



THE
CONVERSATION
CONTINUES



THE
MOBILITY
R-EVOLUTION

9-10 November 2020

VIRTUAL EUROPEAN CONGRESS

Exhibitors & Sponsors Guidelines

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Key contacts

Platform Service	
Exhibition and Sponsorship Manager Exhibition and sponsorship queries	VirtualITScongress@mail.ERTICO.com
Registration	
Event Registration Questions relating to conference registration	registrationits@mail.ERTICO.com
Conference Organisers	
ERTICO ITS General conference queries.	VirtualITScongress@mail.ERTICO.com
Exhibition and Sponsorship Manager Exhibition and sponsorship queries	VirtualITScongress@mail.ERTICO.com
Speakers ITS Presentation – speakers queries	SpeakersITS@mail.ERTICO.com

Exhibitor Checklist & Timeline

Key deadlines and dates to be respected by exhibitors

Checkbox	Deadline	Action	Contact/link
	As soon as possible and continuously	Promote Your Company: Exhibitor Marketing Toolkit Engage with your customers on Facebook, Twitter and LinkedIn	Facebook - Twitter - LinkedIn
	As soon as possible	Article to be integrated into the newsletter	VirtualITScongress@mail.ERTICO.com
	One week after signing your contract	SPONSORS: Provide the following: <ul style="list-style-type: none"> - Digital remarketing Boost content EVENT PARTNERS: Provide the following: <ul style="list-style-type: none"> - Online branding and awareness - Digital remarketing Boost - Article for the newsletter - E-blast for ERTICO community 	VirtualITScongress@mail.ERTICO.com
	23 September	SPONSORS & EVENT PARTNERS : <ul style="list-style-type: none"> - Main topic / Title of the session to be provided - Speaker name and biography - Speaker agreement signed to be shared 	Pamela Valente
	Before 1 October	Register at the Early Bird rate	register here
	9 October	Submit your visuals and design requests for your designed booths	VirtualITScongress@mail.ERTICO.com
	19 October	Submit your documents, videos, web-links, avatars	following link
	25 October	Register your staff online using the discount code given by the secretariat	VirtualITScongress@mail.ERTICO.com
	26 October at 4.00 P.M. CET	Online training: Live chats & video call	Invitation email will be sent by the Virtual ITS Congress secretariat
	Before 31 October	Register at the Standard Rate	register here
	As of 1 November	Register at the Regular Rate	register here
	6 November	POST-EVENT Digital Remarketing Boost	VirtualITScongress@mail.ERTICO.com
	9 – 10 November	Virtual ITS 2021	https://virtualitscongress.com/

	20 November	For Sponsors and Event Partners: Send the advertisement/article for the post-congress report	VirtualITScongress@mail.ERTICO.com
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Registration

Register through [following link](#)

Exhibitors are entitled to certain benefits according to their corresponding packages.

Packages	Exhibitor	Sponsor	Event Partner
<i>Price</i>	4.500 €	15.000 €	25.000 €

ERTICO Partners: 10% off on current Exhibitor or Sponsor package prices

Complimentary Access & Discounted Rates included into the packages

Packages	Exhibitor	Sponsor	Event Partner
Number of Full access to the Virtual ITS Congress	5	10	20
Discount on additional tickets on full access to the congress	10%	25%	50%

A personalised email from ITS-ERTICO secretariat will be sent to you 1 week after a signed booking form has been received.

This email will contain:

- A **discount code** to apply a certain **reduction on the applicable registration fee**. This discount code could be shared with your network. Discount will be deducted from the registration applicable at the time of the registration.

Upon payment of your sponsor invoice you will receive a **personalised discount code for the complimentary badges** limited to the amount you are entitled from your package.

The registration fees being:

Delegate registration <i>Early Bird</i> – before 1 October:	250€
Delegate registration <i>Standard Rate</i> – from 1 to 31 October:	295€
Delegate registration <i>Regular Rate</i> – as of 1 of November:	350€

*ERTICO partners benefit of 50% discount on every rate.
Fees are excluding VAT (21%).*

The registration includes:

- Full access to the Congress programme during the event and for up to 1 month
- Access to the networking lounge during the virtual event
- Virtual Exhibition with interactive chat features & immersive environment
- Discussion Forums & Sponsored satellite events

Registration Contact

In case of any additional questions on registration please do reach out to
registrationits@mail.ERTICO.com

Platform access & personalised user account

Platform access

To have access to the platform you will receive an email from VirtualITScongress@mail.ERTICO.com containing your login credentials.

1. Start the platform here:
<https://www.ubivent.com/en/start>
2. Click on the start button
3. Log onto the platform
4. Enter your email address and your password and click on the 'login' button.

Equipped booth Packages Information

Depending on the chosen package, different features will be available:

EXHIBITORS	<ul style="list-style-type: none">- 2 videos- 3 documents*- 4 weblinks- 4 avatars**- Livechat and video calls- Standard booth report after congress day
SPONSORS	<ul style="list-style-type: none">- 4 videos- 6 documents*- 6 weblinks- 5 avatars**- Livechat and video calls- Standard booth report after congress day
EVENT PARTNERS	<ul style="list-style-type: none">- 6 videos- 10 documents*- 6 weblinks- 8 avatars**- Livechat and video calls- Standard booth report after congress day

* Additional documents are available for an additional **90€** excl VAT per document

** Additional avatars are available for an additional **200€** excl VAT per avatar

Video, Documents and Weblinks

<u>Video</u>	<ul style="list-style-type: none">- Video format: MP4, Full HD with +/- 5 Mbits/s- Video Size: Max 1.9GB each Video (a smaller size is better to avoid buffering).- One video per monitor will be shown automatically. The other Videos will be placed on a doc monitor so visitors can select and click on them from a list to watch them.
<u>Documents</u>	<ul style="list-style-type: none">- Document format: max 2MB electronical version in Jpg, Png or Ai or could be a weblink
<u>Weblinks</u>	<ul style="list-style-type: none">- <u>Links to be provided</u>

Deadline: 19 October 2020

All the items above are to be submitted via the [following link](#) after login with your personalised user account you will receive per email from ERTICO secretariat

Avatar

Meetyoo offers the possibility to have an avatar. You can either choose from their stock photos or you can create this one based on your own profile. For each avatar, a **last name and an email address** are required.

Only 2 avatars are visible at the same time. They will change randomly. When new visitors come to your booth, they will see the next two avatars to make sure that requests will be distributed to all logged in persons.

To create your own avatar please follow the instructions here under.

A personalised user account will be created per avatar.

Please send all the necessary information to VirtualITScongress@mail.ERTICO.com

Information needed to create your Avatar:

- Last name
- Email address
- Picture (see instructions below)
 - o **Deadline: 19 October 2020**

The manual to create your avatar is also available [here](#).



The perfect avatar image for your event

Before your virtual event can be made available online, some preparations are necessary. One of these is the creation of avatars for your booth staff, who will interact with visitors via live chat on the day of the event. Avatars add a personal touch and turn a potentially anonymous chat into an individual experience for visitors who, thanks to the additional visual support, can assign a friendly face to the person they are talking to online.

On the following pages we have summarized a few tips and instructions which you and your photographer should follow.

Points to look out for:

- ☒ good exposure
- ☒ contrast of the clothing to the background
- ☒ complete body is shown standing
- ☒ if possible a plain coloured background
- ☒ the person is shown in real size
- ☒ a friendly and open gesture
- ☒ not too little, but also not too much distance
- ☒ as little camera inclination as possible



What to avoid:

- ☒ sitting photos
- ☒ distracting backgrounds
- ☒ exaggerated angles
- ☒ crossed arms



Moving avatars for your booth

Of course it is also possible to impress visitors with a moving avatar for your digital trade fair booth.

For this purpose a file in WebM format is required. The recording must contain an alpha channel or be recorded in front of a green screen. It should have a transparent background and ideally not have a too high resolution. SD quality is sufficient (guideline: 1280 x 720 pixels or even 640 x 480 pixels). Furthermore, the video should be cropped so that there remains as little free space as possible around the avatar on the right, left, top and bottom.

Important: The moving avatar can only be displayed in certain browsers. These include Chrome and Firefox. In all other browsers the avatar will still be displayed as a still image.



Your avatar and digital booth will look similar to this image.

Live chats and Video calls

Meetyoo will organise training sessions in order to explain and show how the live chat and the video call work. These sessions will take place on **Monday 26 October 4:00 CET pm**. You will receive an email invitation with all the practical information sent by ERTICO secretariat.

In case you are not able to attend, the training session will be recorded and will be shared with every partner.

The chat manual is also available [here](#).

Booth template for exhibitors only

This Curved booth is available for the exhibitors.

You will be able to brand the back wall, front desk following below instructions

You can also change colour of the carpeting and the desk.

Branding design format:

- Complete Backwall: 1600 x 900 Pixel
- Desk: 600 x 300 Pixel
- Format: max 2MB electronical version in Jpg, Png or Ai
- It is also possible to have a standard "recolouring" of the booth. Please provide your colour code in **RGB reference**.

The files and colour references must be sent by email to VirtualITScongress@mail.ERTICO.com

Deadline: 9 October 2020

For more visuals of the virtual booths please click [here](#).



**This design is subject to minors changes e.g. plant location*

Booth template for Sponsors and Event Partners only

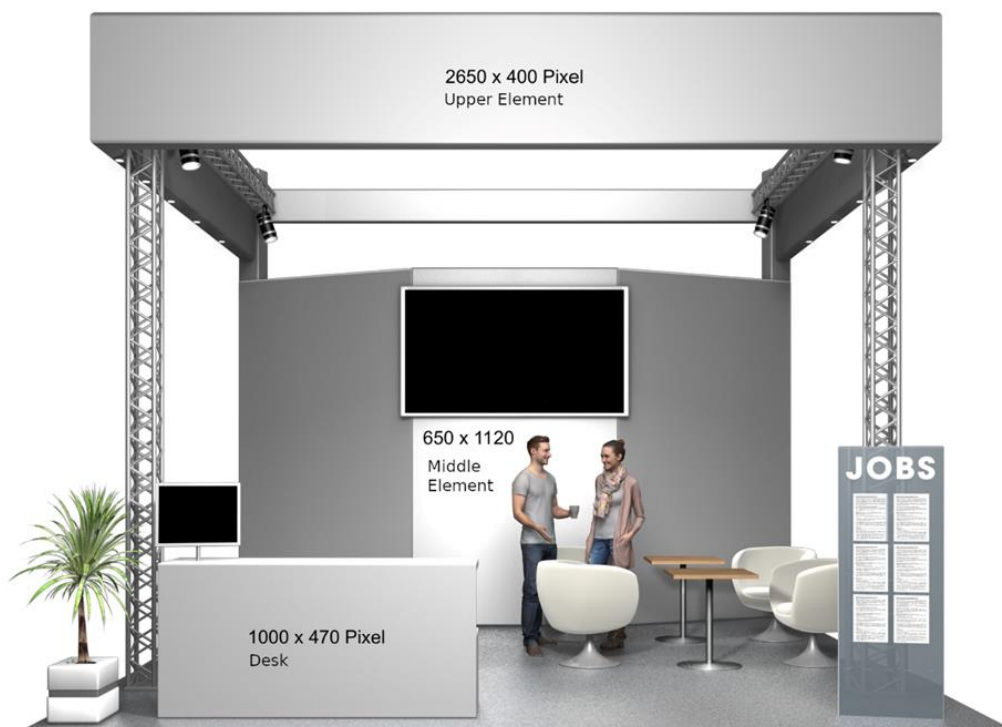
This booth is available for the **SPONSORS & EVENT PARTNERS** exhibitors. You will be able to brand the back wall, front desk following below instructions. You could also change the colour of the carpeting and the desk.

Branding design format:

- Upper Element: 2650 x 400 Pixel
- Middle Element: 650 x 1120 Pixel
- Desk: 1000 x 4700 Pixel
- Format: max 2MB electronical version in Jpg, Png or Ai

Regarding the design: the carpeting, the booth and the desk can be personalised. Please provide colour code **RGB reference** for every item and send it with the files to VirtualITScongress@mail.ERTICO.com

Deadline: 9 October 2020



**This design is subject to minors changes e.g. plant location*

FloorPlan

A preview of the booths and exhibition area will be possible few days prior the event when all booths are integrated, and design and branding implemented on the booths. Please find below already an example of exhibition floor plan.



Other Benefits Instructions

Pre-event

	Exhibitor	Sponsor	Event Partner
Online Branding & Awareness			✓
Digital remarketing boost		✓	✓
Article from your company integrated within our newsletter			✓
Eblast for your company to the ERTICO community			✓

Online branding and Awareness:

To be provided: Logo in .png or a .jpg

Size: 300*250 and one 1200*630

A short description of your company: 60-80 words

Deadline: As soon as possible

Digital remarketing Boost:

To be provided: 2 Banners in .png or a .jpg to boost your visibility on our social media and to our target audience

Twitter name

Size: 300*250 and one 1200*630

Deadline: As soon as possible to be integrated based on ERTICO timeline

Pre-event: Article from you company integrated within our Newsletter:

Format: word with a text of 100 to 150 words maximum together with an image

Image size 270x150 px.

Deadline: Sponsor to provide content and preferred date asap and no later than 10 October. ERTICO will confirm exact date when sponsor will be featured in.

Eblast for your company to the ERTICO community:

Format: HTML including your article of 150 to 200 words maximum together with an image

Image size 270x150 px.

Deadline: One week before the date of the e-blast, which will be communicated by ERTICO.

D-Day Benefits

	Exhibitor	Sponsor	Event Partner
Satellite symposium/ Keynote presentation slot / Panel discussion		1	2
Branding opportunity in the welcome lobby OR networking lounge			✓
Branding opportunities in virtual meeting rooms		✓	✓
Video promotion			✓

- Satellite symposium/ Keynote presentation slot / Panel discussion**
Based on the package elected, sponsors are entitled to participate to one or two sessions.
 - Type of session, day and time slot will be defined and approved by ERTICO programme team and will be communicated by 23 September
 - Main topic / Title of the session: to be provided by 23 September to [Pamela Valente](#)
 - Speaker name and biography: to be provided by 23 September to [Pamela Valente](#)
Speaker agreement need to be signed and approved
- Branding opportunity in the welcome lobby OR networking lounge**
 To be provided: Logo in .png or a .jpg
 Size: 300*250 pixels
 Deadline: as soon as possible
- Branding opportunities in virtual meeting rooms**
 To be provided: Logo in .png or a .jpg
 Size: 300*250 pixels
 Deadline: as soon as possible
- Video promotion**
 Video Length & Format: 10 seconds in MP4, Full HD with +/- 5 Mbits/s
 Video Size: Max 1GB each Video (a smaller size is better to avoid buffering)
 Deadline: 19 October

Post-event benefits

	Exhibitor	Sponsor	Event Partner
Digital remarketing boost	✓	✓	✓
Visibility in post congress report		✓	✓
Article from your company integrated within our Newsletter			✓
Data insight report		✓	✓

Digital remarketing boost:

To be provided: 2 Banners in .png or a .jpg to boost your visibility on our social media Twitter and LinkedIn pages to our target audience
 Size: 300*250 and one 1200*630
 Deadline: by 6 November if banner should be different than the banner used pre-event

Visibility in the post congress report

A post congress report will be launched mid-December

Sponsors being part of this report will be entitled to include an advertising or an article from the company

Format: HTML including your article of 200 to 250 words maximum together with an image

Size: ¼ A4 page 16 cm X 25 cm / representing 3 columns x 10.5 inches

Deadline: 20 November 2020

Article from you company integrated within ERTICO Newsletter:

Format: word with a text of 100 to 150 words maximum together with an image

Image size 270x150 px.

Deadline: Sponsor to provide content and preferred date asap and no later than 10 October. ERTICO will confirm exact date when sponsor will be featured in.

Miscellaneous

Prohibited Activities

- a. The exhibitor/sponsor guarantees to refrain from any activities on or in connection with the platform, which are illegal or violate the rights of third parties. In particular, the following acts are prohibited: the use, distribution, supply and application of content, services and/or products that are pornographic, fraudulent, violate minors laws, data protection laws, or are in any other way violating existing law; the use of content by which other participants or third parties could be insulted or slandered; the use, distribution, supply and application of content, services and/or products that are proprietary or third parties have certain rights to (e.g. copyrights), without being explicitly entitled to do so.
- b. Furthermore and independent of any possible violation of law, the following activities are prohibited when deploying content to the platform and/or communicating with other participants: (e.g. by participating in private or public chats, by writing in discussion forums, etc.): the spreading of viruses, Trojans and other malicious files; the sending of junk or spam and chain letters; disseminating offensive, sexually oriented, obscene or defamatory content or communications, and such content or communication that are suitable to further or support racism, bigotry, hatred, to promote physical violence or illegal activities (both explicit or implicit); the harassment of other participants, for example by repeated personal contact without or against the reaction of the other operators, including the furthering or support of such harassment; the requesting of other participants for the disclosure of passwords or personal identifying information for commercial or unlawful purposes; the distribution and/or communication of content on the platform unless this is expressly permitted by the respective copyright holders.
- c. Also prohibited is any action that is likely to affect the smooth operation of the platform, particularly to place excessive load on the systems of meetyoo. If there is any suspicion of illegal or criminal acts, meetyoo is entitled and possibly also required to review all activities and take any appropriate legal action. This may also include the supply of facts to the prosecutor.