Digital Booth Overview

Platform Features
What is World Microbe Forum?

This year, ASM Microbe is part of World Microbe Forum (WMF) – an all-new, digital meeting collaboration between ASM, FEMS, ASLM, MSK and ASV.

World Microbe Forum brings together ASM Microbe 2021 and FEMS 2021 Congress combined to make this global event.
Why Should You Participate in the World Microbe Forum?

• **Global audience** – ASM Microbe and FEMS Congress expect to bring together nearly **8,000 attendees** from around the world.

• **Industry & Science - live sessions** and pre-recorded opportunities.

• **Engagement** – **interactive features**, including live office hours with video Q&A, text chat, 1:1 appointments, 24hr activities and more!

• **Detailed Analytics** – Pull detailed **real-time reporting** at any point during and up until 60 days after the meeting.

• **Dedicated Hall Hours** – Twice a day there will be **dedicated exhibit hall hours** to engage with attendees.

• **All-Access Registration**– Exhibitors and sponsors have access to the full meeting, including all **scientific sessions** and **social activities**.
Digital Booth Options

**2D**

*Please note these are sample design renderings. Templates and specifications will be provided in April based on sponsor tier package or standard booth purchase.*
About

- The about tab displays the company description and external website links
- Company description pulls from the Content field in the Overview tab in the portal
- Website links (up to 5) pull from the Overview tab in the portal
Welcome Video
- Displays ONLY outside of live office hours
- Can have multiple video – if so they will loop together. Sort order can be set to select order played.

(Does not apply to basic booth package)
- Video file must be mp.4 and hosted on your own server or an external video hosting platform (ex. Vimeo or YouTube)
- Pulls from the Commercials field (under the Virtual>Media tab) in the portal

Company Logo
- Displays ONLY outside of showcase/demo hours
- Logo: 400px wide by 275px tall – JPG or PNG.
- Pulls from the Virtual Hall Logo field (under the Virtual>Media tab) in the portal
Special Offers

- Displays products and/or exclusive offers to attendees
- Content can include:
  - Title/name
  - Description
  - External Link
  - JPG or PNG image
- For best viewing, 4 product/offers max is recommended

Exhibitor Schedule/ Live Office Hours

- Shows times the exhibitor will be available for a live
demo/showcase to present and interact with participants
- Number and length of live office hours vary by digital package
  (Office hours only apply to Platinum Gold & Silver Packages)
- Demo name, date & time, and description are loaded via
  the portal under the Virtual>Schedule tab.
Downloads

- Add files for participants to view and download
- Supported file types are PDF, DOC, DOCX
- Max size per file is 10MB
- Files are uploaded in the portal via the Assets/Files tab
Video overview of live office hours:
https://www.youtube.com/watch?v=JpUAnbBrxfs

Note: option available to Platinum, Gold and Silver Level Sponsors
Exhibit Booth: Specifications

Page Specifications
- **Company Description:** 1,000 characters max (recommended)
- **Thumbnail Logo:** 200 x 200 pixels jpg/png
- **Listing Logo:** 533 x 260 pixels jpg/png (Does not apply to basic booth package)
- **Social Links:** Supply up to 5 custom links
- **Videos:** Supply an mp4 link for videos (Does not apply to basic booth package)
  - Recommended max time: 10 minutes
  - Plays when Live Office Hours are not being held
- **Collateral:** Upload PDF(s) for your virtual exhibit page (Quantity varies by package)
- **Representatives:** Upload list of representatives who will interact in the booth
- **Special Offers:** Upload up to 5 Special Offers with image (400w x 200h px), description, and link for attendees to view.
  - Please allow up to 15 minutes for changes to be reflected on the live site

**Video overview of Exhibitor Portal:**
Contact our team for more details:

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