ACTEM 2020 Virtual Conference • Oct. 20–21, 2020
Exhibitor Information Collection Form for Your Virtual Booth

ACTEM will need certain information and graphics in order to build your virtual booth in our Hopin virtual event platform. The Google form will be used to collect that information for your booth. Please complete all information and send any questions you may have to director@actem.org.

Here is the link to the Google Form: bit.ly/2020ExForm

Questions for exhibitors & sponsors on the Google Form:
NOTE: The Google form will collect the email address & name of the person completing the form. The numbers below correspond to the questions asked on the Google form.

1. Company name:
2. Company headline: (e.g.: The best virtual events platform)
3. Company description: (what do you want attendees to know about you?)
4. Company website URL:
5. Optional: Your special offer (max 60 characters). This is exclusive to this event’s attendees. It can be a discount, an extended trial of your service, or an extra freebie (e.g.: enter promo code HOPIN10 for 10% off your next order).
6. Promotional video (link to a product or company video, an interview with founder, etc. THIS HAS TO BE a Youtube, Vimeo, or Wistia link)
7. Call to action button will (pick one):
   1. Link to a webpage (same URL as the above website)
   2. Allow attendees to send their name/email to the booth moderator in which they are registering their interest to be contacted by you in the future (note you will receive one email per attendee who clicks this button)
8. Call to action button label (max 20 characters, e.g.: Register Here, Company website, Contact Me, etc.)
9. Your main contact email (this is the email address that will receive attendee emails; you may want to set up a separate email address or add a “rule” to your existing email account to filter these emails from your inbox)
10. Logos & design
    Upload your logo and background image files by clicking the “Add File” buttons.
Vendor logo: For the best appearance, use a transparent image file and a round circle if possible. Dimensions: 1080x1080px. (In the example below this is the Actem 20/20 logo)

Background image. This image is underneath the text and logo on the vendor’s card that you see when viewing the list of booths. Dimensions: 1920x1080px. (In the example below it is what provides the red actem logo and background color)

This is an example of the ACTEM booth in Hopin:

Alternatively, you may email the files to: director@actem.org

11. Event attendance: The event will run from 2:30 – 8:00 PM each day. The Expo area is 'open' the whole time, but we have also dedicated certain points in the schedule in which it is just time for attendees to visit the Expo. These times are currently: 6:00 -6:30 PM each day and during the 15-minute transition time between sessions.

Your promotional video acts as your event presence, and each Expo booth has a separate group chat function. We recommend having a member of staff ‘live’ at your booth during Expo area times and when just the main stage is open to get the most out of the event as you can. You will be able to do product demos during these times and also host live Q&A Sessions by bringing attendees on-screen with you if you wish.

Please indicate your planned attendance for the event so we can update your booths to let customers know. You will be able to check all that are relevant on the Google Form:

- We will be at the event and able to converse with people in our booth during conference scheduled times
- We will not attend the event at all
- Scheduled Exhibit Hall 6:00 -6:30 PM both days
- I will provide live demos (live video and/or screen share)
- I will only use the live chat to talk to people (text only)
- I will provide Q&A Sessions (live video)
- Other (please explain in the last question)

12. Please share any final questions or comments—we’ll get back to you as soon as possible!