

XPOMANIA

01

# CONTENT PREPARATION



January 2021

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# EVENT LOGO

## REQUIREMENTS

VERSION	Original Logo (Colors version)
FORMAT	.png / .jpg
DIMENSION	Min. width 512px
FILE SIZE	Max. 1MB
FILE NAME	Event Name_Logo

**Note:** It would be even better if you also provide the applicable guideline logo as well.



# EXHIBITOR LOGO

## REQUIREMENTS

VERSION	Original Logo (Colors version)
FORMAT	.png / .jpg
DIMENSION	Min. width 512px
FILE SIZE	Max. 1MB
FILENAME	Exhibitor Name_Logo

**Note:** Our team will also create a 3D version of the logo for the booth, so it would be better if you also provide the applicable guideline logo as well.



3D Logo on the booth





Poster Wall

# POSTER WALL

## REQUIREMENTS

DIMENSION	842 x 1191 pixels (A3 Paper size)
ORIENTATION	Portrait
FORMAT	.jpg / .png
FILE SIZE	Max. 2 MB
FILENAME	Exhibitor Name_Poster Title

Note: Please give instructions on the specific filename for the main poster that will be attached to the booth as a wall poster. e.g. Exhibitor Name\_Poster Wall 01

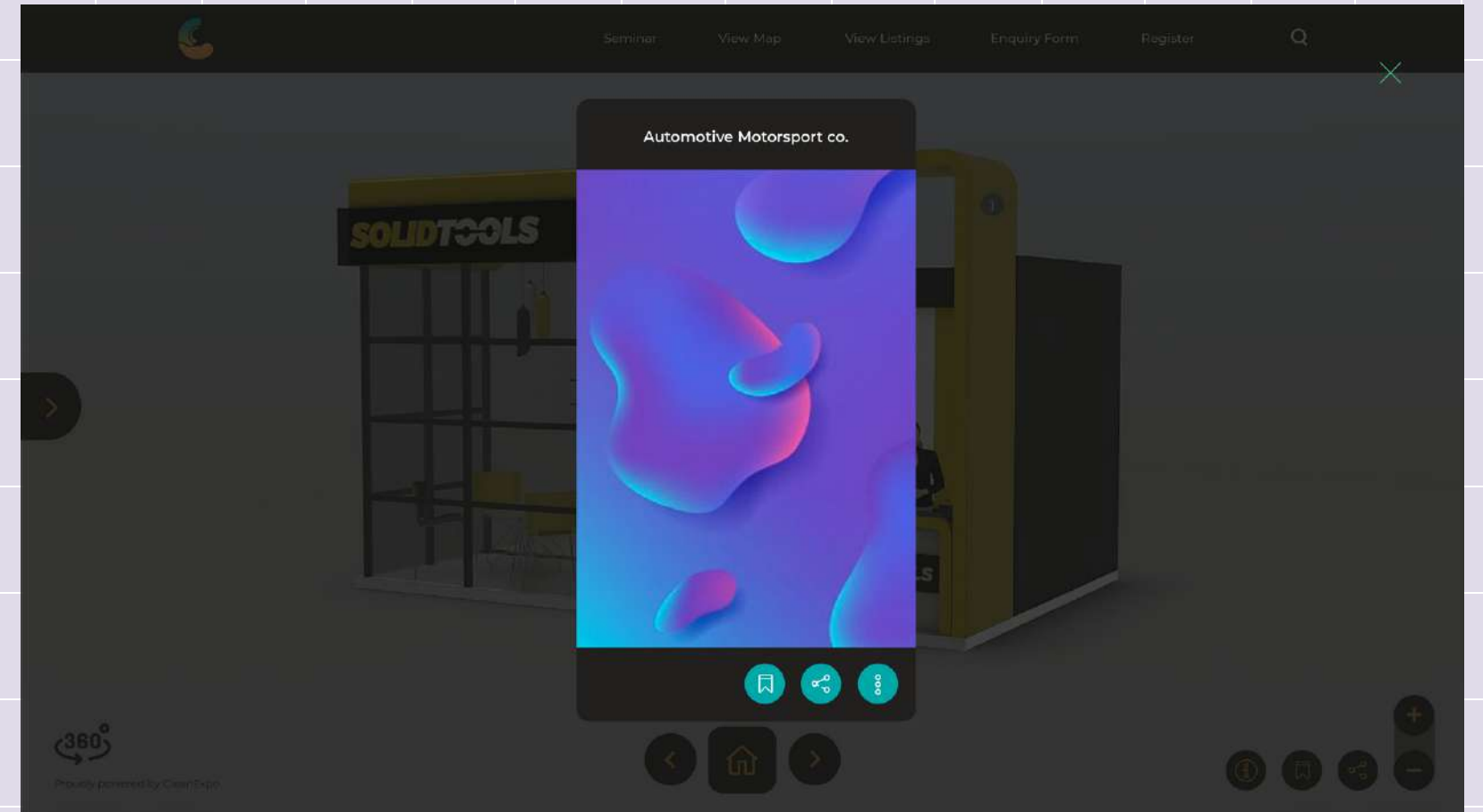


# POSTER POP-UP

## REQUIREMENTS

DIMENSION	842 x 1191 pixels (A3 Paper size)
ORIENTATION	Portrait
FORMAT	.jpg / .png
FILE SIZE	Max. 2 MB
FILENAME	Exhibitor Name_Posters Title_Sequence

**Note:** The maximum recommended number of pop up slides is 5 posters.



Poster Pop up



# VIDEO WALL (CUT)

## REQUIREMENTS

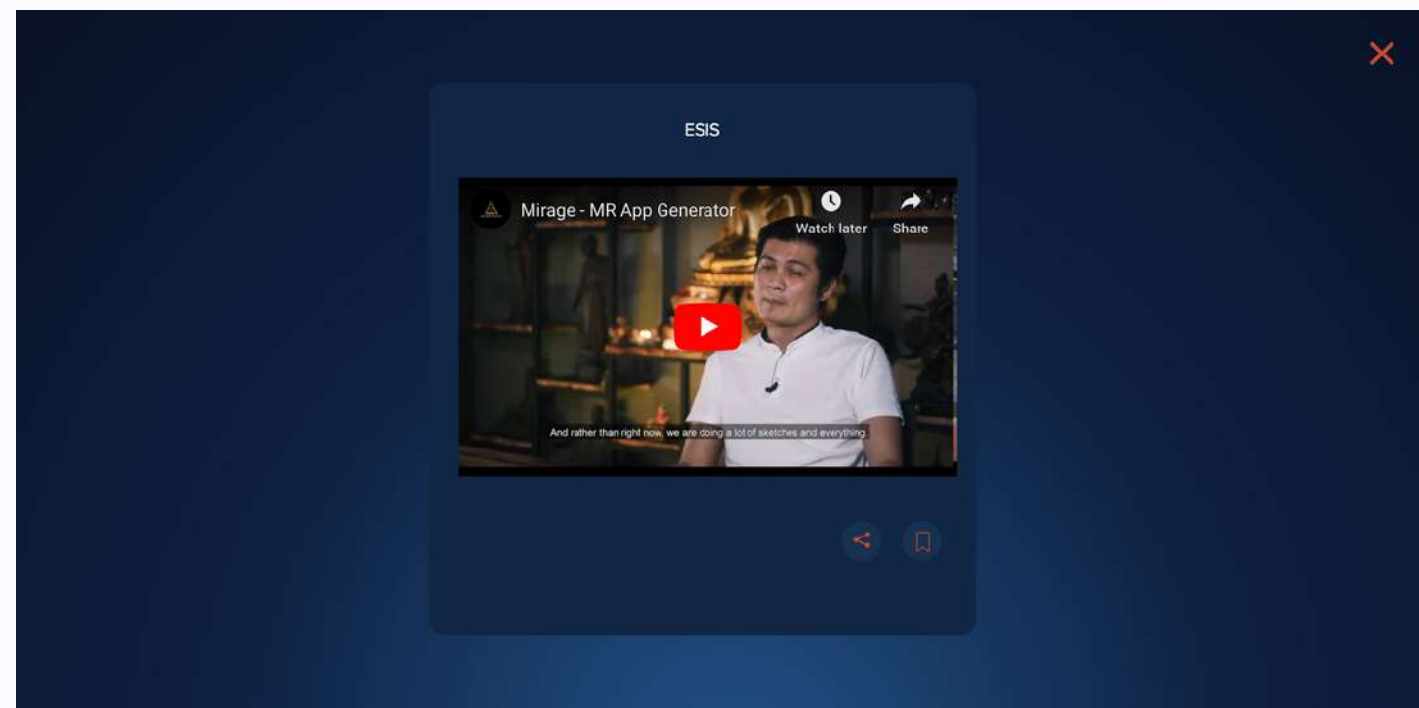
DIMENSION	16:9 Screen Ratio
ORIENTATION	Landscape
FORMAT	.mp4
FILE SIZE	Max. 5MB
DURATION	10s -15s
FILENAME	Exhibitor Name_Video Title

**Note:** If you don't provide a video file for your video wall display, our team will cut the full version of the video randomly (usually 10-15s in the first scene of the video or the best part in our opinion)



Video Wall





Video Pop up  
(Full Version)

# VIDEO FULL VERSION

## REQUIREMENTS

<b>DIMENSION</b>	16:9 Screen Ratio
<b>ORIENTATION</b>	Landscape
<b>FORMAT</b>	.mp4
<b>FILE SIZE</b>	Unlimited (via YouTube*) ; Max.5MB (via Portal)
<b>DURATION</b>	Unlimited (via YouTube*)
<b>FILENAME</b>	Exhibitor Name_Video Title

**Note:** Requirements also apply to recorded webinar videos.

\*You must upload a high-resolution video to YouTube and provide us with a URL for each video.





# 3D Product

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## REQUIREMENTS

Please provide product photos from various angles for the needs of making a 3D version of your product. You can also provide product sizing dimensions for more accurate results.

**FILE NAME** Exhibitor Name\_Product Title\_Angle View



# LIMITATION

XPO

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BOOTH TYPE	POSTER WALL	VIDEO WALL	POSTER POP-UP	VIDEO POP-UP	3D PRODUCT
Small (S)	2	1	5	5	1
Standard Small (SS)	2	1	5	5	1
Medium (M)	3	2	5	5	1
Standard Medium (SM)	3	2	5	5	1
Large (L)	5	3	5	5	1

# 3D Booth Reskin

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## REQUIREMENTS

You can provide color themes according to the brand concept of each Exhibitor booth. You can choose 3D booth model from our catalogue here: <https://www.xpomania.com/booth-library>

Please provide information: Exhibitor Name\_Booth Model Code

Note: Changes are limited to color, not model structure.



BEFORE

AFTER



# Video Orbit

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## REQUIREMENTS

Our team will make a video orbit from the entire booth display to be like the original offline exhibition. Please determine a suitable timeline so that our team has sufficient time to make this video orbit before live event.





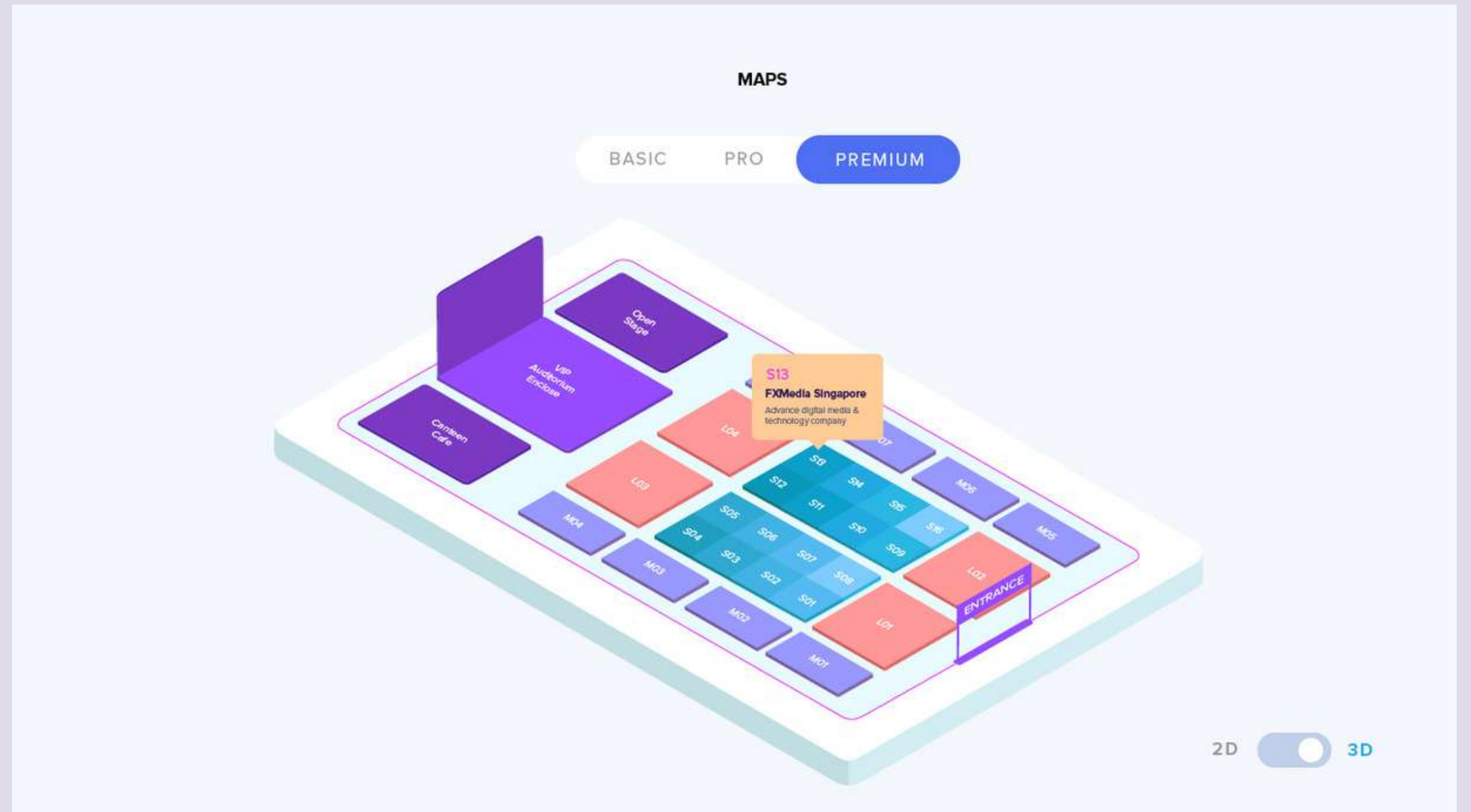
# Exhibition Maps

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## REQUIREMENTS

Please provide an exhibition map layout. We can recreate it in 2D and 3D isometric view.

FILE NAME    Event Name\_Exhibition Maps



# Landing Page

## REQUIREMENTS

Please provide suggested content, wireframes if any and event theme guideline such as colors, typography, design style, etc. Along with logos, images, videos, copywriting, social media, etc

# Exhibition Website Theme

## REQUIREMENTS

Please provide the event theme guideline. We will design a website exhibition theme that matches the concept of the event theme such as color and style of the event as a unified event concept.





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**THANK YOU**

[www.xpomania.com](http://www.xpomania.com)

