MICROBIOLOGY SOCIETY

ANNUAL CONFERENCE
ONLINE 2021

26–30 April **2021**

Technical specifications
and guidelines

#Microbio21

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Item	Applicable to the following packages	Asset	Information	Image Dimension	Format	Max. word count	Information required from client
Premium full screen advert	Platinum, Bronze	Advert	Shown after the welcome page. The overlay can be closed by the user at any time.	1500 x 2000px	PNG or JPG		
Premium logo placement	Platinum, Gold	Logo	Logo featured on the event welcome page.	600 x 600px	PNG or JPG		
All exhibitor and sponsor carousel	Platinum, Gold, Bronze, Sponsorship package, Pick and Mix	Logo	Summary of all exhibitor and sponsor logos.	600 x 600px	PNG or JPG		
Industry sponsored session	Platinum, Gold	Logo	Displayed on your session in the programme. Your session will be held over the lunch break on a day of your choosing (subject to availability).	900 x 150px	PNG or JPG		Please specify your preferred time and day
		Banner	It is also possible to place a banner at the top of your session detail page.	1200 x 600px	PNG or JPG		
		Profile picture	If you would like to include a speaker or presenter image, faces should be positioned in the centre of the photo as they will be cropped to a circle.	600 x 600px	PNG or JPG		
		Background image	You can change the default background image behind all person profiles. This image will be used for all person pages in this event.	1200 x 600px	PNG or JPG		
		Video	A 30min pre-recorded presentation session.	n/a	MP4		A pre-recorded presentation is preferable and recommended
Premium exhibitor banner	Platinum	Banner	Featured at the top of the news messages feed on the navigation page.	2400 x 600px	PNG or JPG		Please supply your URL
Logo in exhibitor hall	Platinum, Gold	Logo	Logo on large promotional card on exhibitor list.	1200 x 600px	PNG or JPG		
	Bronze, Sponsorship package, Pick and Mix	Logo	Logo on small promotional card on exhibitor list.	600 x 600px	PNG or JPG		
Sponsor tile on navigation page	Sponsorship package, Pick and Mix	Logo	Featured on the event navigation page.	800 x 450px	PNG or JPG		
Digital booth / Digital space	Platinum, Gold, Bronze, Sponsorship package, Pick and Mix	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
		Link and hastags	Link to company website and social media.	n/a	Text		Please supply your URL and social media hashtag
		Image	This can either be your logo or a background from your company page as a clickable banner.	Logo: 600 x 600px Banner: 1200 x 600px	PNG or JPG		
		Slide show	Maximum of three slides.	1280 x 480px up to 2mb	PNG or JPG		
News feed	Platinum, Gold, Sponsorship package, Pick and Mix	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
Push notifications	Platinum, Gold, Bronze	Text	These will be written by the Society. This will be only be shown to those with the functionality switched on. For Platinum and Gold: two push notifications (before and on the day of your session). For Bronze: One push notification, day to be specified by client.	n/a	Text	35	For Bronze package: please specify day
Pre-event email communications	Platinum, Gold, Bronze	Text	Pre-event email communication slot to registered delegates. All exhibitors that have taken these packages will be included as part of the same mailing.	n/a	Text	Subject title: 12 Body copy: 82	Please supply your copy
Pre-event social media push	Platinum, Gold, Bronze	Text	Pre-event social media push. All exhibitors that have social media pushes as part of their package will be included as part of the tweet. These will be managed and written by the Society. The exhibitors social media handle will be included should exhibitors want to retweet.	n/a	Text	240	Copy to be supplied. Please supply your social media handle

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Please send your completed assets to:
Savannah Knight-Law S.Knight-Law@microbiologysociety.org
The very last date we will be able to receive your assets is 9 April 2021. Please contact us should you anticipate any issues.

Digital booths
Your booth will be set up by the marketing team at the Microbiology Society. All exhibitors will have an opportunity to review their booth prior to the Conference.

Industry sponsored sessions
Industry sponsored sessions are subject to approval by the Society.
Once approved, the cut off point to confirm your preferred slot(s) is 26 March 2021.
Your session can be scheduled between 13.00 and 14.00 from Monday to Thursday.
Slots are allocated on a first come first served basis given the limited time slots per day. We recommend you confirm your preferred time and day as soon as possible.
A pre-recorded presentation is preferable and recommended and will need to be supplied as an MP4 file.
If you would like to incorporate a live intro and sign off element to your recorded session please let us know in advance. The Conferences and Events Team will provide instructions/guide on how to pre-record on to the platform directly. Should you want to introduce a live element to your session i.e. introduction and sign-off, rehearsal slots are available where our Conferences and Events Team will be able to take you through the functionalities of the platform.
Your industry sponsored session will be delivered in the form of a webinar. There will be chat functionality and the number of delegates is unlimited.

Access to Annual Conference 2021
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.

Reports (post-Conference)
The marketing team will provide a post-Conference data report according to the package purchased. All data will adhere to GDPR and only permission-based data will be supplied. The data report will be delivered up to three weeks after the event.

Availablity of content post-Conference
Exhibitor content will be available for one month after the Conference, after which it will be deleted. Delegates will be able to access exhibitor 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.