



PLATINUM Booth & Sponsorship Assets - Important Deadlines

EXHIBIT AND SPONSORSHIP BENEFITS + SPECS	DEADLINE DATE
<p>Two (2) Industry and Science Symposias (Pre-Recorded) 60 Minutes each</p> <ul style="list-style-type: none"> For complimentary recording by ASM's A/V, ASM we will need to know by date attached so it can be scheduled with ASM/Projection company 	<p>April 26</p>
<p>Industry and Science Symposia (Pre-Recorded) Continued from above:</p> <ul style="list-style-type: none"> If you choose to make your own recording it will need to be submitted by: <ul style="list-style-type: none"> Submit in mp.4 format file or hosted on YouTube or Vimeo 	<p>May 18</p>
<p>All Industry and Science Symposia need to fill out the I&S Request form Here:</p> <ul style="list-style-type: none"> https://s3.goeshow.com/asm/microbe/2021/IS_request_form.cfm The form includes information on your Title of Symposia, Description and Speaker Information 	<p>May 18</p>
<p>Pre-Show Mailing List – Release date June 8 and June 10</p> <ul style="list-style-type: none"> Please go to the following link and fill out the form for your eblast https://www.worldmicrobeforum.org/index.php/exhibitor-email-form The form Includes subject line and email addresses for testing Eblast must be approved by WMF Exhibits Team 	<p>May 25</p>
<p>Digital Booth Assets in Exhibitor Portal (includes the following) 3D Booth</p> <ul style="list-style-type: none"> Company Description – maximum # of words - 1000 Welcome Video – mp.4 format and hosted on your own server or an external video hosting platform YouTube or Vimeo (Recommend length of video be 10 minutes or less). Can change daily. Company Logo – 400 x 275 pixels, jpeg or png format Social Media Links – up to 5 custom links Downloads, PDFs – 50 Total – Each file should be no larger than 10 MB Booth Representatives – 35 available – add names through exhibitor portal Special Offers – For best viewing no more than 4 offers recommended (include description and link to offer) Live Office Hours – Four (4) days for 60 minutes each day (determine time of day). Create schedule in company portal – 60 minutes can be broken down into smaller sessions. Cannot have more than 2 office hours total per day. 	<p>June 1</p>
<p>Home Page Sponsor Banner</p> <ul style="list-style-type: none"> Rotating banner on Homepage - 100 wide x 400 high pixels, jpeg or png format Please include URL Address 	<p>June 1</p>
<p>Three (3) Push Notification – 1 for Symposia, 1 for Office Hours and 1 Custom Message</p> <ul style="list-style-type: none"> 200 characters max, include URL address 	<p>June 1</p>

<ul style="list-style-type: none"> • Include desired date and time of notification release (WMF will do their best to meet sponsor’s request) 	
<p>Full Conference Registrations – Thirty-five (35)</p> <ul style="list-style-type: none"> • Link will be sent in April under separate cover 	June 15
<p>Post Show Mailing List – Release date JULY 12-16</p> <ul style="list-style-type: none"> • Please go to the following link and fill out the form for your eblast • https://www.worldmicroforum.org/index.php/exhibitor-email-form • The form Includes subject line and email addresses for testing • Eblast must be approved by WMF Exhibits Team 	June 29