



AAO 2020 Virtual Expo: Frequently Asked Questions

Additional Options for Upper Level Booth Packages

Accurate as of Oct. 13, 2020. The following FAQs apply only to specific booth packages. Read your booth package features carefully. These will be expanded and revised in the coming weeks.

Location in the Expo Hall

What does it mean to be "graphically dominant" in the Expo hall?

When attendees visit the Expo, the first page they land on for the exhibition will contain the Visionary and Premium level exhibitors. There will be links to additional halls from that main Expo page.

Rotating Advertising in the Virtual Platform

Where will rotating ads show and how long will my ad be displayed in the rotation?

Depending on the booth package you have chosen, ads can rotate in the virtual meeting lobby, in a public area, or in the Expo halls.

The virtual meeting lobby is the home/landing page for the meeting. Each time an attendee enters AAO 2020 Virtual they start in the lobby. There will be a location in this lobby where ads will rotate every 8 seconds.

The Academy will place an additional ad location in a public area of the virtual meeting where ads will rotate every 8 seconds.

The Expo halls also have ad locations near the booths. Ads will rotate every 8 seconds.

What are the specs for rotating artwork?

Lobby:

- **Size:** 200 px x 160 px
- **File Type:** .jpg or .png
- **Due:** Wednesday, 10.21.20

Exhibit Hall:

- **Size:** 200 x 270 px
- **File Type:** .jpg or .png
- **Due:** Wednesday, 10.21.20

Can we supply one ad for each location?

Yes, you can supply different artwork for each location specified in your booth package.

Can we supply a different ad for each day of the meeting?

No, each company may supply only one ad to display for each location specified in their booth package to run for the duration of the meeting.

Marquee Messages

Where is the marquee message displayed?

The marquee message scrolls along the bottom of most virtual meeting areas.

What is the message that will be displayed?

The message will be similar to: Be sure to visit {company name} in the Expo. Exhibitors cannot provide additional or substitute text.

Virtual Briefcase Webpage

What is the Virtual Briefcase webpage?

The Virtual Briefcase webpage will be built in the Expo section of the Academy's website (AAO.org). Visionary and Premium exhibitors are invited to provide a short description and PDF file(s) that visitors can download.

What do I need to provide?

Email promotions@aa.org:

- A short company description (max 80 words)
- Visionary exhibitors - two (2) PDF documents (no more than 10 MB each). You can send either a link to a PDF or the actual PDF file.
- Premium exhibitors - one (1) PDF document (no more than 10 MB). You can send either a link to a PDF or the actual PDF file (no more than 3 MB).

What is the deadline?

Provide all materials by Oct. 28.

How will you promote the Virtual Briefcase?

The Academy will send a blast email to all meeting registrants directing them to the webpage.

Can exhibiting companies who have not chosen Visionary or Premium booth packages participate in this opportunity?

No, this opportunity is reserved for the Premium and Visionary booth packages.

Email Advertising

What are the specs for ads placed in emails?

At the **Visionary booth package level**, exhibitors can choose to provide advertising for the final event reminder email or registration confirmations. There are two ad positions available on these emails to choose from:

- A sidebar graphic: 220 px h x 190 px w

OR

- A footer: 600 px w

All images can link to an external URL. Accepted image file formats include: .jpg and .gif.

At the **Premium booth package level**, exhibitors will provide advertising for one email newsletter prior to the meeting.

- A sidebar graphic or footer: 300 px h x 250 px w

All images can link to an external URL. Accepted image file formats include: .jpg and .png.

Email final artwork to promotions@aa.org by Oct. 19.

Can exhibiting companies who have chosen booth packages that do not include email ads purchase email advertising opportunities a la carte?

Yes, subject to availability, the Academy's web team sells web banner and e-blast advertising year-round. For more information contact Jen Callow, jcallow@americanmedicalcomm.com.

Industry Showcase Theater

When are Industry Showcase presentations and how will they be scheduled?

Industry Showcase presentations run throughout the day, Nov. 13-15, concurrently with AAO 2020 Virtual meeting content.

The specific schedule will be determined by the number of exhibitors who come in at the appropriate booth package levels. The Academy will make every effort to honor exhibitor preferences for specific time slots, as well as proximity to Academy content and other exhibitor Industry Showcases.

How many attendees do you expect for each session? Can attendance to these events be restricted?

We are unable to accurately predict the number of attendees who will attend an Industry Showcase. All AAO 2020 Virtual meeting attendees, including exhibitors, can access the entire virtual meeting platform. Attendance cannot be restricted to these events.

After the Industry Showcase presentation, when will the Academy share a list of attendees?

Reports on those who attended the Industry Showcase will be available shortly after the meeting. For each showcase you will receive a full list of all participants (name, mailing address, email and attendee demographics), similar to the content received when scanning their badge at a live event.

How will you promote the Industry Showcase?

The Academy will post information about all presentations on our website, AAO.org, and in the Virtual Meeting Guide. We will also send a blast email to all meeting registrants outlining the full Industry Showcase schedule.

Are Industry Showcase presentations live or pre-recorded?

All Industry Showcases will be live broadcast. The industry showcases can be live the day of the event, or be entirely pre-recorded using your own AV company, or a combination of pre-recording the content (talk, demonstration, etc.) and then have speakers live in a Q&A format to answer questions. Using pre-recorded material for at least part of the showcase reduces the risk of technical issues.

Technical support will be provided to create and broadcast the showcase whether it is a simulive event or a live streaming event.

Is there an opportunity for Q&A after each presentation?

Yes, within the allocated presentation time you can conduct a live Q&A session.

Can showcase time slots be combined to create a longer presentation time (e.g. combining two 30 min. presentations into one, hour long presentation or turning three 30 min. presentations into two 45 min. presentations)?

The Academy is willing to work with exhibitors on these types of requests, but per industry best practice the Academy discourages sessions longer than 45 min. Online attendees prefer shorter presentations.

Will the Academy review the presentation content prior to the showcase?

No, content and speakers are chosen by the company. Presentations are not reviewed by the Academy.

Will the Academy own the content at the conclusion of the showcase?

No, but unless otherwise notified, the content will be recorded and made available to attendees after the live broadcast in the on-demand portion of the virtual meeting.

Do those presenting in the Industry Showcase need to register for AAO 2020 Virtual?

No. All speakers will be given a specific link to participate in your Industry Showcase that provides limited access to the platform for your event only.

Can presenters in an Industry Showcase also be AAO 2020 Virtual presenters?

Yes. But for those presentations that are live or simulive (containing both live and prerecorded elements), you must ensure that your invited speakers do not have a conflict with the live broadcast of AAO 2020 Virtual. To conduct this check:

1. Open the Virtual Meeting Guide, www.aao.org/2020guide.
2. Choose the correct day under the “Filter by Day” drop down menu.
3. Choose “Virtual Meeting Live Broadcast” in the “Filter by Special Interest” drop down menu.
4. Type in the name of the presenter in the search box.

If the presenter’s name appears in the Virtual Meeting Guide search results, check the time of their presentation against your scheduled Industry Showcase. Like an in-person meeting, individuals cannot appear live in two different locations within the virtual meeting platform at the same time.

Can exhibiting companies who have chosen booth packages that do not include Industry Showcases purchase the Industry Showcase a la carte?

No, Industry Showcases are reserved for the Champion, Premium and Visionary booth packages.

Pre- and Post-Show Webinars

When can pre- and post-show webinars take place?

Any date before Friday, Nov. 13 or after Sunday, Nov. 15.

What is the Academy's role in producing these webinars?

The Academy will set up the webinar using our Zoom account and provide staff support for the webinar. If requested, the Academy will:

- Provide a rehearsal
- Record the webinar

Registration for the webinars will be done through Zoom. The Academy will send AAO 2020 Virtual meeting registrants an email with the link to register. There are automatic reminder(s) sent to those registered through Zoom.

Best practice is to have a moderator who can run the presentation and advance slides. If multiple speakers, it's recommended to combine all slides into one slide deck to save time and reduce technical difficulties.

Zoom has the capability for both chat and Q&A. You can request to turn these off if you don't want to have them available. Best practice is to have the moderator ask the questions of other presenters. If requested, Academy staff can ask the questions.

The webinar can also be recorded in the Zoom platform, if requested. The Academy will provide the company with the recording.

Can the attendance to these events be restricted?

No, not if using the Academy's Zoom account. If the purchasing company chooses to handle the registration of attendees, they can restrict registration to their clients or other constituents and provide a list of registrants to the Academy for uploading to the Zoom platform.

How will the Academy promote these webinars?

The Academy will post information about all presentations on our website, AAO.org and we will also promote through a blast email to all Academy members. However, if the company needs to restrict registration and chooses to manage the registration process themselves, the Academy will not be able to provide marketing.

Will the Academy review the presentation content prior to the webinar?

No, content and speakers are chosen by the company. Presentations are not reviewed by the Academy.

Can exhibiting companies who have chosen booth packages that do not include pre- or post-show webinars purchase a webinar opportunity a la carte?

No, pre- or post-show webinars are reserved for the Visionary booth package only.