



MICROBIOLOGY
SOCIETY

**BRITISH YEAST GROUP 2021:
THE FUTURE OF YEAST RESEARCH**

07–09 December **2021**

Technical specifications
and guidelines

#BYG21



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Technical specifications and guidelines

Item	Asset	Information	Image Dimension	Format	Max. character count	Information required from client
All sponsor carousel	Logo	Summary of all sponsors.	600 x 600px	PNG or JPG		
Sponsor tile on navigation page	Logo	Featured on the event navigation page.	800 x 450px	PNG or JPG		
Digital space	Text	Company bio.	n/a	Text	Subject title: 12 Body copy: 75	Please supply your copy including your URL, social media hashtag and contact email.
	Links	Links to social media profiles.	n/a	Text		Please supply your URL.
	Background images	You can add a background image to your digital space on the web platform and the mobile app. This must either be plain colour or a general pattern. It should not contain images or text as it will be obscured.	Mobile app: 1200 x 600px Web platform: 1920 x 384px Max file size: 2mb.	PNG or JPG		
	Slide show	Maximum of three slides.	1280 x 480px up to 2mb	PNG or JPG		
News feed	Text	Promotion on news feed during coffee break. Number of slots will be allocated according to package purchased.	n/a	Text	Subject title: 8 Body copy: 65	Please supply your copy. Please also specify your preferred day, URL, social media hashtag, contact email.



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Please send your completed assets to:

Vicky McCulloch v.mcculloch@microbiologysociety.org

The very last date we will be able to receive your assets is 15 November 2021.

Please contact us should you anticipate any issues.

Digital space

Your space will be set up by the Conference and Events team at the Microbiology Society. All sponsors will have an opportunity to review their page prior to the Conference.

Access to the Focused Meeting

Delegates can access the Conference via the mobile and/or web platform. Please note, some functionality on the mobile app is user initiated and beyond the control of the Microbiology Society. The Society, however, will remind delegates of the functionality available to help delegates optimise the Conference experience.

Availability of content post-Conference

Sponsor content will be available for one month after the Conference, after which it will be deleted. Delegates will be able to access sponsor content on the web app during that month, using their Conference sign in details.

Contact details

If you have any questions about the Conference or this document please do not hesitate to contact exhibitions@microbiologysociety.org.



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