



# **VIRTUAL EXHIBITION MANUAL**

**Monday 6 September – Thursday 9 September 2021**  
**VIRTUAL**

## Exhibition Manual Instructions

Welcome to the exhibition manual for the 2021 Joint Australasian Sexual Health and HIV&AIDS Conferences: VIRTUAL. Please ensure you view each section of this exhibition manual to ensure smooth logistics during the lead up to and during the Conferences.

### ITEMS YOU NEED TO PROVIDE TO THE CONFERENCE SECRETARIAT

- Signed Terms and conditions, page 17 of the Sponsorship & Exhibition Prospectus.
- Company logo (JPEG min 300DPI)
- Company profile 100 words (word document)
- Material to be included on your virtual exhibition booth
- Register company staff participating on the virtual booth

## Requirements Check List

Item	Deadline	Tick when completed
50-word company profile and logo	Friday 13 August	
Signed conference Terms and conditions		
Register Staff online	Friday 13 August	
<b>Promote your participation</b> at the conference Add Conference logo to email signature, website and newsletters to advise contacts you will be at the conferences	Ongoing	
<b>Exhibition Booth Requirements</b>		
Watch the Exhibitor Demo video	Friday 13 August	
Downable Handouts (PDF ( <i>max file size 5MB</i> )/ link / Video link e.g YouTube + a short synopsis of that video)	Friday 13 August	
Advise conference secretariat who will be manning your virtual booth so the correct staff profile is available in the platform	Friday 13 August	

## Exhibition Opening Hours

We recommend exhibitors be at their virtual booth during all breaks.  
Delegates will not be able to leave you a message if you are not at your booth.

<b>Day 1, Monday 6 September 2021</b>	
11:00am – 11:30am	Delegate Free Time
1:00pm– 2.00pm	Delegate Free Time
3.30pm – 4.00pm	Delegate Free Time

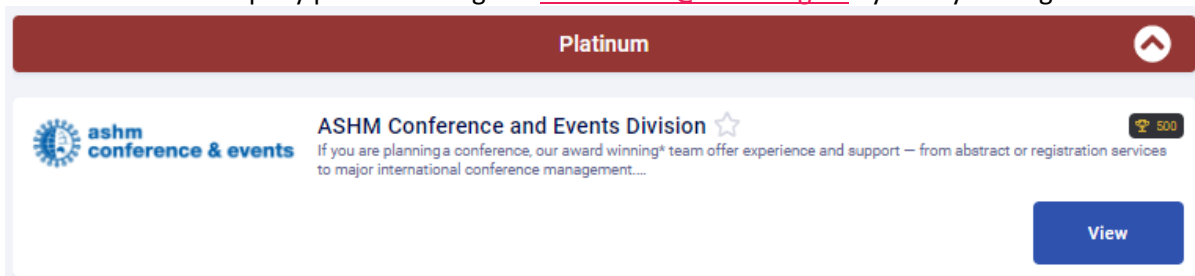
<b>Day 2, Tuesday 7 September 2021</b>	
11:20am – 11:30am	Delegate Free Time
1:00pm– 2.00pm	Delegate Free Time
3.30pm – 4.00pm	Delegate Free Time

<b>Day 3, Wednesday 8 September 2021</b>	
11:00am – 11:30am	Delegate Free Time
1:00pm– 2.00pm	Delegate Free Time
3.30pm – 4.00pm	Delegate Free Time

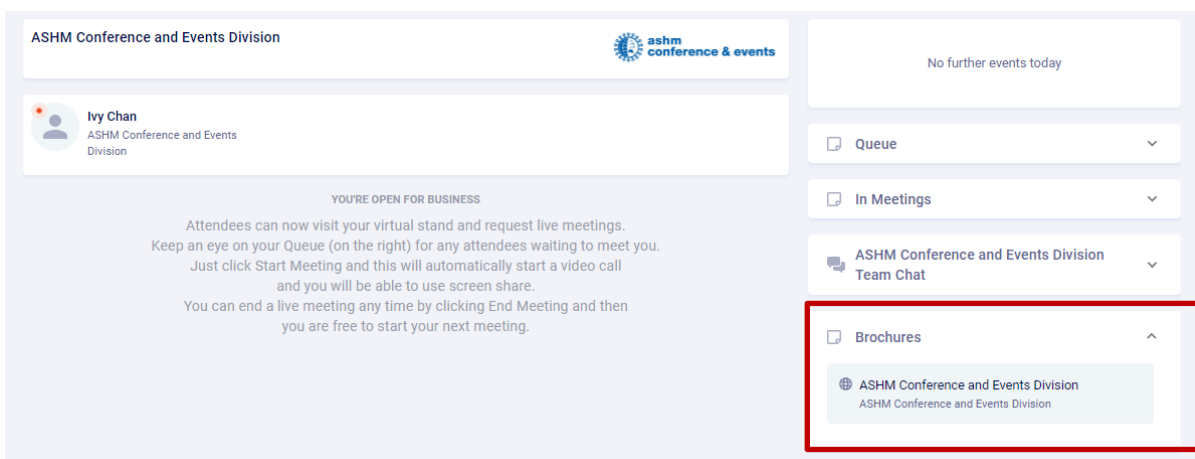
<b>Day 4, Thursday 9 September 2021</b>	
11:10am – 11:30am	Delegate Free Time
1:00pm– 2.00pm	Delegate Free Time
3.20pm – 4.00pm	Delegate Free Time
5.30pm – 6.00pm	Delegate Free Time

## Virtual Booth Requirement

- **Company Profile and Logo**
  - Company profile and logo will be displayed on the exhibition page. Please email your company profile and logo to [conference@ashm.org.au](mailto:conference@ashm.org.au) by Friday 13 August.



- **Downable Brochures**
  - Conference delegates can download any exhibitor's materials on the right of the virtual booth. Exhibitor can include as many "brochures" as you want as long as the **file format is PDF (max file size 5MB)/ link / Video link e.g YouTube. It is also optional to include a short synopsis of that video**
  - Please send us the files by Friday 13 August via email [conference@ashm.org.au](mailto:conference@ashm.org.au).



### Important items to note:

- Delegates cannot leave you a message if you are not at your booth, but they can connect with you via meeting hub at any time
- You need to provide the names of the staff who are virtually manning the booth to the conference secretariat. Only those names that have been provided will have access to the virtual booth
- You will hear a 'ding' noise when a delegate has arrived at your booth. You will need to be logged into the exhibition to be able to hear this sound.

## How to access your Virtual Booth

Watch the [demo video](#) to get familiar with the virtual platform. Portal login details will be sent closer to the conference. Live support is also available online if you are facing any portal issues.

## Marketing and Promotion

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We are excited you are participating in the Conference. To assist you in promoting your participation we are providing you with tools to market your involvement in the conference/s, we suggest the following:

- **Logos & website advertising banner:** The conference logo or web banner displayed on your promotional material indicates your involvement in this Industry respected annual event. Please use the meeting logo or banner in emails, on your website, in your newsletter, in print advertising and other promotional materials. When using our logo or banner online, please link back to <https://shhivconferences2021.com.au/>

[Access the Digital Toolkit for our logos](#)

## Registration

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Sponsors and Exhibitors are entitled to discounted registration rates to attend the Virtual Conferences. Please note these rates are strictly for sponsors and exhibitor staff only and are not for delegates who are being supported by sponsors to attend.

Contact [linda.starke@ashm.org.au](mailto:linda.starke@ashm.org.au) for instructions on how to access the discounted rates.

Standard Registration rates and program overview can be found on the [conference website](#).

Please note the below deadlines apply for ALL registrations

Registration Deadline: Friday 13 August