



ITC 2020 Exhibitor Information and FAQ

In this document, you will find answers to all of your frequently asked questions concerning what you will receive, what is being requested from you, information about the exhibition, and who to contact. We are excited to have your support for the conference and look forward to a great event.

Unless otherwise specified, submit the deliverables below to Amir Draquez at adraquez@computer.org.

Sponsorship Package Deliverable	Exhibitor	Featured Exhibitor	Esteemed Exhibitor	Gold	Platinum	Diamond	Material Deadline
Product Highlight Email Pre/Post Show (this will be sent to attendees before and after the conference) Photo 250x250px jpg, 25-character title, 50-word description about company/products/services, and URL	X	X	X		X	X	OCT 5
5-minute sponsored presentation Details coming soon.	X	X	X				OCT 13
15-minute sponsored presentation Details coming soon.					X		
60-minute sponsored presentation Details coming soon.						X	
1-minute video played at the beginning of an individual keynote session Details coming soon.					X		
1-minute video played at the beginning of the plenary session. Details coming soon.						X	
Complimentary Registrations Complimentary conference registrations included with your ITC exhibit and/or supporter package may be	X	X	X	X	X	X	

used to register exhibit room staff and regular conference attendees. All author registrations must be purchased separately. Registration details will be provided via email.							
Virtual Rooms Content for virtual rooms is accessible via your landing page.	X	X	X				OCT 13
Dedicated Landing Page Landing pages will be part of the virtual conference platform. All content must be submitted to the ITC Virtual Platform via the form. See the ITC Virtual Platform set-up document for more details.	X	X	X	X	X	X	OCT 13
Digital Give-away Submit special offer details/URL. If not received, a link to your landing page will be used instead.				X	X	X	OCT 13

PLEASE SEND ALL DELIVERABLES TO ADRAQUEZ@COMPUTER.ORG

Exhibit Schedule

Dedicated Exhibit Hours - November 3-5

- 11:00 – 11:30 EST
- 12:30 – 13:00 EST
- 14:00 – 14:30 EST

Exhibit Presentations – November 4-5

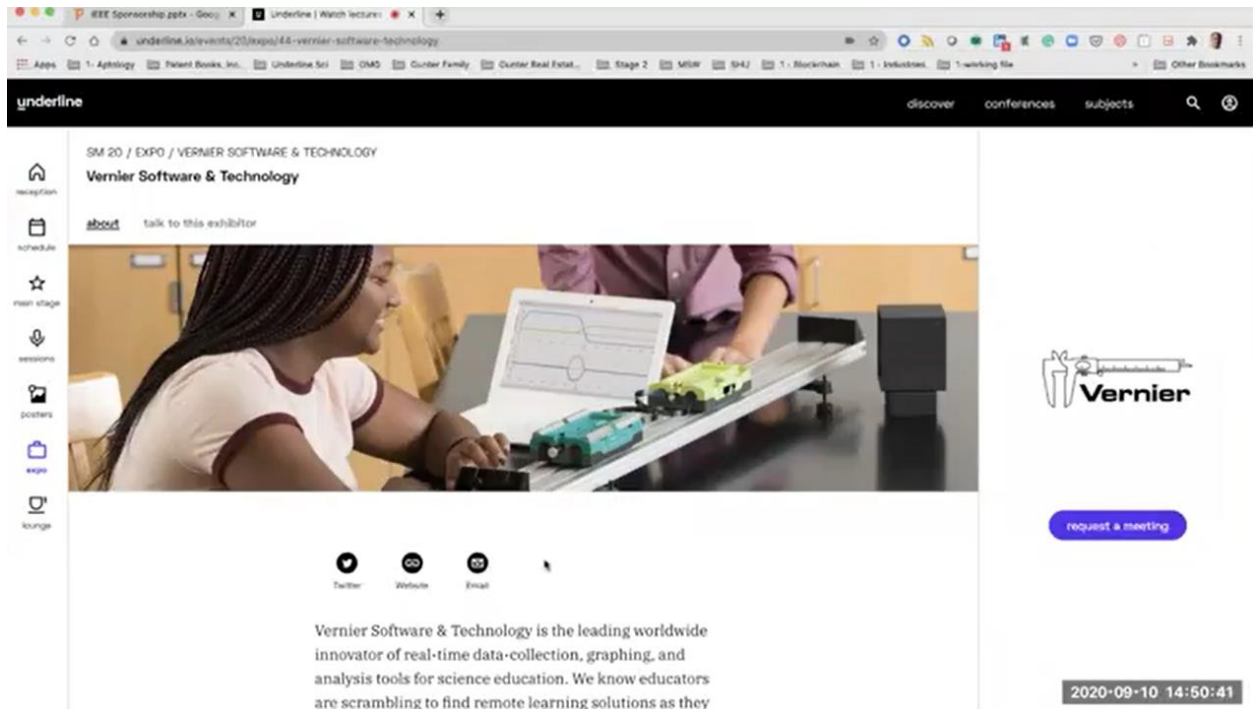
- 14:30 – 15:30 EST

Registration Information

Complimentary conference registrations included with your ITC exhibit and/or supporter package may be used to register exhibit room staff and regular conference attendees. All author registrations must be purchased separately. Registration details will be provided via email. Contact Amir Draquez at adraquez@computer.org with any questions.

ITC Virtual Landing Page

Sample Image:



Your landing page will include the following sections/features:

- About section
- Overview section
- Videos
- Attendees will be able to request meetings with you.
- Add social media, website, and email links.
- Add PDFs and other documents you'd like attendees to access

Attendees will be able to access exhibitor landing pages, which then link to the virtual rooms, from the Expo menu and the ITC Virtual Event home page.

Other Frequently Asked Questions

- *How are the different booths going to be positioned in a menu bar?*
 - Supporters and exhibitors will be displayed on a menu that is accessible from the ITC Virtual Event page and from an “Exhibits” page. The participating companies will be listed in top down order starting at the highest sponsorship level, e.g. Diamond, then Platinum, then Gold, and so forth.
- *When can exhibits be open?*
 - Exhibit rooms may remain open throughout all hours of the conference. Dedicated exhibit hours are scheduled throughout the week and can be viewed [here](#).
- *Are any mechanisms for 1:1 chats or VOIP discussions available?*
 - No. Each exhibitor landing page will link to an exhibit room. When the room is staffed, attendees may speak to the person staffing the room. If there is no one in the room, attendees will not have the option to “enter”. There is a meeting request button, which attendees can fill out. That will trigger an email to a designated booth contact. You can then communicate directly with the submitter to schedule time to talk during or after the conference at a time that is mutually convenient. Rooms can facilitate up to 100 visitors, but up to 16 will have video. However, there

are ways to add Zoom links to the page, if you have a Zoom room and would like to break out for private conversations.

- *When should we expect to have access and train/test?*
 - Content for your company's online presence will need to be submitted via the ITC Virtual Platform exhibit submission form. Refer to the ITC Virtual Platform set-up document for more details. All content is due Oct. 13. Your assets will then be added to your virtual landing page, with the expectation that you will be able to view and test it during the week of Oct. 26.
- *How many videos can we embed?*
 - There is no limit to the videos you can embed. However, they will appear as a thumbnail in a list. Visitors will need to scroll down to see the inclusive list.
- *How many assets can be added?*
 - There is no limit to the number of assets that can be added. However, they will appear in a list.
- *Do we get full contact information of everyone who comes to the booth?*
 - No. The ITC Virtual Platform doesn't have the capability of providing this reporting. During the event, you will be able to see the names of the people who visit your booth while it is staffed.
- *Do we know exactly what each person does in the booth? E.g. Who downloaded papers, watched a video, etc.?*
 - No. The ITC Virtual Platform doesn't have this reporting functionality, so we won't be able to provide information about who downloads what. We will be able to share how many people visit the page, in general.

For additional questions, please contact Amir Draquez at adraquez@computer.org.

Contacts

For any questions concerning sponsorship packages and pricing:

- **Regan Pickett**, IEEE Computer Society — r.pickett@computer.org
- **Georgann Carter**, IEEE Computer Society — gcarter@computer.org

For questions regarding sponsor deliverables, deadlines, registration, and general information:

- **Amir Draquez**, IEEE Computer Society — adraquez@computer.org