



# Virtual Booth Getting Started

Create an online space to promote your brand, products and presence in the industry. Your virtual booth can be customized by supplying the Aviation Week Team with the Assets listed below and we will build your booth for you. **The Aviation Week team will build your virtual booth for you; however, you must supply the following materials. You may upload your assets to [HERE](#).**

## Please use this checklist to compile your booth assets.

Materials should be submitted via this [link](#). If you are not able to upload using the link, please send materials to [anitajoyce.wright@aviationweek.com](mailto:anitajoyce.wright@aviationweek.com)

### Tips for uploading:

1. If you don't have all of your assets ready to upload, please provide as much as you can by October 23.
2. All Assets must be uploaded no later than November 13. However, please note that the more complete the profile is, the more enticing it will be to attendees. Attendees will begin accessing the platform on November 9.

Item	Details
Company	Company name as you would like it publicly displayed
Subtitle	Max. 75 characters. Can be a catchy phrase to get your virtual booth more views.
Website URL	Website URL link
Facebook URL	Facebook URL link (optional)
Twitter ID	For example, @company (optional)
LinkedIn URL	It can be a person's or company's
Promo video URL	Maximum 1 video. This must be an embedded URL link to a streaming provider (e.g: YouTube), where your video is uploaded. <ul style="list-style-type: none"> <li>• To guarantee the speed of the platform we do not accept mp4 or similar documents, only URL links.</li> </ul>
PDF Document	Maximum 1 .pdf document. <ul style="list-style-type: none"> <li>• It is recommended to be a short document that presents your company's and products or services. Too long/big documents will saturate your booth.</li> </ul>
Brief description of the company	We recommend 100 to 130 words. <ul style="list-style-type: none"> <li>• For example, one or two paragraphs briefly describing what your company does.</li> </ul>
Other links you'd like to add to the booth	Maximum 2 URL embedded links with a title. <ul style="list-style-type: none"> <li>• For example, "Description of our products" along with a URL embedded link to your website with a description of your products, or, "Project photo" along with an embedded URL link to a website (e.g: Youtube) where your project is displayed.</li> <li>• It is important to include a brief description of each link.</li> </ul>
Images	Maximum 2 images and a title as a link, if possible. You can send us .jpg or .png .gif files. <ul style="list-style-type: none"> <li>• For example, "Product 1" and an image of your product 1, or "Project photo" along with a photo of your project.</li> <li>• We suggest photos in panoramic orientation, 16:9 scale, and dimensions 736x400 pixels (approximately)</li> <li>• It is important to include a brief description of each photo.</li> </ul>
Logo	Maximum 1. Please include an .eps and a jpg. png. gif <ul style="list-style-type: none"> <li>• Attach the file (300x300pixels), Good resolution.</li> </ul>