

Sponsor Information Sheet

***We are excited that you have chosen to join us as a Sponsor at our April 12th-14th 2021 ASSP-45th Annual Professional Expo event. Now that you have registered for the event, we can set up your virtual exhibit booth!***

***Please complete this form and return it to Ashley Ferrell at*** [***aferrell@exhib-it.com***](mailto:aferrell@exhib-it.com) ***on or preferably by March 1st.***

**\*\*Please note: We cannot set up your virtual booth until all questions are complete. \*\***

**Before you complete this information sheet, please watch this 10-minute**

**video for a demo of the virtual exhibit hall.**

[**Click here**](https://www.loom.com/share/a2d6ccbc9907486fae7aba95d7534fb9)

1. **Vendor name**. This is the name of your company. For example, a vendor name could be “Acme Co”.
   1. My business name:
2. **Vendor email**. This is the email that will receive emails from attendees who click the “Register Interest” button in your booth. See “Button action” below for more info.
   1. My email address:
3. **Vendor Headline**. This is the short description text underneath your vendor name.
   1. My headline:
4. **Offer**. Use this field to write a special offer for booth visitors. It could be a discount, special access, coupon code, or anything. This is optional text; it is not tied to anything programmatically.
   1. My once sentence offer should read:
5. **About**. Add a few words describing your business and why other attendees should care about what you have to offer.
   1. My about section should read as follows:
6. **Booth video/stream provider**. Here is where you choose the main feature of your booth—the video.
   1. Do you want it to be pre-recorded? You can choose YouTube, Vimeo, or Wistia and **send us the link**.
   2. If you want to live-stream a physical booth from an in-person event or use another streaming service such as OBS or Restream, **send us the RTMP and Stream Key details**.
   3. If you want a live video session that is just like a Hopin open session, you can offer a Session within your booth. This will allow your personnel and attendees to interact on live camera within the booth (and all available attendees can simply watch when they stop by). You must be available during open hours of the event. \*If you need to leave your booth on event day for a prolonged period of time, we ask that you send us a video link so that the booth does not look abandoned.
   4. PLEASE INDICATE OPTION A, B, OR C
   5. If choosing A or B, your link must be included here: \_\_\_\_\_\_
7. **Twitter ID**. Submit just the name of your Twitter handle without the URL or “@” symbol. For example, “hopin” is the correct way to add a Twitter ID.
   1. My Twitter handle is:
8. **Website link**. This is the link that the green button on the vendor page will send users to when it’s clicked.
   1. I want my link to direct people to this website:
9. **Button action**. The action of the green button in a booth can be customized in two ways. It can Register Interest (default) or link to a website.
   1. The link is the one you added to the “Website link” field above. This could also be a link to a PDF, a shopping site, a Google form — it’s up to you.
   2. The Register Interest option sends an email to the Vendor email you added earlier.
10. **Button text.** If you’re linking to a website from the green button, it’s a good idea to customize the button text. For example, for a PDF link you could change the button text to “Download PDF” or for an ecommerce site it could be “Shop Now”. If you do not provide button text, we will use the default “Register Interest”.
    1. My button text should read:
11. **Vendor logo**. For the best appearance, we recommend sending us a transparent image file and a round circle if possible. Best dimensions: 1080x1080px.
    1. Attach your logo and this form to an email addressed to Ashley Ferrell at aferrell@exhib-it.com.
12. **Background image**. This image is behind the text and logo on the vendor card that you see when viewing the list of booths. Best dimensions are 1920x1080px.
    1. Attach your image and this form to an email addressed to [aferrell@exhib-it.com](mailto:aferrell@exhib-it.com).

**IMPORTANT DATES AND INFORMATION:   
  
ASSP VIRTUAL EXPO Dates/Times:**  
**Monday-4/12/21**  
9:00AM MST-9:15 AM MST Welcome Session (Opening Remarks by ASSP)  
9:16 AM MST-10:20 AM MST Intro Keynote and Keynote Presentation  
10:20 AM MST-11:25 AM MST Educational Sessions   
11:30AM MST-12:30 PM MST Matching Making Sessions

**Tuesday-4/13/21**  
9:00AM MST-9:15 AM MST Welcome Session (Opening Remarks by ASSP)  
9:16 AM MST-10:20 AM MST Intro Keynote and Keynote Presentation  
10:20 AM MST-11:00 AM MST Open Exhibit Hall   
11:00AM MST-12:00 PM MST Educational Sessions

**Wednesday-4/14/21**  
9:00AM MST-9:15 AM MST Welcome Session (Opening Remarks by ASSP)  
9:16 AM MST-10:20 AM MST Intro Keynote and Keynote Presentation  
10:20 AM MST-11:00 AM MST Open Exhibit Hall   
11:00AM MST-12:00 PM MST Educational Sessions  
12:00 PM MST-12:30 PM MST Door Prize Drawings