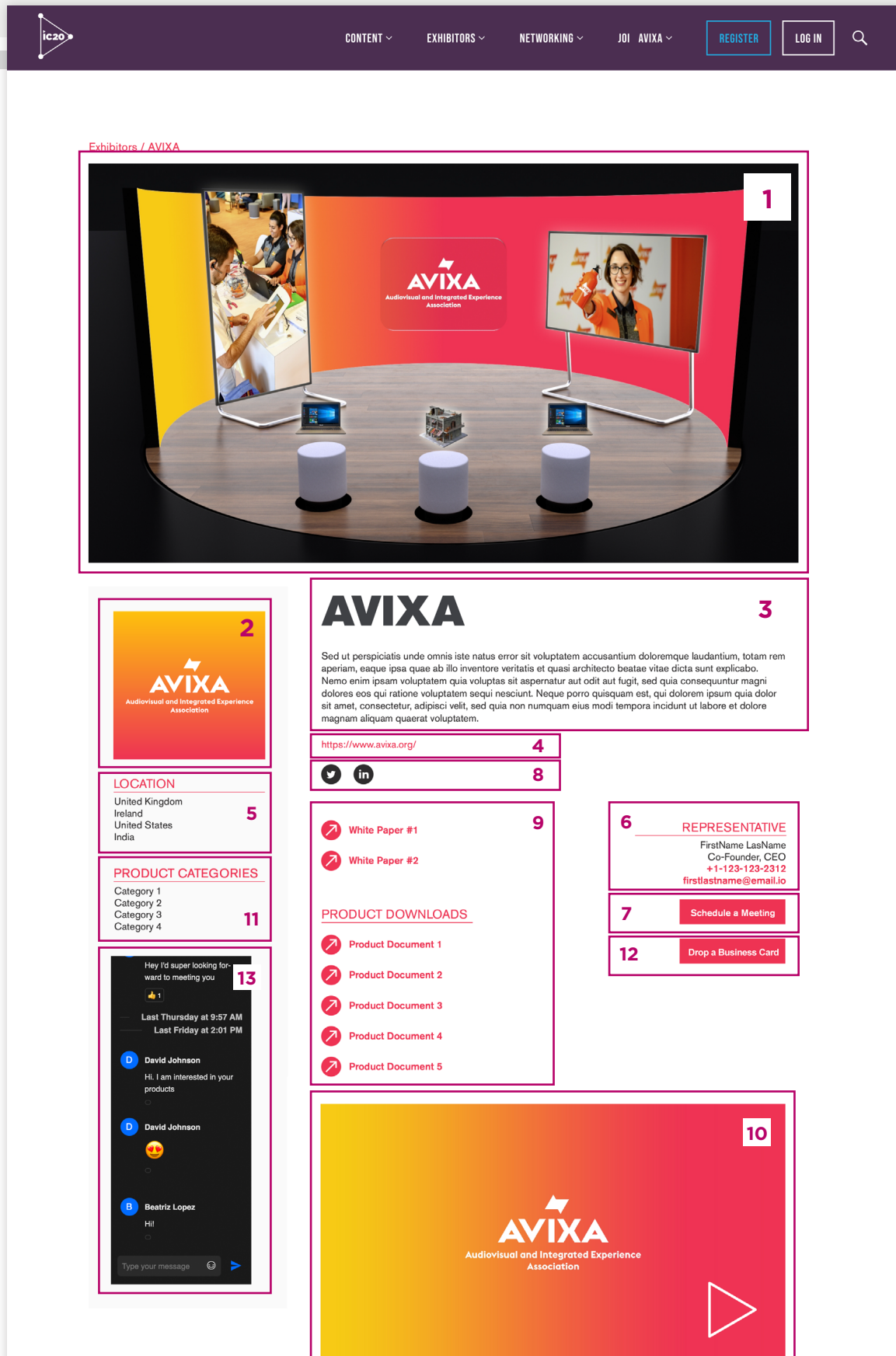


## AFP FinNext 2021



Profile Section		Description or Specifications
<b>1</b>	<b>Exhibitor Hero Area</b>	
	Vector or Raster Logo	1440 x 1080px AI, EPS, JPEG or PNG file
	Monitor Image	1920 x 108px JPEG or PNG file
	Solid or Vertical Gradient	HEX #1, Top/Solid   HEX #2, Bottom
	Product Images	Choose 1-3 product images. Each must be 540 x 540px, square shaped JPEG or any shape transparent PNG file. Must fit within a 540 x 540px square.
<b>2</b>	<b>Exhibitor Logo</b>	Logo must be a 300px by 300px JPEG or PNG file with a white or transparent background, max 300MB. It is linked to the Exhibitor Website listed in #4.
<b>3</b>	<b>Exhibitor Name and Description</b>	The exhibitor provides the name and description of their company/product. There is a limit of 256 characters for the company name and 2000 characters for the description of the product.
<b>4</b>	<b>Exhibitor Website</b>	The website provides a live link to the exhibitor's website.
<b>5</b>	<b>Company Location</b>	The location of the company is presented on the left under the logo.
<b>6</b>	<b>Contact Information</b>	Exhibitor contact information is provided on the right with name and email.
<b>7</b>	<b>Schedule a Meeting Button</b>	A button which allows the attendee to contact a representative utilizing Calendly.
<b>8</b>	<b>Social Links</b>	When a social link is selected the system opens a new window connecting the attendee with the exhibitor's specific social media page. Currently the following are supported: Facebook, Twitter, Instagram, LinkedIn and YouTube.
<b>9</b>	<b>Content/Collateral Uploads</b>	<p>These are links to documents uploaded by the exhibitor. The preferred format is PDF and the max size is 300MB.</p> <p>Each upload has a corresponding display name that appears as the link to be clicked in the UI. It is recommended that the length of the display name is 25-50 characters. These will be listed in the order they are stored in Lennd. Both types of content will open in a new window on the attendee's web browser.</p>
<b>10</b>	<b>Company Video</b>	Vimeo or YouTube links can be embedded into the page. Once selected, they will play directly in the page (will not open a new page). Videos will be listed in the order they are stored in the Lennd tables.
<b>11</b>	<b>Product Categories</b>	The Product Categories field is set up like a multi-select so the exhibitor can choose as many categories that apply. Although there is no limit to the number of product categories, it is recommended to not have more than 3.
<b>12</b>	<b>Drop a Business Card Button</b>	<p>A button is displayed which allows the attendee to send their contact information to the exhibitor. Registration data for the attendees who click the button will flow through Quant reporting.</p> <p>If an attendee has elected not to share their information during the registration process, the system will display a modal informing them that by selecting the button, they have agreed to share their information with the exhibitor.</p> <p>Once an attendee has selected this option, they will receive a pop-up thanking them and the button will be greyed out.</p>
<b>13</b>	<b>Chat</b>	<p>The conversation area displays the messages which have been posted. The chat stream is constantly moving with each chat entered, but the area is scrollable to allow you to see prior messages. Each message displayed lists the name and initial of the author, the message and the time of the posting.</p> <p>Reporting is <b>NOT</b> included for chat to client or exhibitors.</p>