

# What you need to present your trade fair booth

Here we'll explain which elements we need from you to present your trade fair booth and which optional elements you can use to optimise it



1

## Selection of your booth\*

Depending on what you have ordered (S, M, L or XL), select from among the available booth variants the one you like best.

In the following steps you can customise your booth.

2

## Image for booth background\*

For a customised look, upload an image for the background as a **lossless PNG file** format. The required dimensions depend on the selected booth variant will be communicated in the online form.

Do **not include text in the background image** as it may get covered by graphic elements.

3

## Roll-Ups\*

The online form gives you the possibility to **freely determine the order of your products** on the roll-ups at your booth.

You can integrate **individual texts** for product names, headline and subtitle, and assign these **your corporate colours**. Choose **one image** per product.

4

## Brochure holder\*

The brochure holder contains the schematic **image of a brochure in your corporate design**.

We automatically take the image from your online presentation. Optionally, you can book additional brochures, independent of your online presentations.

5

## Virtual booth attendant\*

Select the virtual booth attendant image you like best from those available in the online form.

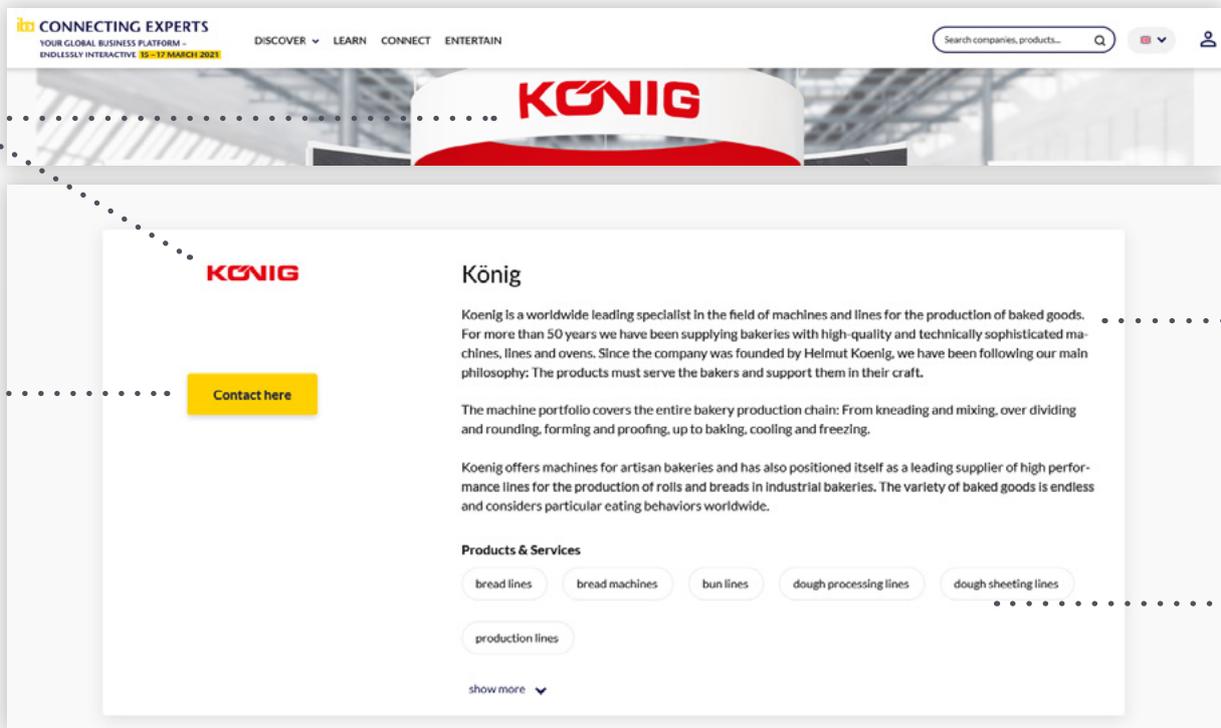
The L and XL packages allow you to **upload a full-body photo (without background) of your own booth attendant** in the PNG file format (height at least 1500 px).

6

## Video screen

An optional corporate video can complement your trade fair booth and **present your company to a wider audience**.

For this we need a **link to your video on YouTube or Vimeo**. Other video links are not supported by our system.



**7**

**Company logo\***

For the branding of your booth we need **your company logo (transparent background)** as a PNG file with at least 500 x 500 px resolution.

In addition, you can also integrate your logo into your booth background image.

**8**

**Your booth profile\***

Characterise your company and your basic product and service portfolio in **up to 1,000 characters**.

Make full use of the space available. The profile will be displayed below your booth.

**9**

**Product keywords\***

Which instruments, systems, software or services are central to your portfolio?

Enter **up to 20 keywords**, separated by commas.

**10**

**Contact for sales leads\***

We need a contact email address to send your leads to. Do not use personal addresses but **generic ones such as info@, sales@, marketing@** etc.

This ensures the sales leads will reach you even if individual employees are absent.

**+**

**Name of your booth\***

Please give us your **official booth name**. We recommend that you include at least the name of your company so that you can be found quickly and easily at the virtual event.

Company name extensions such as Ltd. or PLC will be removed.

**+**

**Live-Chat / Messe-Webinar**

If you have booked live chats or trade fair webinars, you will receive **separate online data forms** for these.

The chat feature and the webinars will be automatically linked to your trade fair booth.

When you book a trade fair booth, we will send you a link to an online form that will guide you easily and conveniently through the process. This is where to integrate all content, images and the video. If you have any further questions, please do not hesitate to contact us at [auftrag@lumitos.com](mailto:auftrag@lumitos.com).