



AMS101
101st Annual Meeting
VIRTUAL | 10-15 January 2021

Virtual Exhibitor Kit





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Dear Exhibitor,

We are excited your organization is joining us as we take the AMS 101st Annual Meeting Virtual! The live virtual event will take place January 11-15, 2021. Please direct this document to the person(s) in charge of your virtual exhibitor profile.

The information in this document is intended to help you prepare for success and to guide you through the AMS 101st Annual Meeting - Virtual Event Experience, powered by eventPower.

There will be a quick video demo on the Virtual Exhibit Hall to provide a brief overview of how to obtain the most out of your virtual experience. Please let us know if you have any additional questions at exhibits@ametsoc.org.

Best regards,

Jenn Rosen
AMS Sr. Manager of Exhibits



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Virtual Exhibitor Inclusions

Virtual Exhibitor opportunities at the AMS 101st Annual Meeting - Virtual Event include the following amenities:

- Company logo
- Company description
- Company website link
- Standard Virtual Exhibit: 4 pdfs and 2 videos
- Deluxe Virtual Exhibit: 6 pdfs and 4 videos
- Premium Virtual Exhibit: 8 pdfs and 8 videos
- Real-time chat capabilities, via text and video
- Ability to request meetings
- Lead reporting and analytics on attendees visiting your exhibit
- Exhibitor recognition on AMS's website
- Complimentary exhibit staff badges (Standard= 4, Deluxe =8, Premium = 12) to be entered in Exhibitor's Corner
- Complimentary attendee registration (Standard = 2, Deluxe = 4, Premium = 6) to be entered in Exhibitor's Corner

See AMS [website](#) for complete details on all benefits available with each exhibitor package.



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Virtual Exhibit Hall Schedule

Monday, January 11, 2021 | 11:30 a.m.-12:30 p.m.

Tuesday, January 12, 2021 | 11:30 a.m.-12:30 p.m.

Wednesday, January 13, 2021 | 11:30 a.m.-12:30 p.m.

Thursday, January 14, 2021 | 11:30 a.m.-12:30 p.m.

Friday, January 15, 2021 | 11:30 a.m.-12:30 p.m.

To ensure the most out of your virtual experience, please be available during these Virtual Exhibit Hall dedicated hours.

Your Exhibitor Portal

A Welcome Email with important information including a link to your Exhibitor Portal will be sent to you once your contract is approved.

Please be sure to review the information already uploaded into your exhibitor portal and make any necessary updates. To make the most of your virtual exhibit, make sure to add all additional content available to you at your package level.

- **Exhibitor Information tab**
 - Company Name (*pre-loaded from Exhibitor's Corner*)
 - Website Address
 - Company Overview (*pre-loaded from Exhibitor's Corner*)
 - Areas of Interest Filter
 - Marketing Contact - (*preloaded if you added one to Exhibitor's Corner*) will be published on your virtual exhibit page. This is the POC you want attendees to have before, during and after the Meeting.
- **Logo tab** .eps or .ai format
- **Primary Contact** (*pre-loaded from Exhibitor's Corner*)
 - Your primary contact is the person AMS will reach out to for logistics regarding the virtual exhibit. This is the "Exhibitor Kit" contact you entered



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on our application or in Exhibitor's Corner. Feel free to add a second contact for logistical communications here as well.

- **Product Marketing tab**
 - This tab is the dedicated area where you'll upload your videos, pdfs, images and flyers for attendees to download. Please ensure you upload each product marketing item one-by-one.
 - Standard Virtual Exhibit: 4 pdfs and 2 videos
 - Deluxe Virtual Exhibit: 6 pdfs and 4 videos
 - Premium Virtual Exhibit: 8 pdfs and 8 videos
- **Exhibit Hall Raffle tab** (see below for more information)

Please have all tabs in your exhibitor portal completed by Monday, December 28th.

Product Marketing Specifications

As mentioned above, your virtual exhibit includes the opportunity to upload videos and digital PDFs for attendees to view and download while visiting your booth. Below are the specifications for your materials.

- Upload Video Requirements:
 - File Types Accepted: .mp4, .mov, .avi, .mpg, .mpeg
 - Max File Size: 20MB
 - Video Resolution: 480p, 720p, 1080p. Videos will be downscaled to 720p (HD)
- Link Video Requirements:
 - If your video is already hosted on a web-based platform, simply provide the link to the video. Videos hosted on YouTube or Vimeo will be automatically embedded into your virtual profile.
 - Videos hosted on other platforms will be made available via a link.
- PDF Document Requirements:
 - File Types: .pdf only
 - Max File Size: 10MB



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Exhibit Hall Raffle

We encourage all exhibitors to offer one or more raffle prizes to help draw attendees to the Virtual Exhibit Hall and help increase your ROI.

- Simply select a prize(s) to raffle-off to attendees visiting your virtual exhibit and sharing their business card with you. Please randomly select a winner from the list of attendees in your exhibitor analytics.
 - Message attendees in the platform to promote your raffle items and encourage visitors
 - Make sure to fill out the Exhibit Hall Raffle tab in your exhibitor portal to describe what items you are raffling off.
 - NOTE: If AMS receives enough prizes, we plan to include a dedicated page of these prizes on the Virtual Platform to help drive traffic.
 - Please consider using Comment Picker ([CLICK HERE](#) to access) to help you determine a random winner. You can pull the list of raffle participants from your booth analytics and enter into Comment Picker.

Participating exhibitors can raffle downloadable gift cards, product certificates, discounted courses, devices, themed baskets and other promotional items (and will be responsible for shipping the raffle prize to the winner). Be creative and have fun!

Contact Information

If you have any questions or changes, please contact:
exhibits@ametsoc.org.