



ACHA 2021 Exhibitor Guide

Build Your Exhibit Space

1. Use this document to prepare your exhibit booth materials.
2. Watch for an email with instructions on how to create login credentials for the event platform/booth builder. You will subsequently receive a link to access the platform.
3. Review the section on the Chat feature below. You will be asked to confirm if you would/would not like that feature on your booth.
4. Refer to the instructions document “CommPartners Exhibitor Manager Guide” to navigate the CommPartners Elevate LMS platform to build your booth.

Need Assistance? Please send an email to both exhibits@acha.org and kcrocker@acha.org so that the first available staff can assist you.

Key Dates

<p>Deadline to complete your exhibit setup</p> <p><i>There is some flexibility here. You will be able to make last minute changes up until May 31, if needed, and your access to edit your exhibit will not be closed during the meeting, so late changes are possible. However, ACHA staff's availability to assist will be significantly limited or delayed after May 25.</i></p>	<p>May 25</p>
<p>Exhibit Showcase Launches to Attendees</p>	<p>June 1, 11:00 am ET</p>
<p>Live Exhibit Hours</p>	<p>See Event Schedule</p>
<p>Exhibit Showcase site remains open</p>	<p>June 1 through August 31</p>

Event Schedule

<p>ACHA Live Session Dates (see the Preliminary schedule):</p>	<p>June 1, 2, 3 – ACHA Business and Networking Meetings</p> <p>June 8, 9 – Keynote, featured speakers, and approximately 30 concurrent educational sessions</p> <p>June 15-16 – Individual and Group Mentoring Sessions</p>														
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<p>Live Exhibit Hours</p>	<p>Exhibitors are free to man their exhibits as often as they are able over the course of the live event dates above. We are asking at minimum that those with Chat Roll features on their booth, be available to man the chat live during the designated, unopposed Exhibit Showcase Hours below.</p> <p>You are not limited to those hours. You will be encouraged to note on your booth/chat, the hours that you will be available live. ACHA will be promoting that the Exhibit Showcase is open at all times and encouraging attendees to visit repeatedly, or to connect via the mobile app, not just during the designated break times.</p> <table border="1" data-bbox="573 1066 1349 1516"> <tr> <td colspan="2" data-bbox="573 1066 1349 1129">Tuesday, June 1, 2021</td> </tr> <tr> <td data-bbox="573 1129 894 1192">11:00 am-12:00 pm ET</td> <td data-bbox="894 1129 1349 1192">Exhibit Showcase Opens (unopposed)</td> </tr> <tr> <td colspan="2" data-bbox="573 1192 1349 1255">Tuesday, June 8, 2021</td> </tr> <tr> <td data-bbox="573 1255 894 1318">12:00 pm-12:45 pm ET</td> <td data-bbox="894 1255 1349 1318">Exhibit Showcase (unopposed)</td> </tr> <tr> <td data-bbox="573 1318 894 1381">2:15 pm-3:00 pm ET</td> <td data-bbox="894 1318 1349 1381">Exhibit Showcase (unopposed)</td> </tr> <tr> <td colspan="2" data-bbox="573 1381 1349 1444">Wednesday, June 9, 2021</td> </tr> <tr> <td data-bbox="573 1444 894 1516">12:00pm-12:45 pm ET</td> <td data-bbox="894 1444 1349 1516">Exhibit Showcase (unopposed)</td> </tr> </table>	Tuesday, June 1, 2021		11:00 am-12:00 pm ET	Exhibit Showcase Opens (unopposed)	Tuesday, June 8, 2021		12:00 pm-12:45 pm ET	Exhibit Showcase (unopposed)	2:15 pm-3:00 pm ET	Exhibit Showcase (unopposed)	Wednesday, June 9, 2021		12:00pm-12:45 pm ET	Exhibit Showcase (unopposed)
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ACHA Support

ACHA staff is available to answer questions about setting up your booth and will assist with cleanup of layout or other issues once your booth is created. The html widgets in the booth builder can be finicky when styling/aligning text – we can help.

There are some tasks that ACHA Staff must do for you, so as you build your booth, please make notes on the following and then send us an email.

- Removing sections: ACHA will need to delete any sections of content you do not wish to use.
- Converting widgets from text/image to video or vice versa: If you would like to replace either or both of your Video sections with text or images or if you would like to use a video in the Additional Information section, let us know.
- Chat Roll: If you have not yet confirmed if you do/do not want the Chat Roll feature on your booth, let us know.

Please send all communications to both exhibits@acha.org and kcrocker@acha.org so that the first available staff can assist you.

ACHA Raffle

To encourage booth visitors, ACHA will be conducting a raffle for registered attendees. We will be placing a small, unique code on each booth. Attendees will need to look for a certain number of codes throughout designated live meeting days in order to complete their entry form. We will share further details as applicable, but if you see this code appear on your space, you will know why!

Exhibitor Drawings, Events, and Offers

Including graphics, text, or video messages that quickly relay NEW news, a call to action, or a means to participate are great ways to engage digital visitors.

- Schedule a special presentation or virtual get-together for an evening or time after the live meeting and setup a button to join or register.
- Conduct a drawing for prizes
- Make a special offer available to those that visit
- Open your own zoom room for drop-in visitors to meet “face-to-face”

ACHA will post a separate, brief, listing of Exhibitor’s special events, drawings or offers with links to your booth for details. We’ll watch for these activities noted on your booth page and you’ll also see an email form from us, where you can let us know you have something you’d like to be included.

About Us



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam nunc diam, laoreet ullamcorper augue eu, lobortis accumsan tellus. Ut tempor ipsum eu enim lacinia, ac euismod tellus tincidunt. Ut a sem fringilla leo ultrices faucibus non ut est. Nam nibh odio, pretium at felis eget, imperdiet imperdiet est. Nulla feugiat porttitor hendrerit. Vestibulum tristique faucibus tortor, vitae euismod quam efficitur quis. Sed eget placerat mauris, vitae euismod libero. Ut aliquet lacus tortor. Nunc mollis accumsan mi, tincidunt ultrices neque tincidunt in.

Video 1

Edit this optional text area that will appear above your video, or hide it.



Video 2

Edit this optional text area that will appear above your video, or hide it.



Additional Content

Add additional text, images, buttons – or optional video – here.

Resources

Sample Resource 1
See our latest COVID-19 recommendations.

[Download](#)

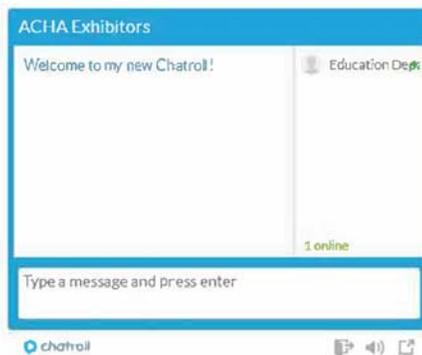
External Assets

Edit text and/or button(s) to link to an external asset(s) that you have created elsewhere. For example, a description and button to register for a webinar, to enter a drawing, to watch a demo, or to visit an open zoom room for conversation. These are spaces/events you must set up with your own tools and accounts, not through ACHA. Also note that you can change the "Name" field above from External Assets to something custom.

[SAMPLE BUTTON](#)

Chat With Us!

This is a sample only. ACHA will setup your ChatRoll. Contact ACHA to confirm that you would/would not like this feature on your exhibit page ASAP.



Contact Form

Use this space to instruct users to complete a form that will be automatically emailed to a staff member you define in the Recipient field. You can customize your form fields, including adding radio buttons, checkboxes, and text fields.

[Contact Us](#)

Contact Information

[Edit text to display your company contact information]

Jane Doe
123 Main St.
Columbia, MD 21046
TEL: (1 23) 123-1234
EMAIL: info@email.com
WEBSITE: www.acha.org



Preparing Your Exhibit Space Assets

Exhibit Spaces will provide for 8 sections of content as shown in the sample image. If you don't have content for all sections, that section can be removed from your booth.

File Specs

- All images should be prepared in .jpg or .png format.
- Logo for "About Us" section should be *exactly 300 X 300 px on a white background*
- Other images should be either 584 px wide (for half-width sections) or 1200 px for full width
- All videos should be uploaded to your own host account (Youtube or Vimeo). You will obtain the embed code from the host site to paste into the booth builder.

Widgets will auto-adjust in length (height) based on the information within, to avoid distorted images.

About Us: This section allows the Exhibitor to display their logo as well as a brief summary of their mission, purpose or any other descriptive text. Logo images should be provided in .jpg or .png format and should be *exactly 300x300 pixels on a white background*. The number of text characters is not limited however we recommend no more than 1200 characters. Image files should be cropped as desired.

*Exhibitors should name their logo files as follow: exhibitorname_logo.png or .jpg
You will be cutting and pasting your description text into the booth builder.*

Video 1 and 2: These sections allow the Exhibitor to display embedded YouTube or Vimeo videos. If the Exhibitor does not have video to display, they may replace one or both sections with an image or text, by first contacting ACHA to replace the widget.

*Exhibitors will copy and paste the video embed code into the booth builder.
If images are used, filenames should begin with the company name: exhibitorname_[imagename].jpg or .png*

Additional Content: This section allows the Exhibitor to add additional text, image(s)/banner ad, or video (contact ACHA to convert the widget for video). Full width images should be 1200 px.

*Exhibitors will paste text directly into the booth builder.
If inserting images, filenames should begin with the company name: exhibitorname_[imagename].jpg*

Resources: This section allows the Exhibitor to display up to four (4) files for download. Acceptable formats are: .pdf, .doc, .xls, .jpg, .png, .ppt, .zip

Exhibitors should name their files as follows. In the booth builder, exhibitors will be able to type in labels/names for each file as they wish it to appear to visitors.

*exhibitorname_resource1.pdf
exhibitorname_resource2.ppt*

External Asset(s): This section allows an exhibitor to link to an external asset that. For example, this could be used for a description and button to register for a webinar, to enter a drawing, to watch a demo, to schedule access an appointment scheduler, or to visit an open zoom room for conversation. Exhibitors are responsible for setting up and managing those external assets and can use any web-based tool of their choosing. Also note that you can change the "Name" field from External Assets to something custom.

Exhibitors will enter text and setup the button link in the booth builder.

Important: ACHA requires that no external events, webinars, or other presentations be scheduled to take place on June 8-9 during times when ACHA live educational sessions or featured speakers are being conducted.

Contact Form: This section allows the exhibitor to create a form in a modal or embedded on the booth to collect information from a visitor. This could be used to schedule a meeting, find out more information about what services the visitor is interested, etc. Think of this as your hot leads or your badge scanner tool at a place-based conference. The form can be customizable with fields of the following type: Text field, text area, select, radio group, or checkbox group. The exhibitor will provide email(s) for recipients of the responses to this form. The responses will be sent via email in real time.

Exhibitors will be able to create this form in the booth builder.

Contact Information: This section allows the Exhibitor to display a contact person, mailing address, web address and contact email address.

Exhibitors will type this information into the booth builder.

Social Media: This section allows the Exhibitor to display and link to social media channels.

Chat With Us! This section is a chat function that allows Attendees to text chat with Exhibitors. Having this chat function in your exhibit space is optional.

- The Chat Roll will be visible from June 1-June 16, after which ACHA will remove the widget.
- ACHA will setup the Chat Roll for each company and alert you when it is ready. Do not edit the sample in your booth builder until we give you the okay. At that time, all you are encouraged to do is edit the introduction to list the hours that when the chat will have an attendant and who that will be.
- You are free to staff the chat as much as you wish during those 3 weeks, and attendees will be encouraged to visit repeatedly throughout the meeting. However, we are particularly promoting that attendees can connect 'live' during designated Exhibit Showcase hours on the agenda. So, we recommend, at minimum, being available live during those times (see Event Schedule above).
- The chat will be open to exhibitor representatives and guests without the need to log in or be registered. You'll want to enter your name to identify yourself when you enter.
- When someone is in a booth page, the Exhibitor will see them represented in the chat as a number online.
- Please note it is not a private chat – everything posted to an attendee will be seen by all attendees. If the Exhibitor wishes to engage in a private conversation, they may click on the attendee's name to start a private chat.
- If the Exhibitor wishes to have a record of the chats, we recommend downloading the chat transcript at the conclusion of each day. You can do this by copying all chats and pasting them into a word document.

If you would like to test the chat feature, you can do so in this test room: <https://chatroll.com/exhibitor-chat-demo>