



SUSTAINABLE PLACES 2021

Sep. 28 - Oct. 1, 2021 | Rome, Italy

SP2021 Virtual Booth Instructions

The following 13 data points are (all) required for SP2021 “Virtual Booth” setup

(One per project, setup info [due 17th Sept. to zia.lennard@r2msolution.com](mailto:zia.lennard@r2msolution.com))

1. **Acronym of the project** - The acronym of the project (e.g. SP2021)
2. **Name of the project** - The full name of the project (e.g. Sustainable Places 2021)
3. **Project logo**: center aligned; editable file; High definition, recommended: 1080x1080px; Max file size of 1MB; Acceptable file extensions are: .png, .jpg, or .jpeg
4. **Background image**: center aligned; editable file; High definition, recommended: 1500x1000px, minimum: 1000 x 670px ; Max file size of 1MB; Acceptable file extensions are: .png, .jpg, or .jpeg)
5. **About the project** (short information about the project) - A few words to make the booth more descriptive for the event attendees. While there’s no character limit per se and it will be truncated with a ‘read more’ link, brevity is highly preferable in this section. For a more dynamic written section, please see n°12 of this list and the included link therein.
6. **Up to 3 Keyword tags** - Labels or filters to sort booths by categories and help attendees to quickly navigate through multiple booths during the event. This is very important so please be both specific and generic (e.g. renovation, business models, etc.) and specific (e.g. prefabricated envelopes, one-stop shops, etc.)
7. **Social media accounts** (any or all the following four options): LinkedIn, Facebook, Twitter, Instagram
8. **Project website** - The link that will bring to the organization’s website.
9. **‘Call to Action’ button offer** - Use this field to write a special offer for booth visitors. It could be a discount, special access, coupon code, or anything. It’s optional text, not tied to anything programmatically.
10. **‘Call to Action’ Button text**. Any short text used as a click to action for the attendees. The actions can be only one of the following two options: Register Interest (email collection), Hyperlink
11. **Contact email** - The email address where all emails from attendees who click the “Register Interest” button will be delivered (e.g. sustainableplaces@r2msolution.com).
12. **Additional information** - to be shown under the main content provided in the Expo Booth’s Homepage. Follow [this guide](#) to set that up. As mentioned in n°5 of this list, here you can add a bit more detailed, dynamic, and formatted info about the project specificities (e.g. partners in the consortium with each



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website, demonstrations in the project with brief descriptions, key exploitable results with images, regular hyperlinks and hyperlinks to media files, etc.)

13. **IMPORTANT – Pre-loaded booth content:** There are three pre-loadable content options, you can only choose one of them and they cannot be combined (e.g. unfortunately you cannot have a video or slides and then for a designated time switch to a live booth manager, this is because once the event starts backend changes to Hopin are not possible):

Live booth manager (with a holding image if the manager is away from their computer) using live chat and moderated webcams for up to 10 simultaneous visitors. [This brief video](#) illustrates how this content option would look and operate.

Pre-recorded video. You can place pre-recorded videos from YouTube, Vimeo, or Wistia on the Expo. Instead, you could assign a full YouTube playlist to let attendees select which video(s) they want to watch. This would be ideal if your project has multiple videos. *Note:* The playlist link must include <https://www.youtube.com/playlist?list=>

Google Slides presentation. The link to any Google Slides presentation that is web-published. *Tip:* The published Slides link will always start with <https://docs.google.com/presentation/d/e/> VS <https://docs.google.com/presentation/d/> if not published to the web. Publishing Slides to the web is easy with *File > Publish to the web* menu on the Slides page. Once published, be sure to *copy the link that's inside the popup window* (not in the Browser address bar at the top of the page). If the presentation is set up on the Slides to auto-advance, it will not translate through in the booth, so the auto-advance feature should not be embedded in the presentation.

OPTIONAL: **Tool integrations (up to 3 maximum).** On [this webpage](#) there are 3 pages of possible tool integrations to choose from (e.g., Slido, Mailchimp, etc.). Please send clear and simple instructions if any integrations are desired