



SP2023 Virtual Booth Instructions

The following 12 data points are (all) required for SP2023 “Virtual Booth” setup

(One per project, setup info **due 10th June 2023** to sustainableplaces@r2msolution.com)

1. **Acronym of the project** - The acronym of the project (e.g., SP2023)
2. **Name of the project** - The full name of the project (e.g., Sustainable Places 2023)
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 and it will be truncated with a ‘read more’ link, brevity is highly preferable in this section which should be plain (unformatted) text. To add more detail (with formatting), please see n°11 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., 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** - The actions can be only one of the following two options: Register Interest (email collection), or a hyperlink
10. **Contact email** - The email address where all emails from attendees who click the “Register Interest” button will be delivered (e.g. sustainableplaces@r2msolution.com).
11. **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 website, demonstrations in the project with brief descriptions, key exploitable results with images, regular hyperlinks, and hyperlinks to media files, etc.)
12. **Video or slides**: There are two pre-loadable content options, you can only choose one of them as below.

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.