

**2020  
INTELLIGENCE &  
NATIONAL SECURITY SUMMIT**

Virtual Event | Sept. 16-18

Co-hosted by



INTEGRATION

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#IntelSummit20

2020 Intelligence & National Security Summit  
Virtual Event

September 16 - 18

# Exhibitor Resources Kit



Dear Exhibitor,

Your company is contracted to exhibit at the 2020 Intelligence and National Security Summit - Virtual Event. Please direct this document to the person(s) in charge of your virtual exhibit.

The information in this document is intended to help you prepare for success and to guide you through the 2020 Intelligence and National Security Summit Virtual Event Experience, powered by eventPower.

**There will be a demo of the virtual exhibit hall in the coming weeks. If you are unable to attend, a recording will be provided and distributed after.**

## Your Virtual Exhibit Inclusions

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Virtual Exhibit opportunities at the **2020 Intelligence & National Security Summit** include the following amenities:

- One virtual exhibitor kiosk (logo, company description, contact information, company website, and ability for attendees and exhibitors to filter by technology, etc.)
- Ability to upload videos, digital PDFs (flyers, ads) into your exhibitor listing
- Real time chat ability during Summit hours
- Ability to meet attendees via video chat during exhibit hours (using your personal web conference room) - you provide and send the video link to the attendee
- Ability to request a meeting with attendees
- Company logo and recognition on the Summit website
- 5 Full Summit Registrations

## Virtual Exhibit Schedule - *Times Subject to Change*

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### Wednesday, September 16, 2020

- Exhibit Hall Hours | 11:00 a.m. - 4:00 p.m.
- Break and Virtual Exhibit Networking | 2:15 p.m. - 2:45 p.m.

### Thursday, September 17, 2020

- Exhibit Hall Hours | 11:00 a.m. - 5:00 p.m.
- Break and Virtual Exhibit Networking | 2:00 p.m. - 2:30 p.m.
- Break and Virtual Exhibit Networking | 3:30 p.m. - 4:00 p.m.

### Friday, September 18, 2020

- Exhibit Hall Hours | 9:00 a.m. - 3:00 p.m.
- Break and Virtual Exhibit Networking | 12:00 p.m. - 12:30 p.m.
- Break and Virtual Exhibit Networking | 1:30 p.m. - 2:00 p.m.

***\*\*With respect to fellow exhibitors and attendees and to make the most out of your experience, please be available during all posted virtual exhibit hours.\*\****

## Your Company Portal

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After contracting, your Exhibit Hall Manager, Teri Caron, sent you a Welcome Email with important information, including a link to your Company Portal where you will need to complete/update the following information:

- Company Points of Contact
- Company Information  
*(The information that you provide will be listed on the Summit Website and in your Virtual Exhibit)*
  - Company Overview
  - Company Technology Type(s)
  - Website Address
  - Company Logo (in .eps or .ai format)
- Upload your Product Marketing Materials (Videos, PDFs/Flyers)  
*(These materials will be linked to your Virtual Exhibit for attendees to download/view)*

- Contract Details
- Download your Invoice and Make Payments Online
- Register your Exhibit Staff and/or Company Personnel
- Add Exhibit Hall Raffle Information

**\*\*Please have all tabs in your company portal completed by *September 1, 2020*\*\***

## Product Marketing Specifications

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As mentioned above, your virtual exhibit includes the opportunity to upload videos and digital PDFs for attendees to view and download while visiting your booth. Below are the specifications for your materials.

- PDF/Flyers/Digital Uploads:
  - File Types: .pdf only
  - Max File Size: 10MB
- Video Uploads (You can provide videos in one of two ways):
  - Upload the videos to your company portal
    - File Types Accepted: .mp4, .mov, .avi, .mpg, .mpeg
    - Max File Size: 20MB
    - Video Resolution: 480p, 720p, 1080p. Videos will be downscaled to 720p (HD).
- Link Video - If your video is already hosted on a web-based platform, simply provide the link to the video to your Exhibit Hall Manager, Teri Caron - [TCaron@eventPower.com](mailto:TCaron@eventPower.com) and she will ensure it gets added. No need to download/upload.
  - Videos hosted on YouTube or Vimeo will be automatically embedded into the exhibitor virtual booth.
  - Videos hosted on other platforms will be made available via a link.

**\*\*We suggest providing a maximum of 3 PDFs and 3 Videos for your Virtual Exhibit\*\***

## Virtual Exhibit Hall Raffle

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Boost your virtual exhibit traffic and return on investment by participating in the Virtual Exhibit Hall Raffle!

- Simply select a prize(s) to raffle-off to your booth visitors and randomly select a winner from the list of attendees that visited your kiosk during the Summit.
  - You will be able to keep an eye on your company's virtual kiosk statistics throughout the Summit
  - Message attendees in the platform to promote your raffle items and encourage visitors
  - Make sure to fill out the raffle tab in your company portal to describe what items you are raffling off. We plan to include a listing of these on the Virtual Platform to help drive traffic to your virtual kiosk
  - Choose the winner using a tool - *For example:*  
<https://commentpicker.com/random-name-picker.php> to determine the winner
- Due to the level of attendees expected at the Summit, please limit prize value at \$20 (per prize).
  - Participating companies may donate downloadable gift cards, product certificates, discounted courses, devices, themed baskets, shirts, and other promotional items. *Be creative and have fun!*

***\*\*If you would like to participate and raffle an item, please complete the Exhibit Hall Raffle tab in your company portal or send the details to your Virtual Exhibit Hall Manager, Teri Caron - [TCaron@eventPower.com](mailto:TCaron@eventPower.com)\*\****

## Contact Information

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If you have any questions in regards to your participation at the 2020 Intelligence and National Security Summit, please contact your Exhibit Hall Manager, Teri Caron - [TCaron@eventPower.com](mailto:TCaron@eventPower.com) or 703-740-1942.

