



Virtual Exhibitor Requirements

Thank you for signing up to be a virtual exhibitor for the Society of American Foresters' (SAF) upcoming National Convention. This virtual booth is just a click away and will allow you to connect with conference attendees and promote your organization. Below is a list of items we will need from you to build your booth along with a sample of how it will be laid out.

For your booth you will have up to 6 content areas to utilize. Note: you can use all 6 or just 1, it is completely up to you. Also, if you prefer to build your own exhibit page on your website and send us a url to link too, that is also an option.

Here are the content areas available: (see sample image below)

1. Logo/About Us - this will include your logo and a brief company description. This is a great place to include overview information for your company.
2. Staff – Upload head shots and contact information for your booth representatives
3. Resources – this area will include any links or downloadable items to share with participants. (Using Bitly files for weblinks will allow you to track who downloaded your resources.)
4. Contact Us – this area will include the contact information you provide. We encourage you to include social media information as well.
5. Video/Image area – In this area we can upload an image or video embed code.
6. Open content area – this can be a space where you get creative to add another video, text, image, links, etc.

IMPORTANT DEADLINE:

We will need all of your content by **Friday, September 18th**. If we do not receive any content from you after this deadline, your exhibit booth will just include your logo image and we will directly link this to your company's homepage.

Where do I upload my content?

A Google drive folder has been set up to upload your content and files for your booth. **Please upload to your specific folder only.** Please use a Word document to include any specific instructions, as well as any copy to be included in your virtual booth. Upload this document into your google folder.

What types of files are accepted?

The following document types are accepted for your virtual booth: .pdf, .doc, .xls, .jpg, .png, .ppt, .zip, MP4

If you would like to include a video(s), please submit the video file in either an MP4 format or include a link to a platform like YouTube or Vimeo where an embed code can be accessed. Either will work fine. however, we recommend the MP4 option because it will give more information on who actually viewed the video from the site. If we embed the video via a link, we won't be able to show tracking information on who viewed it. A maximum of 4 videos may be uploaded into your booth.

Be sure to provide labels for each file if you do not wish to use the file name as a title. This should be provided in a .doc or .txt file using the following file name: exhibitorname_labels.doc or .txt

IMPORTANT! Company Logo – Please submit your company logo as a separate image file, as we aren't easily able to pull that out of documents that are attached.

How many documents can I have in my booth? A maximum of 10 documents may be uploaded into your booth.

Will I be able to “Chat” with attendees? Yes! Your booth will include a live text chat section titled, “Chat with Us Now” that will allow you to directly chat live with attendees that stop by.

If you would like to have the ability to interact face to face with attendees during exhibit hours, you can provide your own link to your virtual meeting room (Zoom, Webex, etc). Please note that the platform technical support team will not be assisting with your personal meeting room functionality. This will be available in the Chat Section of your booth.

Will vendors be able to preview their virtual booth before the conference start date? Absolutely! We've built in time to get these built. Once we have the virtual booths built, we will send you the link to your booth for you to review. You will have about one week to review and let us know of final edits.

Booth Traffic & Lead Generation

Exhibitors and sponsors will be featured in various places on the virtual conference website.

SAF will drive traffic to your virtual booth throughout the conference via notifications and announcements during dedicated viewing times. We will also be conducting a virtual scavenger hunt.

We highly encourage you to include downloadable resources in your booth. These are a great way to know which attendees are interested in your organization. Attendees that download resources from your booth will be collected and shared post-event.

Questions? Contact: Karen Forbes: karen@delaneymeetingevent.com

Please scroll to the following page to see a sample virtual exhibit booth.

About Us



Who We Are

MIT Sloan is a different kind of management school. We're not iterating on a better widget or cashing in on the latest business fad. We're not talking about management in the abstract.

As part of the world's leading research institution, we're bringing together today's brightest minds to tackle global challenges. For real.

At the intersection of business and technology, we're exploring the future of work. We're launching companies that kick start local economies in the developing world. We're retooling systems to make health care work better and to engage people around the world in addressing climate change.

Our Mission

The mission of the MIT Sloan School of Management is to develop principled, innovative leaders who improve the world and to generate ideas that advance management practice.

Videos



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