



Virtual Platform Advertising Specifications

VIRTUAL EVENT HOME / LOBBY PAGE

Provide to SPE by listed deadline.

Tower Ad—a rectangular image (9:16 ratio) size of 1080x1920px, no larger than 1MB.

Banner Ad—a rectangular image (3:1 ratio) size of 1080x360px, no larger than 300kb.

VIRTUAL SPONSOR PROFILE PAGE

Upload to company profile page through Swapcard “Sponsor Center”.

Header—video (SRC link) or static image, a rectangular image (2:1 ratio), size of 400x200px.

Company Logo—a rectangular image (16:9 ratio), size of 1200x675px no larger than 1MB.

Background Image—a rectangular image (16:10 ratio), size of 2560x1600px no larger than 1MB

Website and Video Specifications	Deadlines
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Provide to SPE by listed deadline.

LOGOS

Preferred format is Adobe Illustrator EPS. For best results, logos should be vector art. Bitmap logos must be supplied at 600 dpi or greater as an EPS file. DO NOT send logos that are embedded in word processing documents or PowerPoint files.

CORPORATE VIDEOS

MP4 file format

5 March

Corporate videos

8 March

Event Home / Lobby Page Ad
Sponsor logos

8 March

Email / Notification messages
Session list to link to sponsor profile