

BigMarker Expo Booth Offerings

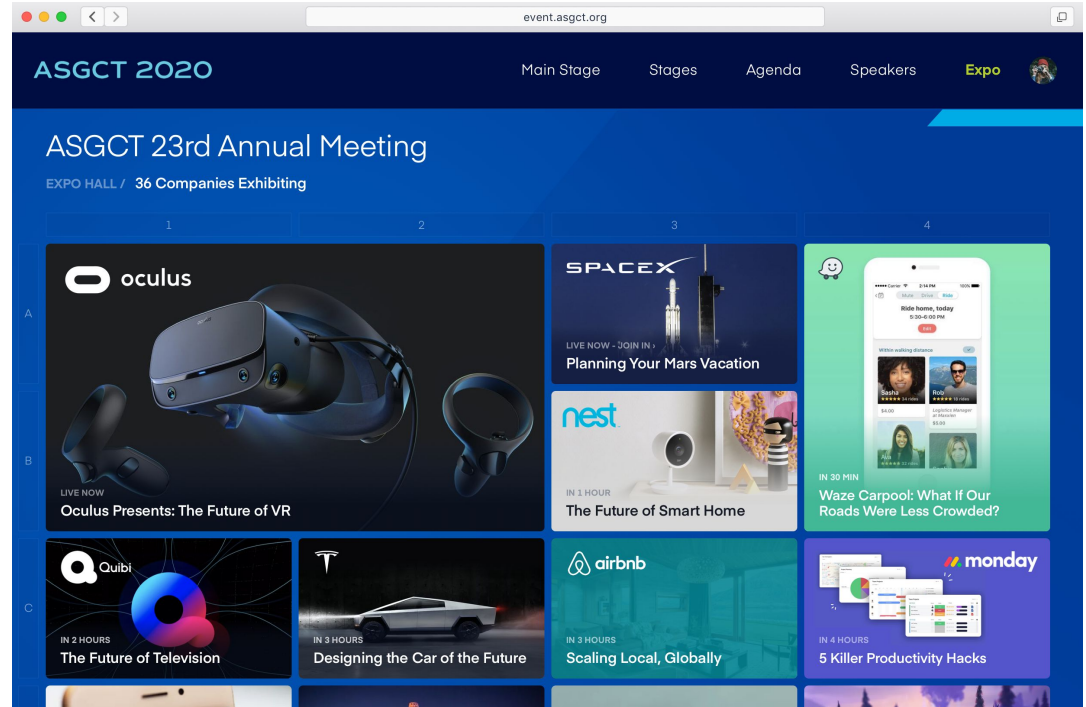
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Expo Hall Overview

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

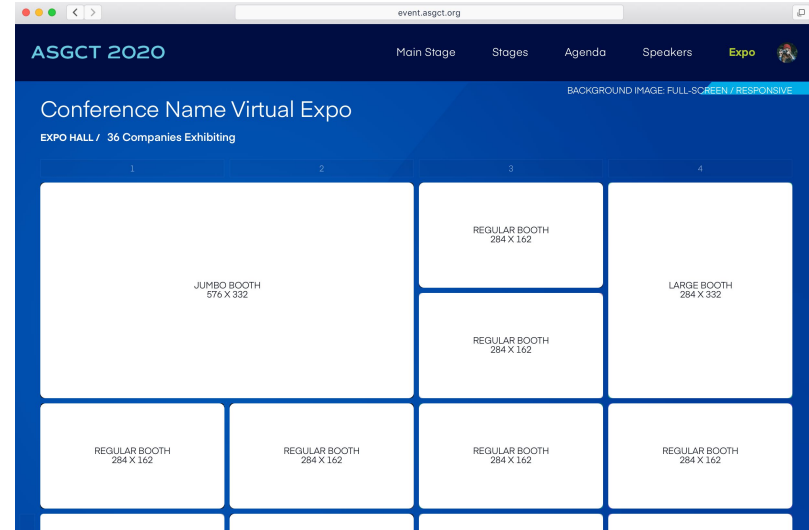
Booth real estate value is assessed 2 ways

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)

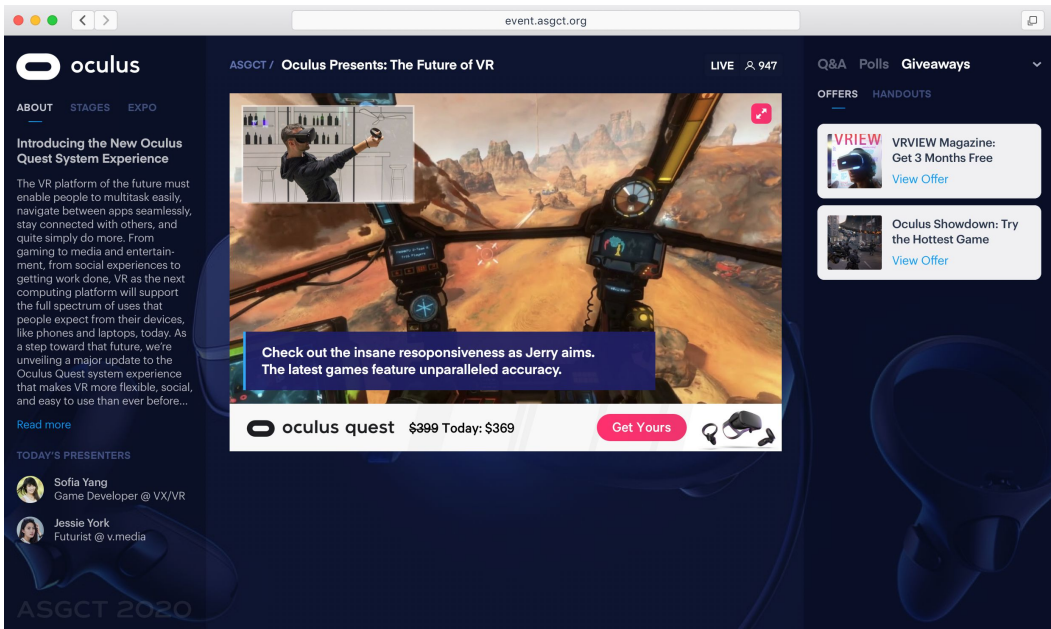
Title, Description, Presenters

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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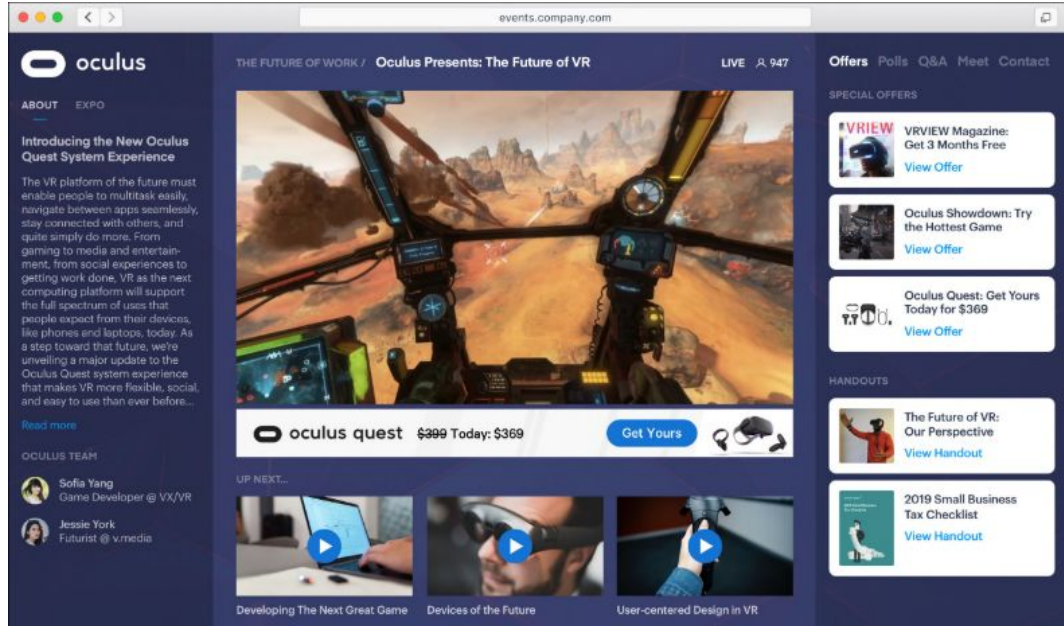
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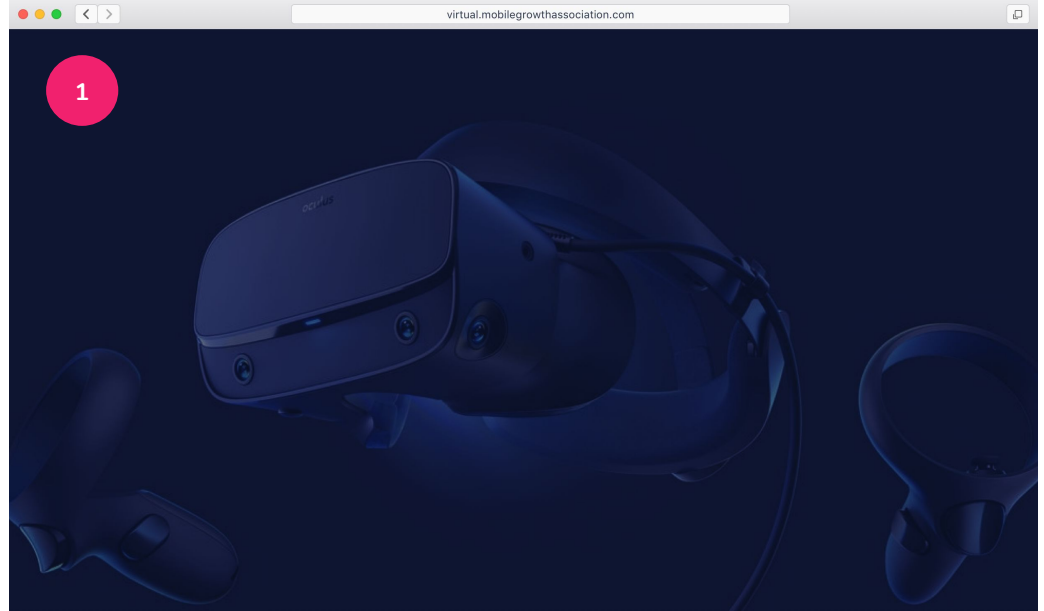
Example Booth

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)

2

3

4

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oculus


ABOUT STAGES EXPO


Introducing the New Oculus Quest System Experience

The VR platform of the future must enable people to multitask easily, navigate between apps seamlessly, stay connected with others, and quite simply do more. From gaming to media and entertainment, from social experiences to getting work done, VR as the next computing platform will support the full spectrum of uses that people expect from their devices, like phones and laptops, today. As a step toward that future, we're unveiling a major update to the Oculus Quest system experience that makes VR more flexible, social, and easy to use than ever before...

[Read more](#)





TODAY'S PRESENTERS

 **Sofia Yang**
Game Developer @ VX/VR

 **Jessie York**
Futurist @ v.media

Sofia Yang
Game Developer @ VX/VR

Sofia is a VR Game Developer at leading publisher VX/VR. She has worked on titles including Midnight Rider and Diesel Impact Part II.

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

