THE AGGREGATE

Your Expo Hall Booth

Set Up and Control Your Single Booth

MAX IMAGE SIZE
700ppi 170ppi 300dpi

MAX IMAGE SIZE
900ppi 595ppi 300dpi

MAX IMAGE SIZE
288ppi 252ppi 300dpi

The single booths have three areas available for customizing. Two are color-themed background spaces for logos and one is a large, interactive area that appears like a projection screen.

The above example shows white .png art placed on a theme colored red background. To utilize the color theme as a background the logo should be placed as a .png file to allow for transparency.

DECISION MAKING
Decorating your booth should be done in a way that compliments or accents your brand, represented by your logos. Our staff will work with you to help with this vision.

Step 1: Select the color theme of your booth. We would like to know the PMS or "pantone"
number of your company's main logo color if possible. We can also work to match or compliment the logo color ourselves.

Step 2: Provide scalable logo graphics either as .eps, ai or .png for the two locations. Note that the graphic sizes in each location are different. The upper banner is ideal as a horizontal logo and the podium is ideal as a small vertical image or brand graphic.

Step 3: Determine the images and content to be displayed on your Content Screen

Step 4: Identify the locations to send visitors when your logos are clicked. Example: the small podium may be mouse-clicked to open a browser for your visitor taking them to a contact request page on your website.

With these branding and content assets in hand, our staff will prepare your booth for preview, orientation and implementation during your scheduled event.

CONTENT SCREEN
This booth type's interactive screen has two separate graphic display functions; attendee attraction, and message delivery. Let's take a look.

Attendee Attraction
Your customers will move around the Expo Hall looking for booths to visit. As they approach any booth, the black screens will suddenly flash to images you have stored to draw them into your booth. These are still images sized as shown above.
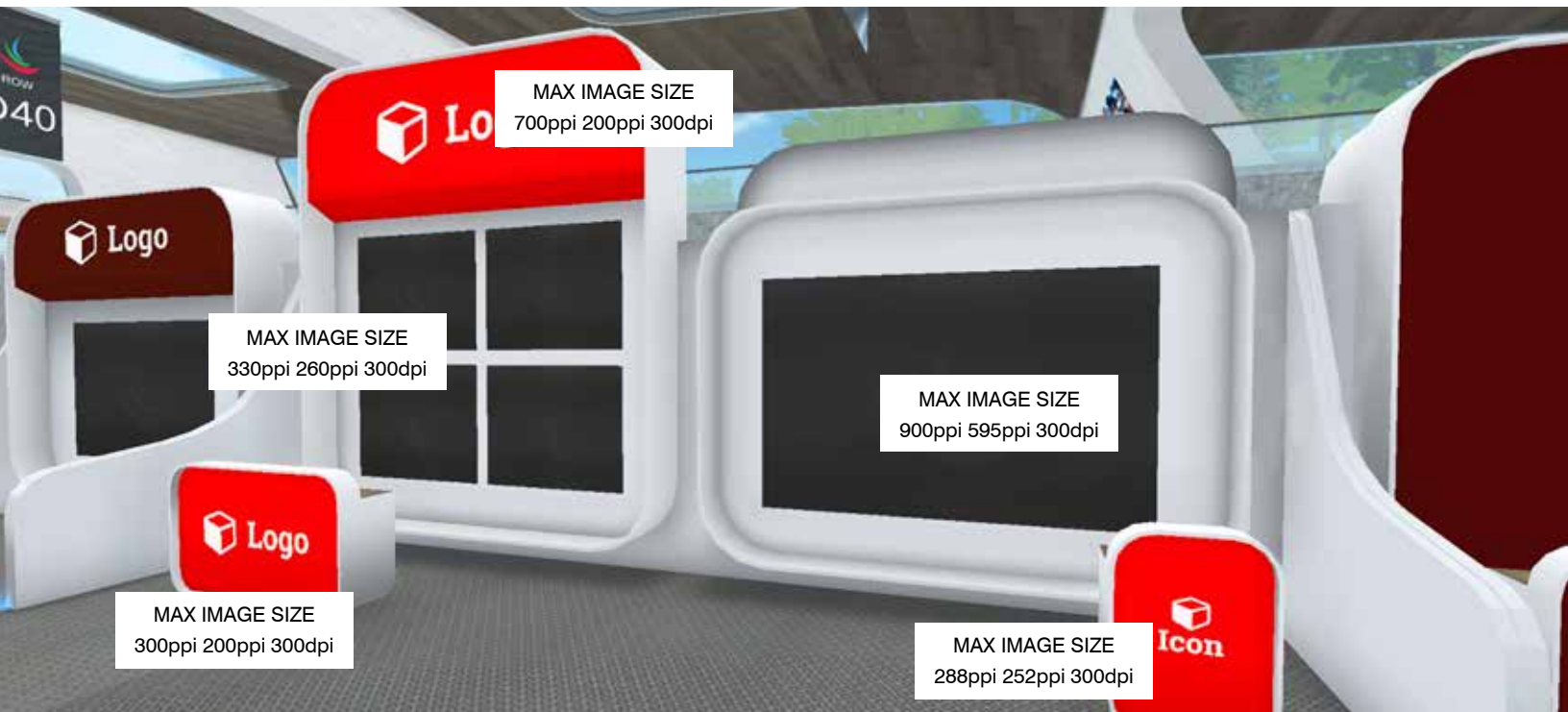
Message Delivery
Once inside your booth, the interactive screen becomes your message tool for informing or engaging your visitors.

The screen functions as an extension of each individual's browser or as an individual browser. Content is viewed by the individual in their real time and not all at once. Functionality, such as a website scrolling information is seen by each individual uniquely. A video with sound will be heard by the user entering the booth when the video initiates but no one else will hear it in the same real time.

Set Up and Control Your Double Booth

MAX IMAGE SIZE
700ppi 200ppi 300dpi

MAX IMAGE SIZE
330ppi 260ppi 300dpi

MAX IMAGE SIZE
900ppi 595ppi 300dpi

MAX IMAGE SIZE
300ppi 200ppi 300dpi

MAX IMAGE SIZE
288ppi 252ppi 300dpi

The double booths have eight areas available for customizing. Three are color-themed background spaces for logos, four are static image spaces, and one is a large, interactive area that appears like a projection screen.

The above example shows white .png art placed on a theme colored red background. To utilize the color theme as a background the logo should be placed as a .png file to allow for transparency.

DECISION MAKING
Decorating your booth should be done in a way that compliments or accents your brand, represented by your logos. Our staff will work with you to help with this vision.

Step 1: Select the color theme of your booth. We would like to know the PMS or "pantone"
number of your company's main logo color if possible. We can also work to match or compliment the logo color ourselves.

Step 2: Provide scalable logo graphics either as .eps, ai or .png for the two locations. Note that the graphic sizes in each location are different. The upper banner is ideal as a horizontal logo and the podium is ideal as a small vertical image or brand graphic.

Step 3: Determine the images to be displayed in the four static regions on the left half of the booth.

Step 4: Each logo and static image can be assigned a clickable link to send visitors when mouse-clicked. These can be linked to online videos or websites that open on the visitors computer when mouse-clicked. Examples: The small podium may be mouse-clicked to open a browser for your visitor taking them to a contact request page on your website. One of the four images may show

a product that when mouse-clicked opens a browser to a YouTube installation video.

Step 5: Determine the images and content to be displayed on your Content Screen.

With these branding and content assets in hand, our staff will prepare your booth for preview, orientation and implementation during your scheduled event.

CONTENT SCREEN
This booth's interactive screen has two separate graphic display functions; attendee attraction, and message delivery. Let's take a look.

Attendee Attraction
Your customers will move around the Expo Hall looking for booths to visit. As they approach any booth, the black screens will suddenly flash to images you have stored to draw them into your booth. These are still images sized as shown above.

Message Delivery
Once inside your booth, the interactive screen becomes your message tool for informing or engaging your visitors.

The screen functions as an extension of each individual's browser or as an individual browser. Content is viewed by the individual in their real time and not all at once. Functionality, such as a website scrolling information is seen by each individual uniquely. A video with sound will be heard by the user entering the booth when the video initiates but no one else will hear it in the same real time.

Set Up and Control Your Quad Booth

MAX IMAGE SIZE
2700ppi 506ppi 300dpi

MAX IMAGE SIZE
700ppi 170ppi 300dpi

MAX IMAGE SIZE
330ppi 260ppi 300dpi

INTERACTIVE SCREEN
MAX IMAGE SIZE
900ppi 595ppi 300dpi

MAX IMAGE SIZE
506ppi 2700ppi 300dpi

MAX IMAGE SIZE
2800ppi 1102ppi 300dpi

INTERACTIVE SCREEN
MAX IMAGE SIZE
900ppi 595ppi 300dpi

MAX IMAGE SIZE
330ppi 260ppi 300dpi

MAX IMAGE SIZE
300ppi 200ppi 300dpi

The quad booth has many areas available for customizing. This booth layout advantage is the many areas available for customizing as well as the additional privacy spaces within the booth. A total of eleven color-themed background spaces (four shown above), seven static image spaces (five shown above), and six large, interactive screen areas that appears like a projection screens (two shown above).

The above example shows white .png art placed on a theme colored green background. To utilize the color theme as a background the logo should be placed as a .png file to allow for transparency.

PRIVACY REGIONS
In addition to the asset features of this booth, another unique feature is the two private in-booth meeting spaces. Located in the middle of the floor area on one side and on the corner of the other are seating groups with a table and four chairs. A privacy volume line (blue haze) surrounds these spaces making any discussion inside private to those outside the space. Any conversations taking place outside these spaces, much like the standard booth privacy volumes, cannot be heard while inside.

DECISION MAKING
Decorating your booth should be done in a way that compliments or accents your brand, represented by your logos. Our staff will

work with you to help with this vision.

Step 1: Select the color theme of your booth. We would like to know the PMS or "pantone"
number of your company's main logo color if possible. We can also work to match or compliment the logo color ourselves.

Step 2: Provide scalable logo graphics either as .eps, ai or .png for the two locations. Note that the graphic sizes in each location are different. The upper banner is ideal as a horizontal logo and the podium is ideal as a small vertical image or brand graphic.

Step 3: Determine the images to be displayed in the seven static regions on each side of the largest booth wall.

Step 4: Each logo and static image can be assigned a clickable link to send visitors when mouse-clicked. These can be linked to online videos or websites that open on the visitors computer when mouse-clicked. Examples: A small podium may be mouse-clicked to open a browser for your visitor taking them to a contact request page on your website. A static image may show a product that when mouse-clicked opens a browser to a YouTube installation video.

Step 5: Determine the images and content to be displayed on your Content Screens.

With these branding and content assets in hand, our staff will prepare your booth for preview, orientation and implementation during your scheduled event.

For more information on the content for these interactive screens,

Set Up and Control Your Quad Booth

MAX IMAGE SIZE
2700ppi 506ppi 300dpi

MAX IMAGE SIZE
700ppi 170ppi 300dpi

MAX IMAGE SIZE
300ppi 200ppi 300dpi

INTERACTIVE SCREEN
MAX IMAGE SIZE
900ppi 595ppi 300dpi

MAX IMAGE SIZE
506ppi 2700ppi 300dpi

INTERACTIVE SCREEN
MAX IMAGE SIZE
900ppi 595ppi 300dpi

MAX IMAGE SIZE
288ppi 252ppi 300dpi

INTERACTIVE SCREEN
MAX IMAGE SIZE
900ppi 595ppi 300dpi

MAX IMAGE SIZE
288ppi 252ppi 300dpi

The additional assets for the quad booth are shown above. A total of eleven color-themed background spaces (six more shown above), seven static image spaces (two more shown above), and six large, interactive screen areas that appears like a projection screens (three more shown above with one more on the back side of the large wall on the left).

The above example shows white .png art placed on a theme colored green background. To utilize the color theme as a background the logo should be placed as a .png file to allow for transparency.

CONTENT SCREEN
This booth's six interactive screens have two separate graphic display functions; attendee attraction, and message delivery. Let's take a look.

Attendee Attraction
Your customers will move around the Expo Hall looking for booths to visit. As they approach any booth, the black screens will suddenly flash to images you have stored to draw them into your booth. These are still images sized as shown above.

Message Delivery
Once inside your booth, the interactive screen becomes your message tool for informing or engaging your visitors.

The screen functions as an extension of each individual's browser or as an individual browser. Content is viewed by the individual in their real time and not all at once. Functionality, such as a website scrolling information is seen by each individual uniquely. A video with sound will be heard by the user entering the booth when the video initiates but no one else will hear it in the same real time.

For more information on the content for these interactive screens,

Multimedia Options for the Content Screens

INTERACTIVE SCREEN
MAX IMAGE SIZE
900ppi 595ppi 300dpi

INTERACTIVE SCREEN
MAX IMAGE SIZE
900ppi 595ppi 300dpi

INTERACTIVE SCREEN
MAX IMAGE SIZE
900ppi 595ppi 300dpi

These screens are controlled with a dialog box that our staff will set for your multi-media needs. Using this box (example below) content you choose to allow your visitors to review will be prepared and maintained. Content that is more interactive in nature will be planned for timing with our assistance and delivery guaranteed through orientation.
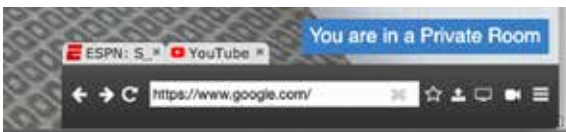
The interactive content screens offer a variety of options including uploading files; sharing of a computer screen; and sharing of a webcam live. Combined with the url box (white) thee offer the visitor different experiences catered to the goals of your booth. Ask us for more information on the advantages and disadvantages as you prepare to make your decisions. Here are the different multimedia types offered:

Media Types:
- Websites - A page from your website can be copied into the url bar to display to your visitors. When they enter, whichever page is being shown is available to them for scrolling. As they scroll vertically on the page, no one else is seeing the action. Note: The hyperlinks on your webpage are not active for the user and they do not see any advancing pages you might select.
- Presentations - Using the document upload, an Adobe pdf file or a Microsoft™ PowerPoint can be uploaded to use as a presentation. This can be used to display a sequence of images or messages. Additionally, Google Slides can be

used to create a larger slide show to be shared by a publicly-available link copied into the url box. Ask us for more information.
- Video - A video file using .mp4 or .mov can be uploaded to this screen for viewing and .WebM is perhaps the best format. A YouTube video may also be shown by copying its link into the url box. We recommend videos without audio for active conversation times and a video with audio for times when the booth does not have staff present. Note: The video will start for the user immediately when they enter your booth and will be watched at a pace separate from anyone else in the booth.
- Shared Screen - An app on your computer can be shared to the screen so that visitors can see only the content you wish to show, when you wish to show it. The screen share is limited to your primary monitor and a portion of it that varies in size based on the resolution you are running.
- Shared Webcam - Any computer webcam can be shared to the screen enabling live demonstrations or a communication message in real life using this option. Note: There are considerable resources required to provide a consistent quality image both with your computer and your internet connection. Be sure to test this well in advance of your event.

File Sizes:
When uploading a file to one of these screens, it is important to note that a 30Mb file size limit exists for standard files. This limit can be increased up to 60Mb when the file is converted to .webm, common for internet videos.