

## Specifications & Due Dates

MEETING DATES	SPECS DUE	IF APPLICABLE
May 20-22	April 13	Theater Presentation Due: May 5
July 15-17	June 8	Theater Presentation Due: June 30

## SPONSORSHIPS:

### Company Logo:

- For recognition on the Virtual Platform
- Recommend 300 DPI
- File type: JPG, JPEG or PNG
- Please submit file(s) directly in your asset collection form provided via email.

### Banner Ads:

- Banner Ad: 300x250 (Block Ad) or 728x90 (Leaderboard Ad)
- These ads can support video and audio upon click
  - 24 Frames per Second
- Animation is supported in a 15 second loop (one time)
- Please provide these files in a JPG, JPEG, PNG, GIF, ZIP, CSV, XLSX or HTML format
- Ad can have active link/URL. Please provide web link/URL information for inclusion.
- If you plan to tag your banner ads for tracking, please provide a spreadsheet with DCM Tags in a XLS, XLSX, CSV, or TXT format
- **Recommendations:**
  - Use concise text or use bullet points when multiple lines cannot be avoided
  - Provide a clear call-to-action on every frame of animation
  - Avoid matching the Great Debates and Updates color scheme
  - Drive users to specific information, rather than your company's home page
- Please submit file(s) directly in your asset collection form provided via email.

### Custom Pop-Up:

- Pop-Up can be **either** a 300x250 image or 600 characters of text
- Image Pop-Up:
  - These ads can support video and audio upon click
    - 24 Frames per Second
  - Animation is supported in a 15 second loop (one time)
  - Please provide these files in a GIF, JPG, JPEG, PNG, ZIP, or HTML format
  - Ad can have active link/URL. Please provide web link/URL information for inclusion. Can also link to Innovation Theater or Virtual Exhibit Booth.
  - **Recommendations:**

- Use concise text or use bullet points when multiple lines cannot be avoided
  - Provide a clear call-to-action on every frame of animation
  - Avoid matching the Great Debates and Updates color scheme
  - Drive users to specific information, rather than your company's home page
- Text Pop-Up:
    - 600 characters
    - Ad can have active link/URL. Please provide web link/URL information for inclusion. Can also link to Innovation Theater or Virtual Exhibit Booth.
  - Please submit file(s) directly in your asset collection form provided via email.

#### **Company Description for Conference Guide:**

- 250-Word Maximum Company Description
- Will be posted in the Virtual Conference Guide
- The following information is optional, but if communicated, will appear in Company Description acknowledgments. This does not count toward the 250-Word maximum:
  - Website URL
  - LinkedIn URL
  - Twitter URL
  - Facebook URL
  - Corporate Address
  - General Contact Phone Number
- Please submit information directly in your asset collection form provided via email.

#### **Full Page Conference Guide Ad:**

- Hi-Res PDF (Minimum Resolution 360 dpi)
- 8.5" W x 11" H – No Bleed
- Ad can have an active link/URL. Please provide web link/URL information for inclusion.
- Please submit file(s) directly in your asset collection form provided via email.

### **INNOVATION THEATER:**

Any marketing materials, including eBlasts, Conference Guide Ads, and eBag Inserts must include the following disclaimer if mentioning the Innovation Theater:

***This Innovation Theater non-CME presentation is taking place during Great Debates & Updates in Hematologic Malignancies. The opinions and recommendations expressed do not necessarily reflect the views of the Great Debates & Updates in Hematologic Malignancies, Imedex, HMP Global or NACCME. This program is not intended or eligible for continuing education (CME/CE) credits and does not meet guidelines governing CME/CE. By participating in the Innovation Theater presentation, you opt-in to share/receive information with/from industry sponsors.***

#### **Company Logo:**

- For recognition on the Virtual Platform
- Recommend 300 DPI
- File type: JPG, JPEG or PNG
- Please submit file(s) directly in your asset collection form provided via email.

#### **Theater Information:**

- Information needed for each location to be listed on the Virtual Platform:
  - Presentation Title and Speaker(s), Affiliation
- Please submit information directly in your asset collection form provided via email.

#### **Presentation:**

- Presentation should be submitted in a PowerPoint (pptx) 16:9 format.
- Please submit the file directly in your asset collection form provided via email.

#### **Question & Answer:**

- Question & Answer feature can be active or deactivated for your Innovation Theater.
  - Sponsor-appointed moderator is required
- Please confirm the use of this feature in your asset collection form provided via email.

#### **On-Demand Options:**

- Your presentation can be hosted for 6 months on our virtual platform after the Conference.
- Please confirm the use of this feature in your asset collection form provided via email.

**Scrolling or Static ISI:**

- Scrolling ISI
  - Must be submitted in a word document
- Static ISI
  - Option 1: limited to 250 characters including spaces, and must include “click here to read full ISI” and URL for full ISI
  - Option 2: hyperlink to downloadable file submitted as a PDF
- Please confirm the use of this feature in your asset collection form provided via email.

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  - Provide a clear call-to-action on every frame of animation
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  - Drive users to specific information, rather than your company’s home page
- Please submit file(s) directly in your asset collection form provided via email.

**Buttons:**

- Provide text and active web links/URL for each button
  - Each button can link to either a URL or a PDF File
  - If linking your button to a PDF, the file should be compressed to 300 MB or less
- 22-character text limit, including spaces
- Can use up to 3 buttons, depending on which assets are being used in the virtual booth  
Please submit file(s) directly in your asset collection form provided via email

**Custom eBlast:**

- Send the creative with static images that have been hosted on your server
  - HTML code submitted must have “absolute links” with images housed on your server
- Include email address(es) to be included on test eBlast and subject line of eBlast
- Include your top 2 date preferences for the eBlast release, we will do our best to accommodate
- To view the full eBlast Technical Guidelines please [click here](#)

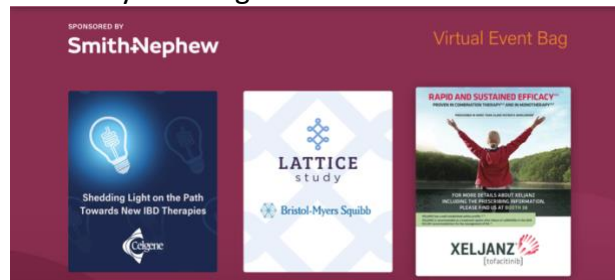
- Please submit file(s) directly in your asset collection form provided via email.
- If there are any questions regarding the eBlast, please email Page Plocic at [pplocic@hmpglobal.com](mailto:pplocic@hmpglobal.com)

### **eBag Insert:**

- 8.5" W x 11" H – No Bleed
- PDF maximum file size is 300 MB
- Resolution must be 300 dpi for four-color or grayscale images
- Resolution must be 1200 dpi or higher for bitmap images
- Can include active link/URL
- If being used for an Innovation Theater, it must include the following disclaimer:
  - *Industry-led lectures will be conducted in conjunction with this event to provide promotional product-specific information on available agents and products in development. The above commercial program is not a part of Great Debates & Updates in Hematologic Malignancies. It is not organized or endorsed by Imedex.*
- Please submit file(s) directly in your asset collection form provided via email.

### **Thumbnail - eBag Insert:**

- 690x840 px
- Please submit as a JPG, JPEG or PNG
- Create a cover image/thumbnaill for your eBag insert. This image will be visible before attendees view your eBag insert.



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- Please submit file(s) directly in your asset collection form provided via email.

**EXHIBIT ASSETS:**

The following assets are optional items for your customizable virtual exhibit booth. When submitting all files, please confirm which assets you plan on utilizing in your virtual booth.

**Company Logo:**

- For recognition on the Virtual Platform
- Recommend 300 DPI
- File type: JPG, JPEG or PNG
- Please submit file(s) directly in your asset collection form provided via email.

**Company Blurb:**

- For recognition in your virtual exhibit booth
- 700-Character Maximum Company Blurb
- Please submit file(s) directly in your asset collection form provided via email.

**Company Description for Conference Guide:**

- 250-Word Maximum Company Description
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  - Facebook URL
  - Corporate Address
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**Hero Static Ad, Video or Large Poll:**

- If providing a static ad, please use the following:
  - 900x500 statement digital ad that highlights a product or introduces your company to the viewer/attendee
  - Third party server allowed
  - Maximum initial load – 200 KB/Maximum full load – 300 KB
- If providing a video, please use the following:
  - iFrame or Javascript (Flash not accepted), MP4, MPEG, MOV (16:9 ratio)
  - YouTube and Vimeo embed code accepted
  - Size limit – 500 MB
- If providing a large poll, please use the following:

- One multiple choice question – 100 characters including spaces
- Three answer options – 100 characters including spaces
- Please submit file(s) directly in your asset collection form provided via email.

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**Social Media Icons:**

- Provide your company's social media to be linked on your booth page
- Can provide handles from Twitter, Facebook, Instagram and LinkedIn
- Please submit your social media information directly in your asset collection form provided via email.

**Social Media Feed:**

- Provide your company's preferred social media feed to display on your booth page
- Select from Twitter and/or Facebook
- Please submit your social media information directly in your asset collection form provided via email.

**Poll:**

- Gauge attendee interest or feedback with a custom poll
  - One question with 3-results
  - 50-character count limit for both question and answers
- Please submit file(s) directly in your asset collection form provided via email.

**Chat Feature:**

- Engage directly with attendees through a pop-up chat window in real-time
- Please confirm the use of this feature in your asset collection form provided via email.

**Video Chat Feature:**

- Engage directly with attendees through a pre-scheduled video call
- Exhibiting personnel must assign a company administrator to receive invitations
- Multiple administrators can be assigned – however, only one administrator can be assigned to a time
  - i.e. John Doe 8:00 AM – 12:00 PM; Jane Doe 12:00 PM – 5:00 PM
- A document detailing how this feature works can be viewed at <https://s3.amazonaws.com/HMP/booth-networking.pdf>
- **Recommendation:** If you have a schedule of when certain administrators are available to discuss specific therapies or services, please include this in your company description so attendees can schedule meetings accordingly.
- Please confirm the use of this feature in your asset collection form provided via email.

**Lead Generation Form:**

- Accumulate valuable prospectus to build your customer base
- Provide first name, last name, email, phone and open-text question field
- Please confirm the use of this feature in your asset collection form provided via email.

**Buttons:**

- Provide text and active web links/URL for each button
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**GENERAL INFORMATION:****Complimentary Registrations:**

- Please review the number of complimentary registrations you are entitled to in the table above.
- Please provide the following information for each complimentary badge:
  - Full Name, Email, Designations
    - Each person must provide a separate email address for registration
- Please email information to Briana Melnick, [bmelnick@hmpglobal.com](mailto:bmelnick@hmpglobal.com)