BigMarker Expo Booth Offerings
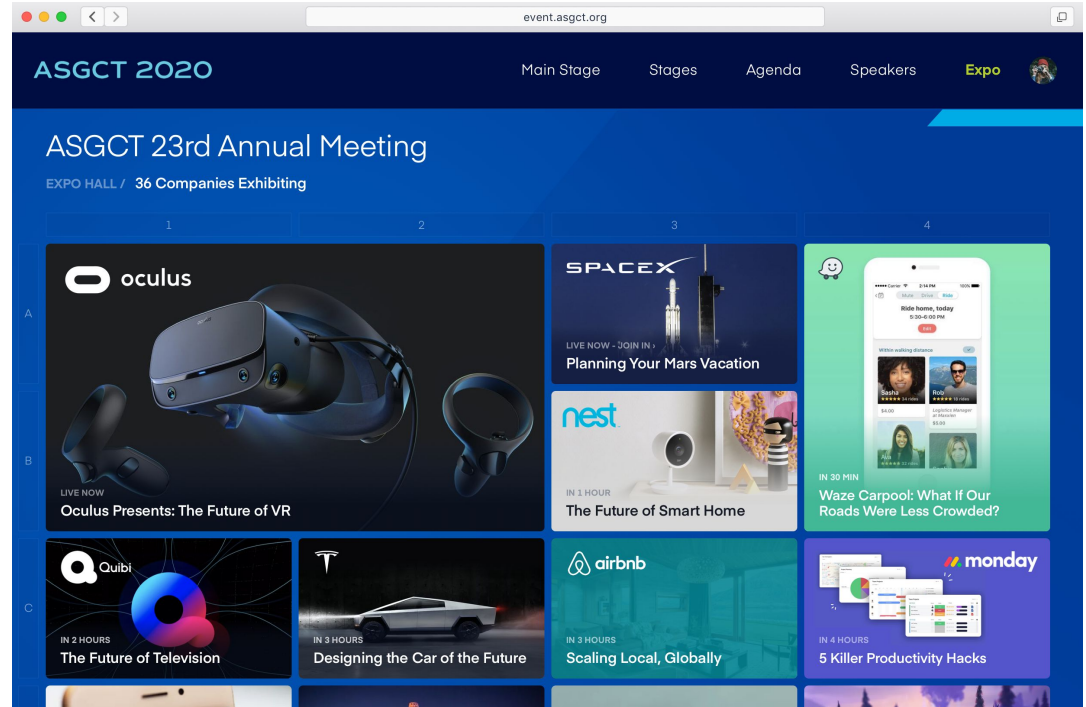
Contents

Expo Hall Overview

The Expo Hall will provide event attendees the ability to browse booths hosted by your exhibitors. Booths can feature:

- Videos
- Handouts & Giveaways
- Offers
- Signups to win Prizes
- Option to set up Meetings

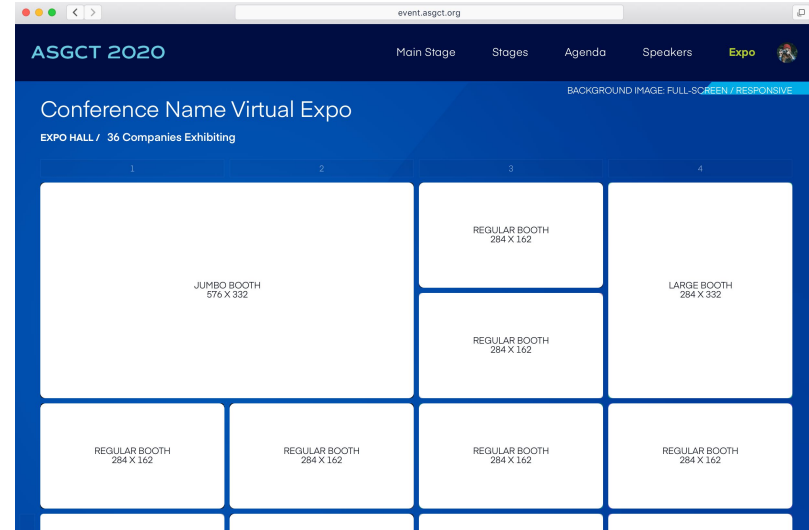*Example Expo Hall Booths with Well-known Brands*

Expo Hall Options

Booth real estate value is assessed 2 ways

1. Booth location

- Rows A-C (Above fold)
- Rows D-? (Below fold)

2. Booth size

- Jumbo (576x332)
- Large (284x332)
- Regular (284x162)

Booth Options

Overview

Booths are immersive live or evergreen experiences featuring content, videos, and interactive elements.
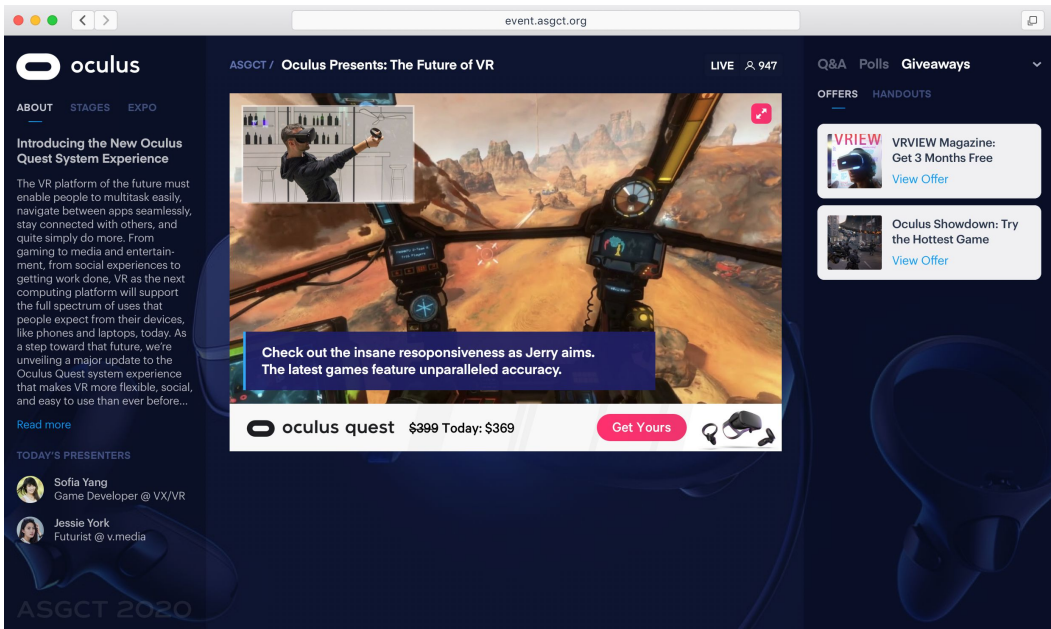
Left Side (Description)
Title, Description, Presenters

Middle (Content)
Videos, Banner CTA

Right Side (Interactive)
Chat, Q&A, Polls, Offers, Handouts, Giveaways, Meet, Contact

Example Booth

Booth Options

Overview

Booths are immersive live or evergreen experiences featuring content, videos, and interactive elements.
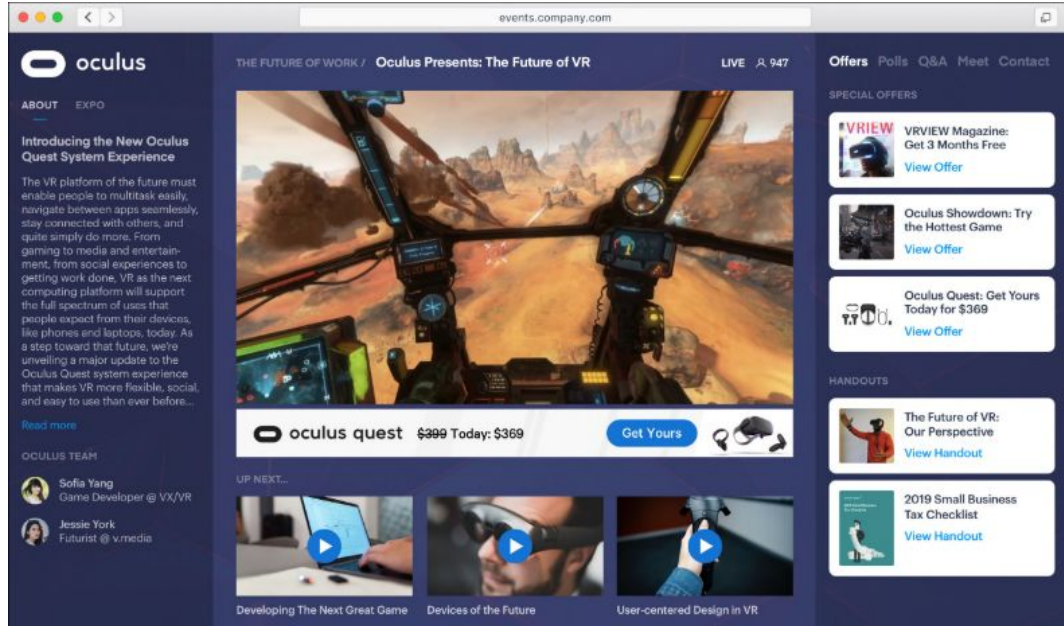
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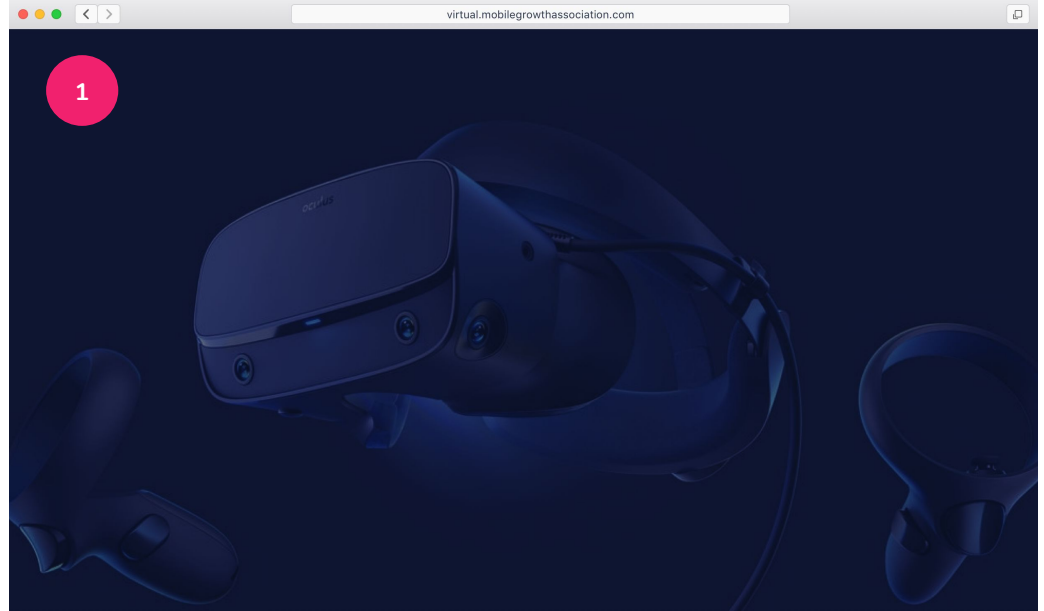Chat, Q&A, Polls, Offers, Handouts, Giveaways, Meet, Contact

Example Booth

Booth Options

Background

1. Background: Exhibitor receives background branding inside their booth
Format: High-resolution 1600x900 background image (JPG or PNG); either dark (to accommodate white text) or light (to accommodate black text)

Booth Options

Left Sidebar

2. Logo: Exhibitor receives branding inside their booth
Format: High-res transparent PNG (square or rectangle, at least 96px tall)

3. Title: Exhibitor introduces topic of booth
Format: Text, 5-8 words

4. Description: Exhibitor summary and booth content
Format: Text, 80-90 words displayed on UI, with ability to bury more under 'Read more'

5. Today's Presenters: Exhibitor introduces booth attendants
Format - for each presenter: Name, image, title, short 15-25 word bio, social profile links (LinkedIn, Facebook, Twitter, Instagram)

Booth Options

Main Content Area

6. Videos: Exhibitors can choose to run a live, evergreen, or hybrid event inside their booth

Live: Exhibitor has booth managers attend live to deliver the presentation

Automated: Exhibitor runs pre-recorded videos that autoplay for attendees as they join

Hybrid: Exhibitor runs pre-recorded videos on a predefined schedule, and booth attendants jump in to engage the audience live from time to time

7. Banner Offer: Exhibitors can drive clicks to a website or landing page
Format: High-res PNG: 1300x112

Booth Options

Interactive Panel

8. Q&A: Exhibitor can run a live moderated Q&A session with attendees
Format: Live

9. Polls: Exhibitor can ask attendees to answer questions and determine whether they can see everyone else's results
Format: Text, 5-8 words

10. Giveaways: Exhibitor can provide handouts + offers
Handout Format: PDFs
Offer Format: Image, Offer title, Offer text, Call to action, Link

11. Lead Form: Exhibitor can capture data
Format: Title, Data to capture, success message

12. Virtual Fish Bowl: Attendees drop in virtual business cards to opt-in / sign up to win prizes
Format: Title of Contest, prize details, date/time of drawing, number of winners

Q&A   Polls   **Giveaways**

OFFERS   HANDOUTS

VRVIEW Magazine: Get 3 Months Free
View Offer

Oculus Showdown: Try the Hottest Game
View Offer