

EXHIBITION

DELUXE BOOTH PACKAGE

Booth Package Entitlements

Branding and Company Listing

- **Company listing and profile** in the Conference Programme & Exhibit Guide and event website
- **Company logo** displayed on exhibition directory board

Registration

- 400 **Visitor** registrations
- 15 **Exhibitor** registrations
- 20 complimentary **Full Access** registrations

Booth Design

- **Custom booth design**

Booth Features

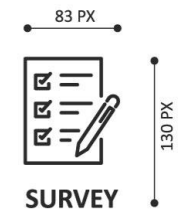
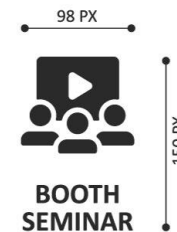
- **Company Information:** Company profile and contact information at booth
- **Live Chat:** 1-to-1 text chat and video call with booth visitors (available from 23-26 March)
- **Enquiry Form and Drop Card:** enquiry and business cards from booth visitors at booth
- **Products & Services:** 30 digital products and services materials/information (JPEG, PNG or PDF format) for attendees to view and/or download
- **Video:** 10 embedded video files (YouTube and/or Vimeo link) for attendees to view
- **Booth Seminar:** Dedicated seminar room at booth for live presentations (available from 23-26 March)
- **Booth Survey:** 10 customised survey questions
- **Business Matching:** group private meetings with attendees
- **Booth Visit Gamification:** attendees earn points for visiting your booth
- **Attendee Trivia:** attendees earn points for participating in trivia with question(s) about your company
- **Lead reports and data analytics** of visitors entering booth, Drop Card, Products & Services views and downloads, and Video views

Registration

Access Type	Full Access	Exhibitor	Visitor
Deluxe Booth Package Entitlements	20	15	400
Conference - Opening, Executive Plenary, IPTC Insights, Panel, Technical, Ask the Expert and Closing Sessions, Conference Lounge and Meet the Speaker room	✓		
Exhibition - Interactive exhibition booth features and booth seminar sessions	✓	✓	✓
Sponsored Seminars	✓	✓	✓
Knowledge Sharing ePoster Sessions	✓	✓	✓
Business Matching - Schedule private meetings with exhibitors	✓	✓	✓
Networking Lounge - Private message and exchange business card with online attendees	✓	✓	✓
Conference Digital Proceedings	✓		
Digital Briefcase and Business Card - Digital resources, information and business cards	✓	✓	✓
On-Demand Content - Conference sessions and presentations up to 3-months after the live event	✓		

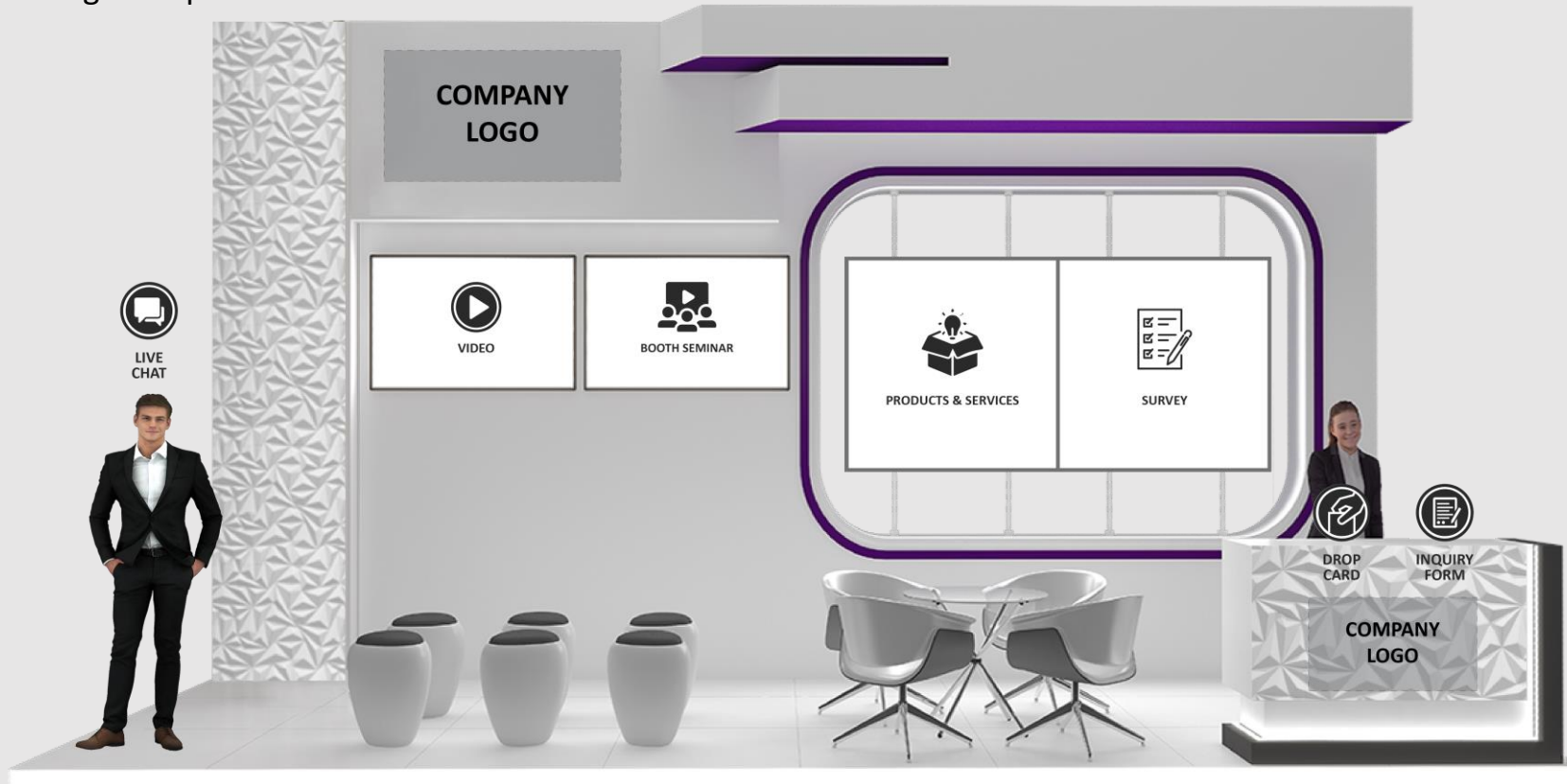
Custom Booth Design

- Custom booth design service is included in the Deluxe Booth Package.
- The **virtual platform vendor - Innogen** will be in touch with the exhibitors on booth design requirements.
- If exhibitor would like to appoint a **design provider other than Innogen**, here are the guidelines and requirements:
 - ☐ File Support: PNG format (transparent background)
 - ☐ Please send the design files to **Brandon Lok** at email brandonlok@innogen.com.my by **Friday, 19 February 2021**
 - ☐ Front perspective view design only
 - ☐ Booth Size: 2400pxW x 1200pxH
 - ☐ Booth features / touch points are to be included in the design: [Download icon files here](#)



Custom Booth Design

- Custom booth design sample



Booth Features Information

Company Information	Live Chat	Enquiry Form and Drop Card	Products & Services		Video
Company profile (800 characters with spaces) , contact details and social media information	1-to-1 live text and video chat with booth visitors	Attendees can complete the enquiry form or drop their business card to contact offline exhibitors	<ul style="list-style-type: none"> 30 digital products and services materials/ information File Support: JPEG, PNG and/or PDF File size: <ul style="list-style-type: none"> JPEG/PNG: 1200pxW x 900pxH, Maximum 2MB per file PDF: Maximum 5MB per file 		10 embedded video links (YouTube and/or Vimeo)
Booth Seminar	Booth Survey	Business Matching	Booth Visit Gamification	Attendee Trivia	Lead reports and data analytics
Dedicated seminar room at booth for live presentations	<ul style="list-style-type: none"> Customised visitor survey up to 10 questions Survey report after the live event days 	Group private meetings with attendees	Attendees earn points for visiting your booth	<ul style="list-style-type: none"> Opportunity to include exhibitor's questions in the Attendee Trivia. Maximum 5 questions 	Real time reports on visitors entering booth, Drop Card, Products & Services views and downloads, and Video views