



Exhibitor Booth Specs at a Glance

Welcome!

Thank you for supporting and participating in AAD's 2021 VMX.

We are thrilled to have you and are excited for a great virtual show ahead! Please review the following information regarding your Exhibitor display booth. These next pages provide you with content specifications to help you prepare your exhibit for show-readiness.

We look forward to a great 2021 VMX!

Key items of note:

Final files to be uploaded into booth no later than:

April 9, 2021

Content may continue to be updated through April 20 without Academy approval.

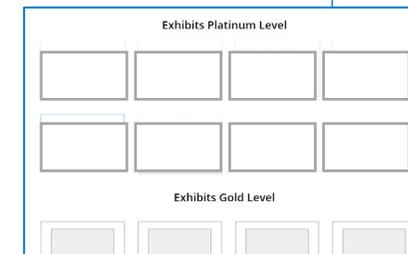
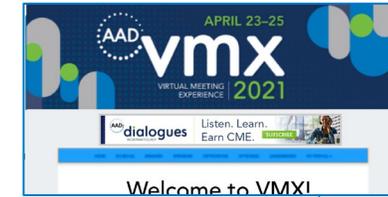
Need help while building your booth to be show-ready?

Click on the **HELP** button or email **support@performedia.com** for assistance

AT A GLANCE

Platinum Level

- Rotating clickable banner on Main Event page
- Color logo highlighted in sponsor area on Main Event webpage that links to customized exhibitor display booth
- Exhibit Display Booth
- Industry Session
- 20 AAD VMX Registrations
- Premium AAD VMX Industry Sessions Promotional Email
- Mailing List
- Analytics



American Academy of Dermatology



Headquartered in Rosemont, Illinois, the American Academy of Dermatology, founded in 1938, is the largest, most influential, and most representative of all dermatology associations.

With a membership of more than 20,500 physicians worldwide, the AAD is committed to advancing the diagnosis and medical, surgical, and cosmetic treatment of the skin, hair, and nails; advocating high standards in clinical practice, education, and research in dermatology; and supporting and enhancing patient care for a lifetime of healthier skin, hair, and nails.

For more information, contact the AAD at (888) 462-5688 (3376) or aad.org. Follow the AAD on Facebook (American Academy of Dermatology), Twitter (@AADonline), or YouTube (AcademyofDermatology).

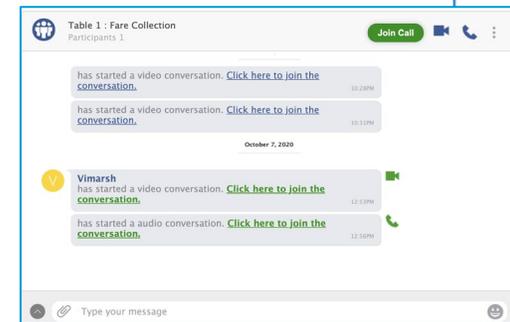
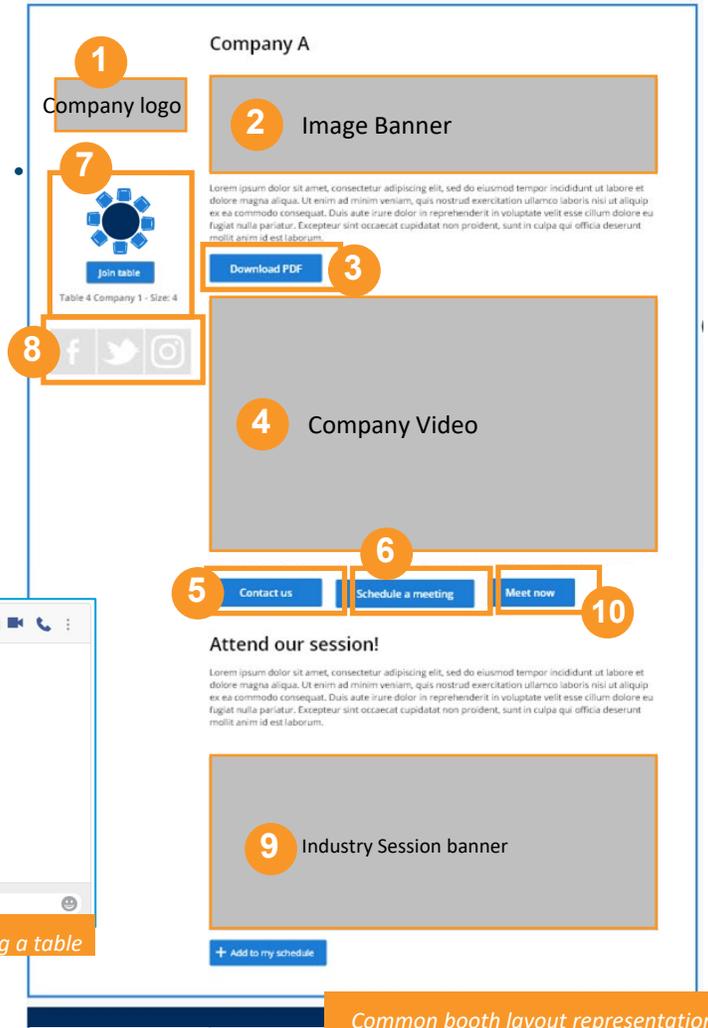


Contact Us Schedule a Meeting

Platinum Display Booth Specs

To help prepare for your booth build, below is a chart with recommended file specifications that should be uploaded to get the best experience with the online event.

1. **Company Logo:** 400 x 400 px (height size recommended, no height limit); jpg, png with white or transparent background; *please provide website URL*
2. **Image Banner:** 1920 x 400 px (recommend, minimum width 700 px); jpg, png or gif format; *please provide website URL*
3. **Collateral Materials:** (Optional) pdf format; external links to content and social media may also be included in the description area
4. **Company video:** 1920 x 1080, 16:9 aspect ratio; mp4 format, *not to exceed 50 mb*
5. **Contact us:** Company Representative email
6. **Schedule a meeting:** Company Representative email
7. **Networking table:** (Optional) table title; 8 chair standard set up, largest qty available
Attendee can utilize the scheduler to find a convenient time to meet.
8. **Social media:** (Optional) Specify Facebook, Twitter, Instagram links
9. **Industry Session Image banner:** (Optional) 1920 x 500 px (recommend, minimum width 700 px); jpg, png, or gif
10. **Meet Now:** List designated times of availability *(Optional) Zoom room instant meeting



Example of chat screen view after joining a table

Common booth layout representation

Platinum Event Elements Specs

To help prepare your display elements for the main event, exhibit areas below is a chart with recommended file format and size specifications

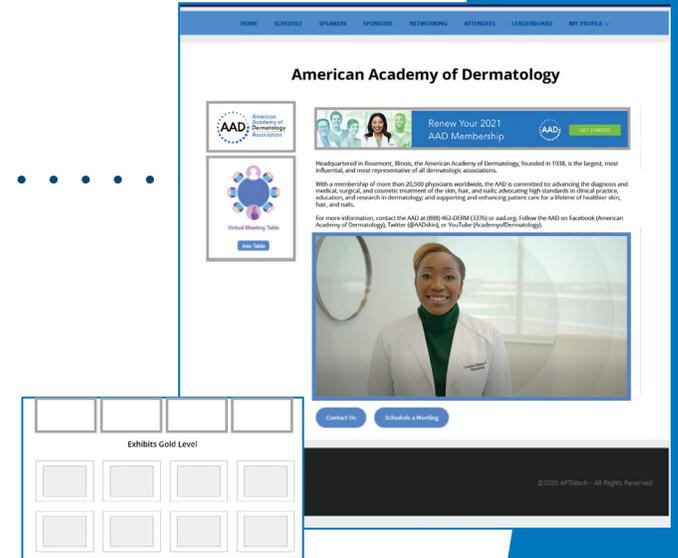
- Image Banner:** 728 x 90 px; jpg or png
**clickable to your exhibit display booth; rotates with other platinum exhibitor banners*
- Company logo:** 400 x 400 px; jpg, png with white or transparent background
**clickable to your exhibit display booth*



AT A GLANCE

Gold Level

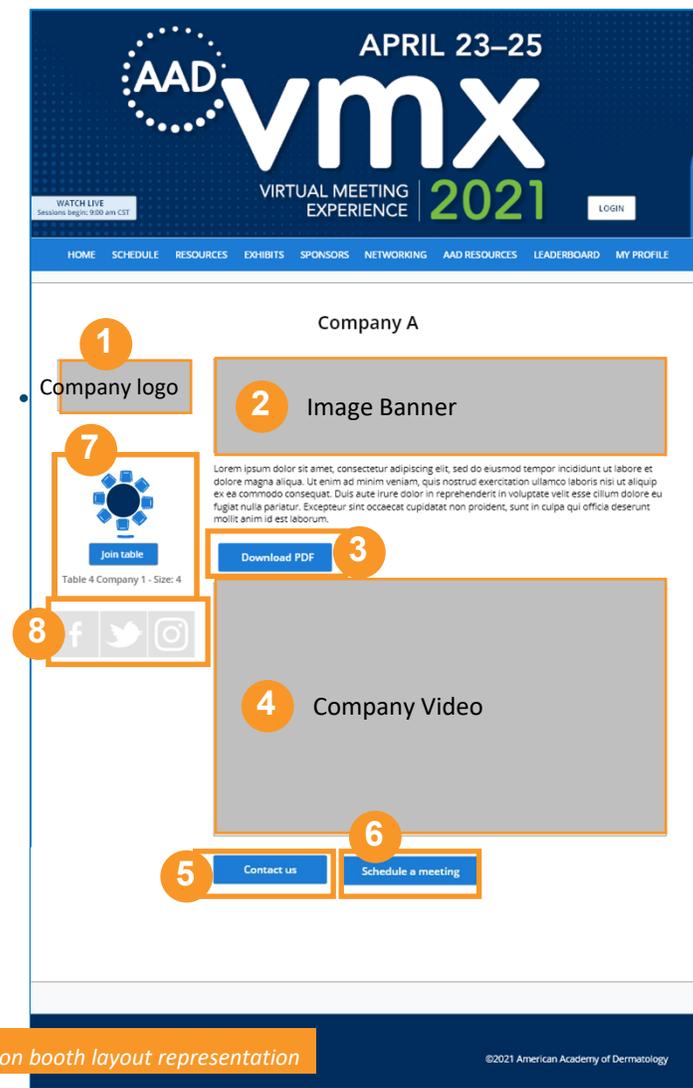
- Color Logo highlighted on Main Event webpage after Platinum Level
- Exhibit Display Booth
 - Color logo with link to your website
 - Image banner
 - Company Description
 - Sponsor Video
 - Networking Table
 - Contact Us
 - Schedule a Meeting
- 10 AAD VMX Registrations
- Mailing List
- Analytics



Gold Display Booth Specs

To help prepare for your booth build, below is a chart with recommended file specifications that should be uploaded to get the best experience with the online event.

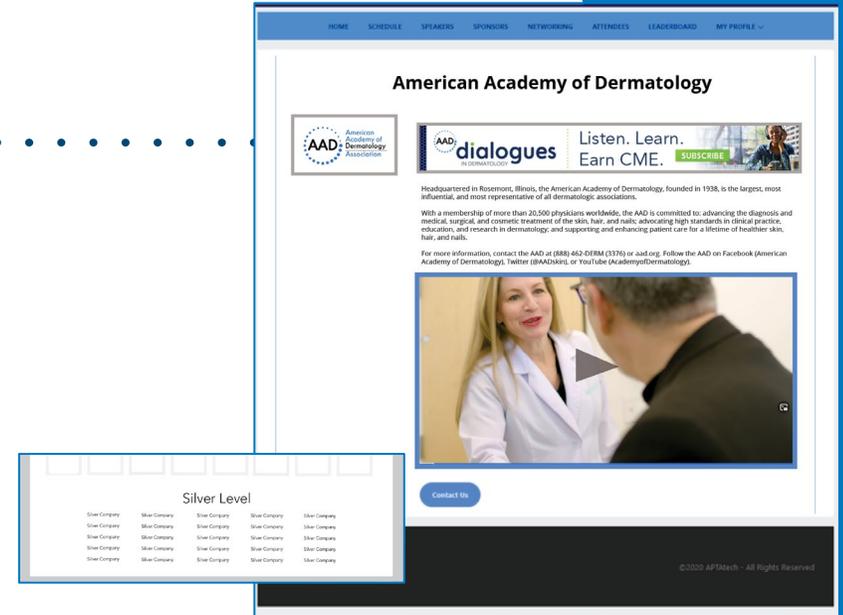
- 1. Company Logo:** 400 x 400 px (height size recommended, no height limit); jpg, png with white or transparent background; *please provide website URL*
- 2. Image Banner:** 1920 x 400 px (recommend, minimum width 700 px); jpg, png or gif format; *please provide website URL*
- 3. Collateral Materials:** (*Optional*) pdf format; external links to content and social media may also be included in the description area
- 4. Company video:** 1920 x 1080, 16:9 aspect ratio; mp4 format, *not to exceed 50 mb*
- 5. Contact us:** Company Representative email
- 6. Schedule a meeting:** Company Representative email
- 7. Networking table:** (*Optional*) table title
- 8. Social media:** (*Optional*) Facebook, Twitter, Instagram links



AT A GLANCE

Silver Level

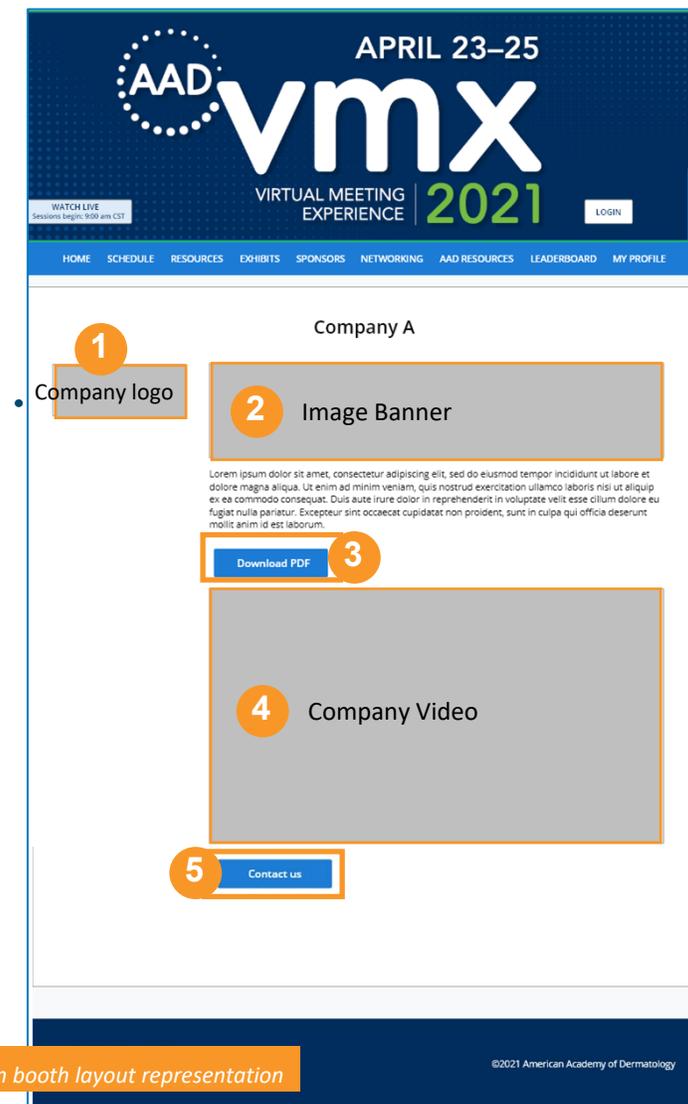
- Company name listed on Main Event webpage in alphabetical order after Platinum and Gold Levels
- Company Description/Banner
- Sponsor Video
- Contact Us
- 4 AAD VMX Registrations
- Analytics



Silver Display Booth Specs

To help prepare for your booth build, below is a chart with recommended file specifications that should be uploaded to get the best experience with the online event.

- 1. Company Logo:** 400 x 400 px (height size recommended, no height limit); jpg, png with white or transparent background; *please provide website URL*
- 2. Image Banner:** 1920 x 400 px (recommend, minimum width 700 px); jpg, png or gif format; *please provide website URL*
- 3. Collateral Materials:** *(Optional)* pdf format; external links to content and social media may also be included in the description area
- 4. Company video:** 1920 x 1080, 16:9 aspect ratio; mp4 format, *not to exceed 50 mb*
- 5. Contact us:** Company Representative email



Common booth layout representation



American
Academy of
Dermatology
Association

AAD VMX

Exhibitor Booth User Guide

Sign In

- Go to <https://aad-vmx21.performedia.com/>
- Click “LOGIN”
- Enter username and password

The screenshot shows the homepage of the American Academy of Dermatology Virtual Meeting Experience (VMX) 2021. The header features the AAD VMX logo and the dates APRIL 23-25. A navigation menu includes HOME, SCHEDULE, SPEAKERS, POSTER HALL, RESOURCES, and NETWORKING. A prominent blue 'LOGIN' button is highlighted with an orange box and an arrow pointing to a detailed login form overlay. The form, titled 'Login', contains fields for 'Username' and 'Password', a 'Remember Me' checkbox, and a 'LOGIN' button. A red error message at the bottom of the form reads: 'Trouble Logging In? Try resetting your password.' Below the navigation menu, the main content area displays a welcome message: 'Welcome to the American Academy of Dermatology Virtual Meeting Experience (VMX) 2021'. A 'Schedule' section is visible, showing a date selector for 'January 05 Tue' and a search bar. The schedule entry for '04:00 PM - 08:00 PM (ET) Session' is partially visible.

Profile

The **My Profile** page is where you can edit information about your company.

- Upload an image by clicking on the “**Choose Image**” button.
- Be sure to click the “**UPDATE**” button at the bottom to save any changes made.
- Click “**View My Profile**” to see how your profile looks on the landing page.

My Profile

[View My Profile](#)

My Profile
Change Password
View My Profile
Edit Exhibitor Booth
Meeting Scheduler
My Meetings
View My Page

Profile Image

[Choose Image](#) 

First Name

Last Name

E-mail *

Biographical Info

[UPDATE](#)

Profile

.....

You can change your password from the default in the **Change Password** tab.

Change Password

My Profile	<p>For your account security, please change the password</p> <p>Set password *</p> <input type="password"/> <p>Repeat Password *</p> <input type="password"/> <input type="button" value="UPDATE"/>
Change Password	
View My Profile	
Edit Exhibitor Booth	
Meeting Scheduler	
My Meetings	
View My Page	

Exhibit Booths

Here you will add media content, social media links, and contact information.

If you have more than one booth, choose between them at the top of the page to edit each one.

Name your page(s) with a title or company name.

- My Profile
- Change Password
- View My Profile
- Edit Exhibitor Booth
- Meeting Scheduler
- My Meetings
- View My Page

Edit Exhibitor Booth

Silver - Demo - Test 3
Gold - Demo - Test 22222
Platinum - Demo - Test 1

[View Exhibitor Booth](#)

Title *

Content

Visual Text

Paragraph B I

ABC - A Ω ↶ ↷

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only

Exhibit Booth Features

1. **Content** – Add a description of your company or booth. This text field has unlimited characters. Style and format the text as needed. Include links, images, or other media files.
2. **Company Logo** – upload image file.
3. **Image Banner** – 1920 x 400 px (recommended, minimum width 700px); jpg, png, or gif format
4. **Image Banner Link** – add URL of the banner image you uploaded.
5. **Company URL** – add URL of the banner image you uploaded.

Content Visual | Text

Paragraph B I ☰ ☰ ☰ ☰ “ ” ☰ ☰ ☰ ☰ 🔗 ☰ ☰ ☰ ☰ ✕ 📄

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Company Logo



Image Banner



Image Banner Link

<https://test-aad.performedia.com/>

Company URL

<https://test-aad.performedia.com/>

Exhibit Booth Features

6. Choose Company Page Banner Image Location –

You can choose whether you want the banner above or below the text depending on your specifications.

7. Collateral Materials – add link to external webpage, media files, PDFs, etc.

8. iFrame URL – add URL for iFrame.

9. Company Video – upload video file.

10. Company Video Content – description of video. This text field has unlimited characters. Style and format the text as needed.

The screenshot displays a configuration panel for an exhibit booth. It includes the following sections:

- Choose Company Page Banner Image Location:** A dropdown menu currently set to "Above Text".
- Collateral Materials:** A text input field containing the URL "https://test-aad.performedia.com/".
- iFrame URL:** An empty text input field.
- Company Video:** A video upload area showing a thumbnail and metadata: "SampleVideo_1280x720_20mb", "File name: SampleVideo_1280x720_20mb.mp4", and "File size: 20 MB".
- Company Video Content:** A rich text editor with a toolbar (Paragraph, Bold, Italic, Bulleted List, Numbered List, Quote, Indent, Outdent, Link, Unlink, Table) and a text area containing the text: "Lorem ipsum, or lipsum as it is sometimes known, is dummy text used in laying out print, graphic or web designs. The passage is attributed to an unknown typesetter in the 15th century who is thought to have scrambled parts of Cicero's De Finibus Bonorum et Malorum for use in a type specimen book."

Exhibit Booth Features

11. Schedule a Meeting – Choose if you want to use the the meeting scheduler or a **custom link**. Add representatives to staff your booth. (Platinum & Gold)

12. Social Media: Add links to your social media sites.

13. Contact Us – email address for contact can be updated.

14. Meet Now – Performedia will add this link if we are staffing your Zoom room. (Platinum)

15. Networking Table – Enable or disable this function. Set messages for attendees if table is disabled. (Platinum & Gold)

Be sure to **Save Changes** when finished.

Use meeting scheduler

Yes
 No
 Custom Schedule Meeting Link

Add Representatives

	Email
1	presenter1 (Rhuti 7 Kamaldhari 7)
2	vish (testdev dev)
3	sponsordemo (sponsor demo)
4	emma (Emma Birches)

[Add Row](#)

Facebook

<https://facebook.com>

Twitter

<https://twitter.com>

LinkedIn

<https://linkedin.com>

Contact Us Email Address

mayank@performedia.com

Meet Now link

<https://test-aad.performedia.com/>

Chat Table

Enable
 Disable

Chat Table message

Please come at 3 PM. Thank You!

Exhibit Booth Features

Platinum

16. Attend our Session

- **Industry Title** – session title
- **Industry Session Content** – session description
- **Industry Session Image Banner** – upload image banner for industry session

Be sure to **Save Changes** when finished.

Attend our Session

Industry Title

Industry Session Content

Visual | Text

Paragraph **B** *I* [List Icons] [Link Icon] [Table Icon]

Lorem ipsum

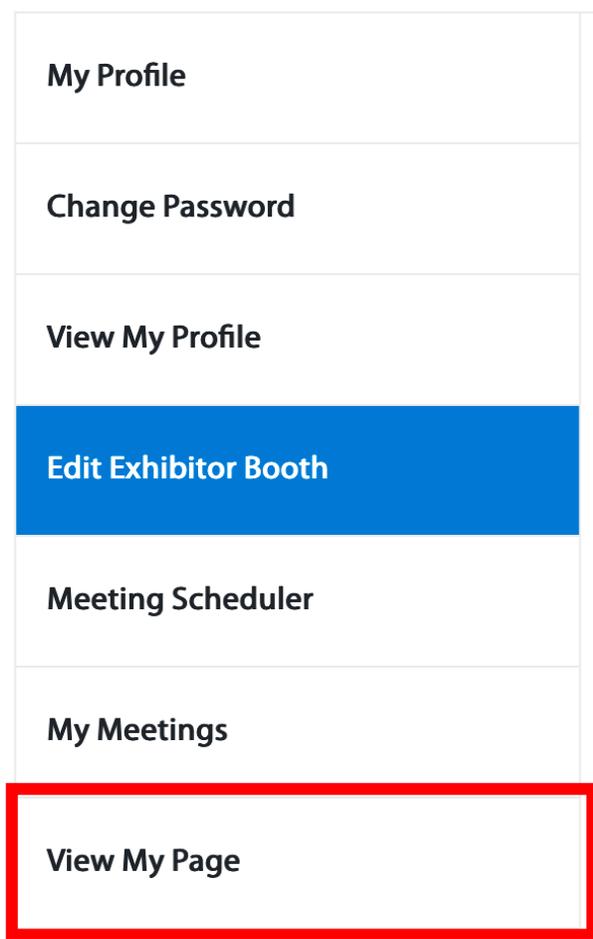
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Industry Session Image Banner

[Save Changes](#)

Exhibit Booth Features

Click **View My Page** to see how attendees view your page.



A vertical list of menu items is shown within a white rectangular frame. The items are: 'My Profile', 'Change Password', 'View My Profile', 'Edit Exhibitor Booth' (highlighted with a blue background), 'Meeting Scheduler', 'My Meetings', and 'View My Page' (highlighted with a red border). A dotted line extends from the 'View My Page' item back to the text on the left.

- My Profile
- Change Password
- View My Profile
- Edit Exhibitor Booth**
- Meeting Scheduler
- My Meetings
- View My Page**

Exhibit Booth Features

Attendees can:

- View/Download Collateral Materials
- Watch your video
- Fill out the contact form
- Schedule a Meeting (Platinum & Gold)
- Join the Meet Now session (Platinum)
- View Industry Session information (Platinum)
- Add your Industry Session to their schedule (Platinum)

Demo - Test 1





Meet Sponsor Now

Join Table







Collateral Materials



Welcome to the American Academy of Dermatology



Expand



Lorem ipsum, or lipsum as it is sometimes known, is dummy text used in laying out print, graphic or web designs. The passage is attributed to an unknown typesetter in the 15th century who is thought to have scrambled parts of Cicero's De Finibus Bonorum et Malorum for use in a type specimen book.

Contact Us

Schedule a Meeting

Meet Now Via Zoom

Attend Our Session

Lorem ipsum

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Industry Session Banner

+ Add To My Schedule

Session Schedule button

Platinum

Available only for sessions that appear in main schedule.
If you do not have a session on the schedule, this function is not available.

Schedule [Sort by date](#) | [Sort by track](#) | [My Schedule](#) [CLAIM CME](#) [WATCH LIVE](#)
Live sessions start at 10:00 am

April 23 Fri | April 24 Sat | April 25 Sun

Search schedule

3:30 PM - 4:30 PM (CST)	Integrative Dermatology: What is the Evidence? Forum		▼
4:30 PM - 5:30 PM (CST)	Boehringer Ingelheim		▼
5:30 PM - 6:30 PM (CST)	COVID-19 Symposium		▼
5:30 PM - 6:30 PM (CST)	What's New in the Dermatology Journals Symposia		▼
5:30 PM - 6:30 PM (CST)	Skin Conditions in Asian Patients that You Do Not Want to Miss		▼
5:30 PM - 6:30 PM (CST)	Off-label use of biologics and new medications		▼
5:30 PM - 6:30 PM (CST)	Acute and Chronic Pain Management in Dermatology		▼
5:30 PM - 6:30 PM (CST)	Track type 4 color showing here		▼
4:00 PM - 5:00 PM (CST)	Cocktail hour		▼



performedia

Meet Sponsor Now [Join Table](#)

AAD vmx
VIRTUAL MEETING EXPERIENCE | 2021
APRIL 23-25, 2021

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Collateral Materials



0:00 / 1:57

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[Contact Us](#) [Schedule a Meeting](#) [Meet Now](#)

Attend Our Session

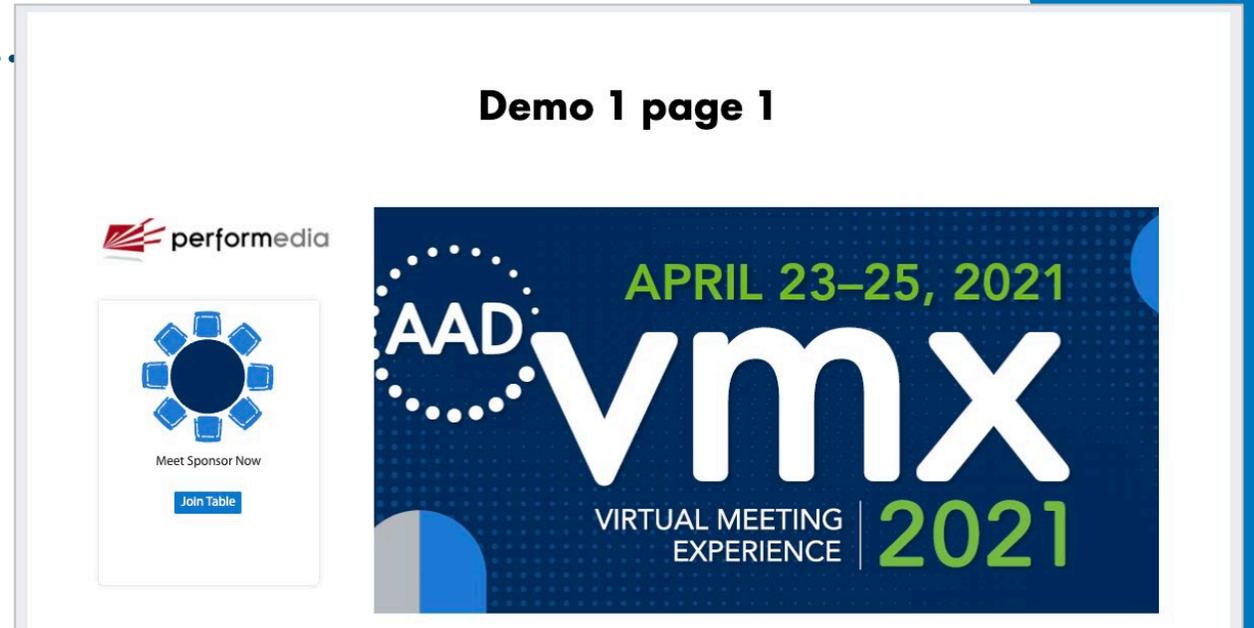
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[+ Add To My Schedule](#)

Exhibit Booth Features

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If enabled, attendees can join your staffed networking table to chat by text or video.



Meeting Scheduler

Plot your availability for an appointment during the event.

Start by providing start and end dates for appointment times.

Once you input all necessary information, click **Add Schedule** to see your meeting schedules plotted on the calendar. Information includes:

1. **Meeting Length:** Duration of the meeting.
2. **Time Between Meetings:** Breaks you want to take in between meetings.
3. **Start Time:** The time when you will be available for a meeting.
4. **End Time:** The time when you will end during the day.
5. **Contact us:** Company Representative email.

Appointment Schedule

My Profile

Change Password

Edit My Page

Appointment Schedule

Add Representatives

My Appointments

View My Page

Start date End date

Meeting Length Time Between Meetings Start Time To End Time

Add Schedule

SEPTEMBER 2020

MON	TUE	WED	THU	FRI	SAT	SUN
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Meeting Scheduler

In **My Appointments**, you can view all scheduled appointments that attendees have booked during the event.

The screenshot displays the 'My Appointments' page. On the left is a sidebar menu with the following items: My Profile, Change Password, Edit My Page, Appointment Schedule, Add Representatives, My Appointments (highlighted in blue), and View My Page. The main content area is titled 'My Appointments' and contains a table with the following header:

Attendee Name	Booking Date	Booking Time	Action
---------------	--------------	--------------	--------

Help

Click the **Help button** to chat with support or email support@performedia.com

A **Video Guide** is available on the Edit Exhibitor Booth page.

The screenshot displays the 'Edit Exhibitor Booth' interface. On the left is a navigation menu with options: My Profile, Change Password, View My Profile, Edit Exhibitor Booth (highlighted), Meeting Scheduler, My Meetings, and View My Page. The main content area includes a header with booth levels (Silver, Gold, Platinum), a 'View Exhibitor Booth' button, and a form for editing booth details. The form includes a 'Title' field (containing 'Demo - Test 1') and a 'Content' field with a rich text editor. Below the content field are sections for 'Company Logo' and 'Image Banner'. A red arrow points from the 'Image Banner' section to a 'Help' button in the bottom right corner. An inset window shows a chat interface with the URL 'https://tawk.to/chat/5f92f4ab194f2c...', a 'Send message' header, a request to fill out a form, and input fields for Name, Email, and Message, along with a 'Submit' button.