature has been created, making it easy for you to connect with attendees during the convention.

Search or view ANY registered attendee via Name, School/Institution or Title.

Start a direct 1 on 1 chat or video meeting with ANY user on the list (user must accept the invite).

View all your scheduled/pending meetings within your individual profile.

Continued on next page...
NEW Networking Option for Exhibitors/Attendees

*Exhibitors can request unlimited meetings and up to 10 “pending” meetings at a time.

I strongly encourage exhibitors to incentivize attendees to meet with you (discounts/prizes/drawings, etc.). Incentives can be mentioned in the description when you invite attendees to the meeting.

Meeting requests are only available through the actual convention dates (November 19 – 21, 2021).
One (1) detailed excel report will be provided to each exhibitor POST-CONVENTION outlining the contact information of each attendee that clicked on links-buttons within the exhibitor’s booth profile page. Attendee contact information included will be First/Last Name, Title, Institution and Email Address.

Only one (1) report will be provided to each exhibiting company.

Reports will be available anytime between November 22, 2021 – February 28, 2022.

***No reports will be available after April 1st, 2022***
Banner Advertising Options
Banner Advertising Options

Homepage for ACTFL 2021 Virtual

**Tower Banner Ads** *(ONLY 20 ads will be sold)*
- Cost: $2,500
- Specs: 300 x 500 px (includes one URL link)
- Rotation of ad(s) will be in 15 second increments

**Footer Banner Ads** *(ONLY 20 ads will be sold)*
- Cost: $3,000
- Specs: 1325 x 290 px (includes one URL link)
- Rotation of ad(s) will be in 15 second increments

Banner Ads will be shown online through February 28, 2022
Sponsorship Option
Exhibitor Workshops
Virtual Exhibitor Workshop Timeslots

Exhibitor workshop timeslots are sold on a first come, first served basis. Timeslots can’t be reserved without a completed copy of the workshop application. Title/description/speaker/language info will be due in September and DOES NOT have to be known at the time the application is submitted.

Each workshop session will be pre-recorded and submitted by the sponsoring company. Directions to record the session(s) will be provided if needed.

All speakers/presenters that wish to interact with attendees during the initial 45-minute timeslot via a chat feature, will need to be registered for the convention (paid OR complimentary). Each workshop timeslot includes 1 complimentary attendee registration. Presenters will receive a promo code for a discounted registration rate (email Casey Bloyer BEFORE registering).

Exhibitor workshops will be viewable to attendees beginning on the day/time you signed up for (not before). Once the pre-recorded workshop ends, it will instantly become “on-demand” and be accessible to ALL registered attendees through the end of FEBRUARY 2022! This is fantastic for visibility!

Workshop timeslots on next page...
## Virtual Exhibitor Workshop Timeslots

*All times are Eastern Standard Time (EST)*

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Friday, November 19</strong></td>
<td></td>
</tr>
<tr>
<td>1:40 pm – 2:25 pm</td>
<td></td>
</tr>
<tr>
<td>3:05 pm – 3:50 pm</td>
<td></td>
</tr>
<tr>
<td>4:45 pm – 5:30 pm</td>
<td></td>
</tr>
<tr>
<td><strong>Saturday, November 20</strong></td>
<td></td>
</tr>
<tr>
<td>11:05 am – 11:50 am</td>
<td></td>
</tr>
<tr>
<td>1:00 pm – 1:45 pm</td>
<td></td>
</tr>
<tr>
<td>1:50 pm – 2:35 pm</td>
<td></td>
</tr>
<tr>
<td>3:45 pm – 4:30 pm</td>
<td></td>
</tr>
<tr>
<td>4:45 pm – 5:30 pm</td>
<td></td>
</tr>
<tr>
<td><strong>Sunday, November 21</strong></td>
<td></td>
</tr>
<tr>
<td>10:00 am – 10:45 am</td>
<td></td>
</tr>
<tr>
<td>11:40 am – 12:25 pm</td>
<td></td>
</tr>
<tr>
<td>1:10 pm – 1:55 pm</td>
<td></td>
</tr>
<tr>
<td>2:05 pm – 2:50 pm</td>
<td></td>
</tr>
</tbody>
</table>

**Cost:**

1. **45-minute Timeslot**
   - $950

2. **45-minute Timeslots**
   - $900/each
To Reserve
Contact Casey Bloyer: cbloyer@actfl.org