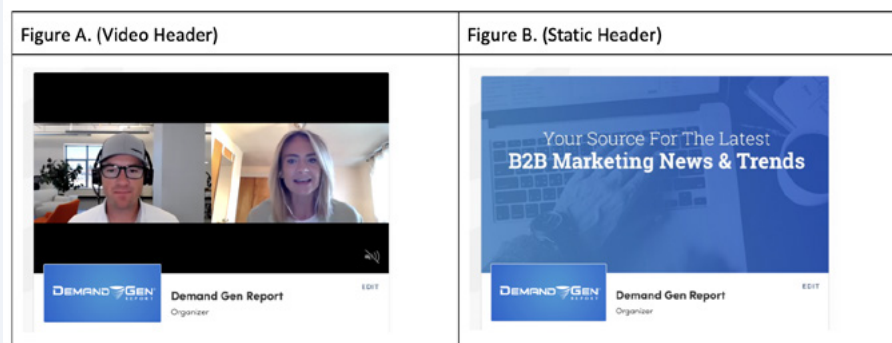


SPONSOR IN-APP DESIGN SPECS

IN-APP/DIGITAL ITEMS

To maximize all your branding opportunities at #B2BMX East via the official event app, please find a list of design items you can begin working on right away. Please note, these items vary by sponsorship level so **look for your sponsorship level noted in orange** within each section of this document to determine which items pertain to your brand.

1. VIDEO BOOTH HEADER OR HEADER IMAGE



For a Video Header - Here's you'll need:

You can add a YouTube or Vimeo link or embed an iframe on your own.

Suggested Intro Video Guidelines:

Tell us about your solution. Avoid acronyms, jargon, or technical terms that require or assume prior knowledge. Here are the talking points your video should capture:

- **What It Does (30-40 seconds):** How would you describe your solution in a single sentence?
- **Who It's For (30-40 seconds):** What roles, tasks, etc. are made easier by using it?
- **What It Solves (1 minute):** What pain challenge(s) will your solution solve and how?
- **What It Costs (30-40 seconds):** Briefly cover pricing models
- **What Is The Timeline To Impact/ROI (30-40 seconds):** Cover implementation/time to value
- **Who Is Using It (30-40 seconds):** Chance for quick customer references/use cases/logo slide
- **CTA (30-40 seconds):** What should folks do next if they're interested in learning more?

[View An Example Here](#)

For a Static Image Header - You can upload the image directly within your booth

Artwork specs

- File Type: Jpg or Png File
- Size: 1200px(w) x 675px(h) (16:9 ratio) image, no larger than 1MB.

2. IN-BOOTH LOGO

You can upload the image directly within your booth

Artwork specs

- File Type: Jpg or Png File
- Size: 400px(w) x 200px(h) (2:1 ratio) image, no larger than 1MB.

3. BOOTH BACKGROUND IMAGE

You can upload the image directly within your booth

Artwork specs

- File Type: Jpg or Png File
- Size: 2560px(w) x 1600px(h) (16:10 ratio) image, no larger than 1MB.

4. TITLE SPONSOR ROTATING BANNER AD FOR EVENT APP HOMEPAGE

Title Sponsors Only

About Your Banner Ad

Title sponsors have the opportunity to provide a single banner ad artwork file that will be displayed in rotation on the event app homepage to help drive attendees into your virtual booth within the digital marketplace. Please see specifications and details below:

Artwork specs

- File Type: Jpg or Png File
- Size: 1080px(w) x 1920px(h) (9:16 ratio) image, no larger than 1MB.
- Call to Action: Please note that all rotating banner ads will link to your booth in the Digital Marketplace, so the CTA should be related to the action of visiting your booth

5. OPTIONAL SWAG & GIVEAWAYS

You will have the option to add swag items to your booth. Doing so, will also allow these items to aggregate into a Swag section of the event (accessible to all attendees via the home page) as another avenue to help drive folks to your booth.

- **Title Sponsors can post up to 3 Swag Items**
- **Platinum Sponsors can post up to 2 Swag Items**
- **Gold & Silver Sponsors and Industry Insiders can post 1 Swag Item**


If you will be adding swag to your booth, each swag offer will require an image (you may include multiple images, for example, if you wanted to show an item at different angles, and choose one to feature)

- File Type: Jpg or Png File
- Size: 1024px(w) x 1024px(h) (square) image, no larger than 1MB.
- Call to Action: Be sure to add specific details and place a CTA in the description that specifies exactly:
 - What they must do to enter (chat with a rep, fill out a form, etc.)
 - When and how winner(s) will be notified
 - When and how swag/prizes will be shipped (sponsor is responsible for delivering)
- **How to “Score Swag” (relates to the CTA). There are two CTA options:**

1. Score Swag: For non-clickable CTAs such as instructions to visit your booth in the marketplace.

2. Click Here to Score Swag: For a clickable URL (use this field to ensure it hyperlinks appropriately)

Example:



SAMPLE: Lunch Is On Us
Virtual Swag
Demand Gen Report

Information
Include a description of the giveaway, contest and be sure to detail:

- What are you giving away
- What is required to win (attend a session, meet with us, fill out an entry form, etc.)
- Create a clear CTA for above and use the link field below to direct them there
- When and how will winners and/or recipients be notified
- When and how will the swag/prize be shipped
- Note sponsor is responsible for providing and shipping all items directly

SAMPLE: Join our Lunch & Learn session live on Feb. 23 at 2:00 PM (EST) to score a \$25 lunch credit courtesy of Demand Gen Report and our friends at GrubHub.

How it Works

- Attend our Lunch & Learn live on 2/23 at 2:00 PM (EST) - Register at link below
- On 2/24, 50 lucky winners will be notified by email if they've scored lunch on us
- Look for an email from B2BMarketing and corporatesupport@grubhub to see if you've won

<https://app.swapcard.com/event/b2b-marketing-exchange-online-experience-2021/planning/U9ahbms6bmdfMzMyMjEw>

Score Swag

6. OPTIONAL SOLUTION ZONE ENTRIES

You will also have the option to add featured solutions to your booth, which will aggregate into a Solution Zone section of the event app (accessible to all attendees via the home page) as another avenue to help drive folks to your digital booth. Solution categories available are based on the attendee interests provided at registration so visitors can filter by their area of interest.

- **Title Sponsors can post up to 3 Solution Zone Items**
- **Platinum Sponsors can post up to 2 Solution Zone Items**
- **Gold & Silver Sponsors can post 1 Solution Zone Item**

Each Solution will require an image (you may include multiple images, for example, if you wanted to show various screenshots, and choose one to feature)

- File Type: Jpg or Png File
- Size: 1024px(w) x1024x(h) (square) image, no larger than 1MB.
- **Include a CTA and link to that CTA in the “Learn More” URL field below**
 - Include a description of the solution
 - What it is
 - Who it’s for
 - What issue it solves
 - What makes it unique

How to “Learn More” (relates to the CTA). There are two CTA options:

1. Learn More: For non-clickable CTAs such as instructions to visit your booth in the marketplace.

2. Click Here to Learn More: For a clickable URL (use this field to ensure it hyperlinks appropriately)

