



**bloo
loop.**

V-Expo

Thank you for booking a booth at the blooloop V-Expo

here's what we need to set you up

There are 3 elements needed to complete your exhibitor's package:

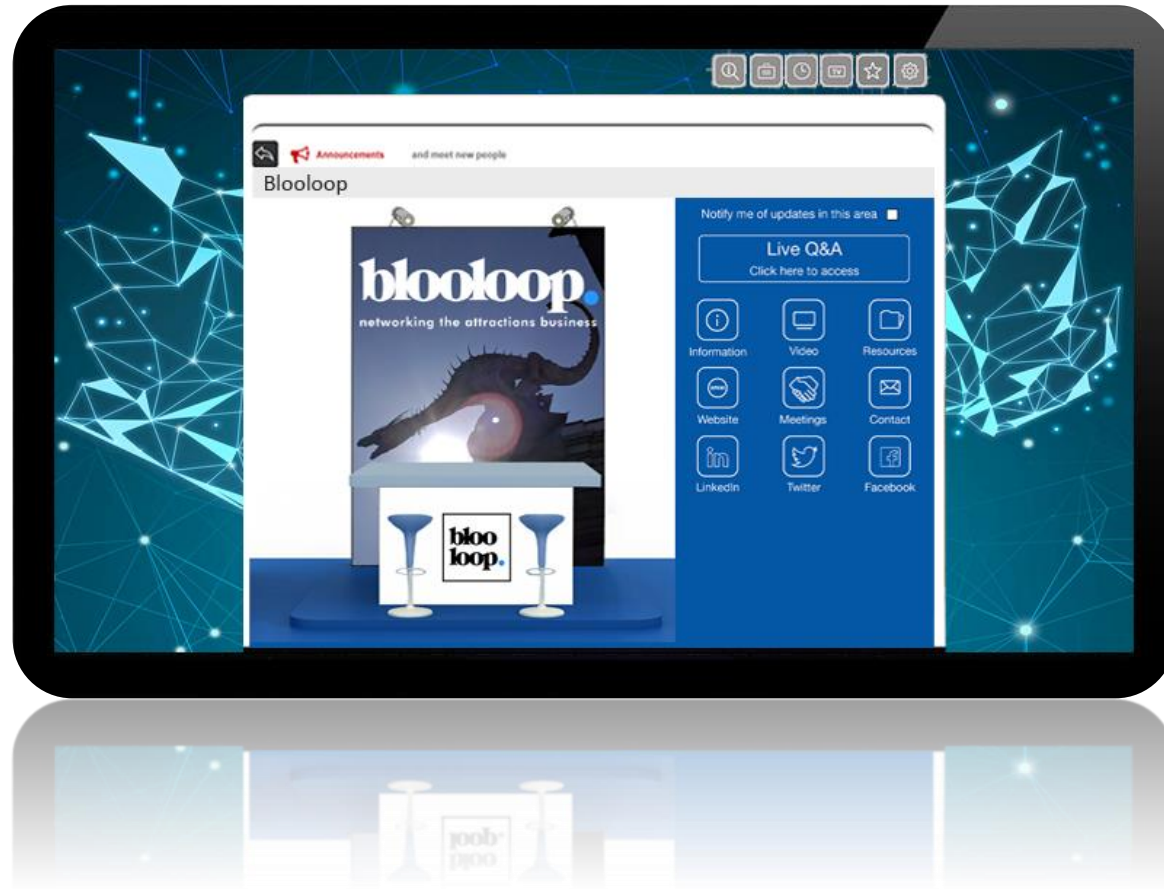
- Booth design
- Booth content
- V-Expo content

Click below to find out details:

- [Standard Booth](#)
- [Deluxe Booth](#)

We will be keeping in touch over the coming weeks to make sure you have everything you need and share top tips. Before the V-Expo we will also be running a live session to help you understand how to get the most out of the event. But of course you can contact us at any time for information or assistance at events@blooloop.com.

Standard Booth



Here's what we need to get your booth up and running. We are working with our partners iVent who will be liaising with you on the booth design, and will also be contacting you with your login to the admin area.



Standard Booth – booth image

To complete your booth design please send the following assets to studio@ivent-hq.com and [cc events@blooloop.com](mailto:events@blooloop.com):

- Your booth name.
- The names and email addresses of any other colleagues you would like to be booth admins.
- An image to go onto your booth banner. This should be 305x415px. Please note that the visible area is above the table and also that the image and any message should be big enough to be **readable on a mobile screen**. If you don't have a graphic for this we can create one if you would like to supply a background image and messaging plus any other information (eg fonts/colours).
- A high res logo. We will place this on the table as shown. (Note this area is 235x145px if you would like to provide a ready-sized graphic instead.)
- Specification of the signature colour you would like to be used on your booth.
- Please note, the booth has to be readable on mobile as well as desktop. The blooloop V-Expo is **specifically designed with mobile in mind** with a smaller booth image and a clear keypad to enable attendees to access functions in a simple and consistent way across the exhibition.



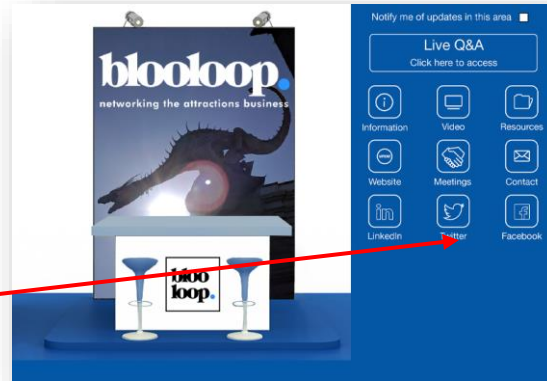
Deadline – Booth designs should be finalised by **11th September** but please try to complete as soon as possible.

Standard Booth – booth content

You will have access to the admin area to load the content for your booth (log in details will be emailed from iVent).

Your booth has the following functions and content:

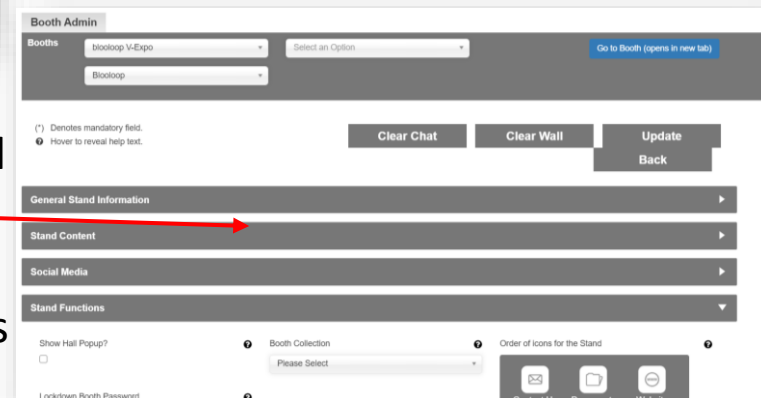
- Key information, Documents and FAQs
- Links to website and social media
- 3 videos
- Live chat, meetings and message wall
- Data reporting



The admin panel is pretty intuitive, there's a preview function, and there are helpful tooltips, guides and videos accessible within the admin area.

Of course if you need more assistance we are here to help. Over the next few weeks we will be sharing top tips and supporting you in getting your booth completed.

Deadline – you can change these elements up to and during the event but we would encourage everyone to get their content finalised well in advance and then make tweaks during the event.



Standard Booth – V-Expo content

You also have the following additional items which will be included in the V-Expo:

- 1 item in Resource Centre
- 1 announcement during the V-Expo to encourage attendees to visit your booth (content and timing needed)

Deadline – Both items submitted by **11th September latest but please try to complete as soon as possible.** Announcements will be scheduled on a *first come first served* basis. Send to studio@ivent-hq.com and cc events@blooloop.com.

Don't forget to get your personal profile up to date ready to start networking!

Standard Booth – optimising

Getting the most from your booth

An online event is quite different to a physical expo. In the week prior to the event there will be a live session for exhibitors explaining how to make the most of your V-Expo booth. We will also be in touch regularly over the next few months, sharing top tips and updates. Content and smart networking will be key.

Getting the word out

Don't forget to spread the word. As well as an exhibition we have an amazing line-up of speakers in our conference. Attendance to the blooloop V-Expo is free so please invite your colleagues and contacts to come along. The registration page link is [here](#).

Adding other features to your booth

Some of the features from the deluxe booths are available as add ons to standard booths, eg video chat, additional announcements. Please contact Ella at events@blooloop.com to discuss a bespoke package.

Deluxe Booth – booth image

1. Basics

We need from you:

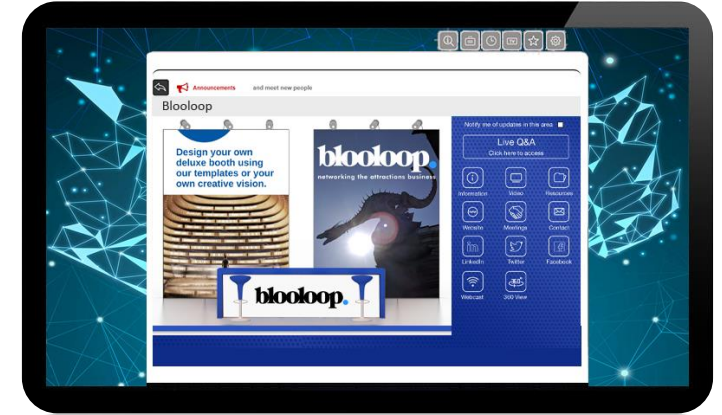
1. Your booth name
2. The names and email addresses of any other colleagues you would like to be booth admins
3. A high res logo
4. Specification of the signature colour you would like to be used on your booth.

Please send to studio@ivent-hq.com and cc events@blooloop.com:

2. The design

This is where you can have complete creative freedom with 2 options for your booth design.

Note that the blooloop V-Expo is **specifically designed with mobile in mind**, with a smaller booth image and a clear keypad to enable attendees to access functions in a simple and consistent way across the expo. So don't make text too small or images too busy - the booth has to be readable on mobile as well as desktop.



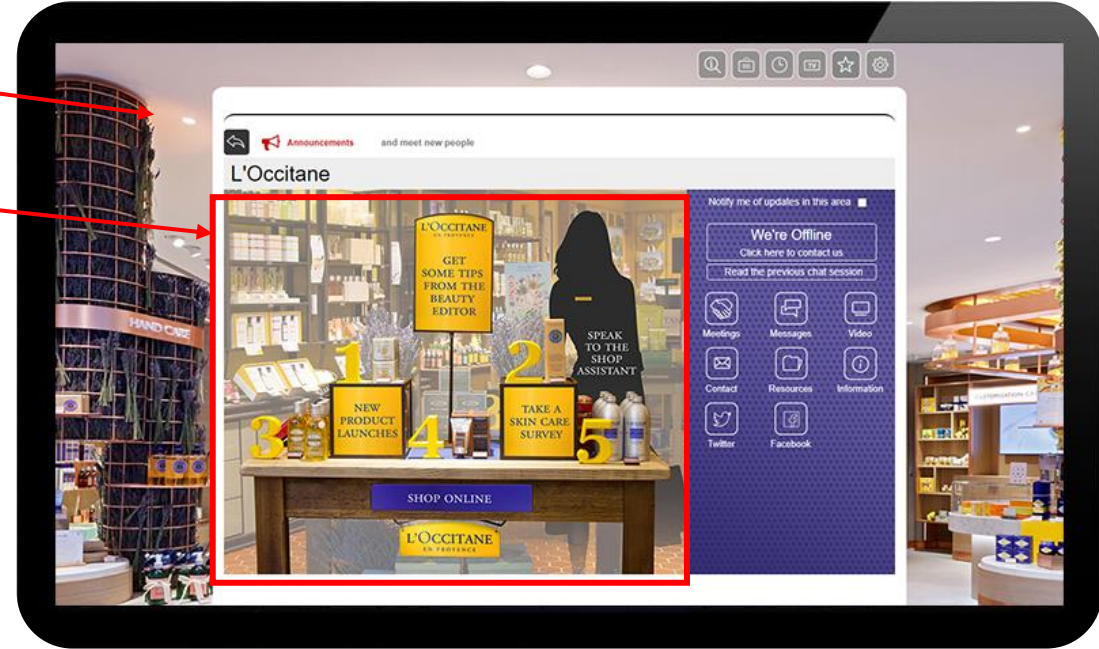
Deluxe Booth – booth image

Option 1: Design the whole page!

We need an image for the background (3000x3000) and one for the booth (red area – 644wx544h).

Please bear in mind:

- The background image will only be fully visible on desktop and varying amounts of the image will appear depending on the viewer's zoom and screen aspect ratio.
- Don't make text too small or the image too busy - the booth has to be readable on mobile as well as desktop.
- You can have 3 clickable hotspots from the booth image so you might like to include obvious points on the image to click, eg a TV screen with a video ready to play, or a display stand with a document to view.
- **BE CREATIVE.** You could add images of your staff or avatars to the booth, have the background as your design studio or a project. This isn't the OCCC - you can push the boundaries of booth design beyond carpet packages and standard drapes! What can a virtual booth look like? What would you like to show potential customers? There will be an award for the best booth.

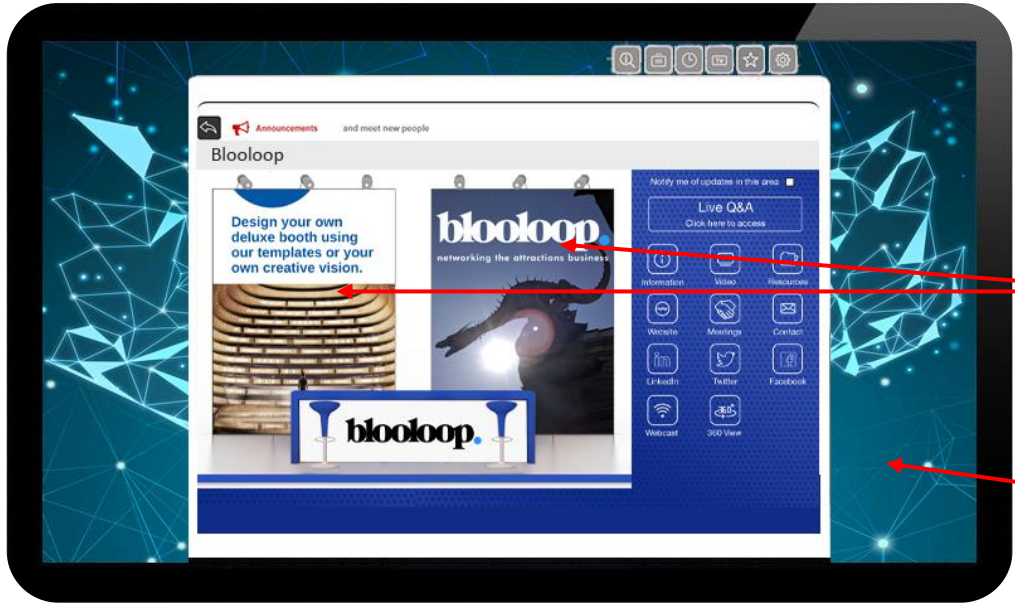


Deadline: 11th September latest but please try to complete as soon as possible.

Send to studio@ivent-hq.com and cc events@blooloo.com.

Deluxe Booth – booth image

Option 2: Use our booth template



Designing the booth from scratch may not be your thing so we have a template that you can use. Send us a few design assets and we will do the rest. We need the following assets:

- 2 images to go onto your booth banners. These should be 305x415px. Please note that the visible area is above the table and also that the image and any message should be big enough to be **readable on a mobile screen**. If you don't have a graphic for this we can create one. Please supply an image and messaging plus any other information (eg fonts/colours).
- A 3000x3000 image for the page background. The background image will only be fully visible on desktop and varying amounts of the image will appear depending on the viewer's zoom and screen aspect ratio.
- You can have an option for 3 clickable hotspots from the booth image so you might like to think about including obvious points on the image to click, perhaps in the banner designs or other CTAs, eg adding a TV screen with a video, a document to download, or boxed text - see option A. Please provide images for anything additional you would like adding to your booth, eg TV screen, laptop etc.
- If in doubt, get in touch and we can talk through the requirements and design at events@blooloop.com.

Deadline: 11th September latest but please try to complete as soon as possible.

Send to studio@ivent-hq.com and cc events@blooloop.com.

Deluxe Booth – booth content

You will have access to the admin area to load the content for your booth (log in details will be emailed from iVent).

Your booth has the following functions and content:

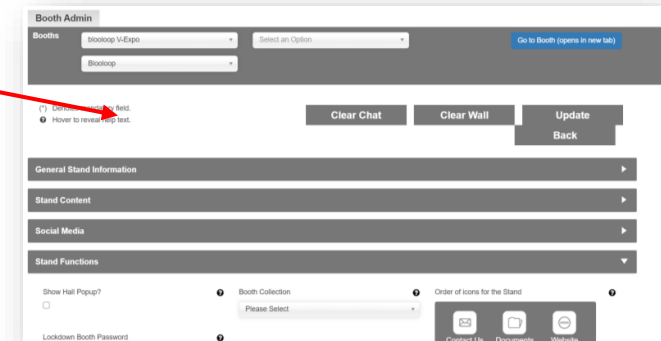
- Key information, Documents and FAQs
- Links to website and social media
- 9 videos
- Live chat, video chat, meetings and message wall
- Data reporting
- 3 Clickable hotspots from booth image
- 1 webinar
- 360 degree view



The admin panel is pretty intuitive, there's a great preview function, and there are helpful tooltips, guides and videos accessible within the admin area.

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Deadline – you can change these elements up to and during the event but we would encourage everyone to get their content finalised well in advance and then make tweaks during the event.



Deluxe Booth – V-Expo content

You also have the following additional items which will be included in the V-Expo:

- 3 items in Resource Centre
- 1 item in Delegates Bag
- 5 announcements during the V-Expo to encourage attendees to visit your booth (content and timing needed)

Deadline – Both items submitted by **11th September latest but please try to complete as soon as possible.** Announcements will be scheduled on a *first come first served* basis. Send to studio@ivent-hq.com and cc events@blooloop.com.

Don't forget to get your personal profile up to date ready to start networking!

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Additional features

Creating content will be really important for encouraging attendee interactions. We have opportunities for exhibitors to create webinars in the Innovation Auditorium.

Please contact Ella at events@blooloop.com to discuss options.