

Welcome to ASNC2020

Using Technology to
Improve Patient Care



www.asnc.org/asnc2020

YOUR GUIDE TO THE ASNC2020 VIRTUAL EXPOSITION

Dear Industry Colleague,

In less than a month, ASNC will kick off the cardiovascular meeting of the year, and we are thrilled that you will be part of it. The [ASNC2020 Scientific Session and Exposition](#) is set to deliver the high-quality education and networking that the Society is known for along with all of the convenience of a virtual event. In the following pages, we've outlined the information you need to optimize your experience and leverage the ASNC2020 networking platform. We've worked to address every question you've asked, but if we've missed anything, please contact Dawn Brennaman at industry@asnc.org.

Before we get into details, there's one more thing we want to stress: our gratitude to you. Your ongoing support, especially during these challenging times, has helped us to continue advancing nuclear cardiology, serving our members, and championing patient-centered imaging throughout the world. Thank you!

Now let's get to your questions:

WHEN: ASNC2020 will offer educational sessions through our [All-Access Pass](#) from **Sept. 9 through Oct. 7**. **The main meeting dates – during which ASNC will host 20+ live virtual sessions -- are Sept. 25-26.**

YOUR CONNECTION PLATFORM: The ASNC2020 Virtual website is your platform for engaging with ASNC2020 attendees. This is where ASNC2020 All-Access Passholders will meet your team in the Exhibitor Showcase. They can visit your booth and meet with your representatives; download PDFs; and see your corporate profile. We're expecting U.S. and global cardiologists, nuclear medicine physicians, scientists, technologists, nurses, practice administrators, and other medical professionals – all of the audiences you want to reach.

As an exhibitor, you will upload your graphics and all of your educational and product content into your booth. You will manage your booth, which means you'll be able to add, edit, or delete any of the information that you put in it.

BOOTH FEATURES: For a refresher on your booth's features, review the application that you submitted to ASNC. If you are not sure which level you chose, contact Jocelyn Adamoli (jadamoli@asnc.org) or Dawn Brennaman (industry@asnc.org).

KEY DATES: The ASNC2020 Virtual Event Platform will go live by Sept. 16. To ensure your information is in the directory, **upload your company's name and booth banner image by Sept. 14.**

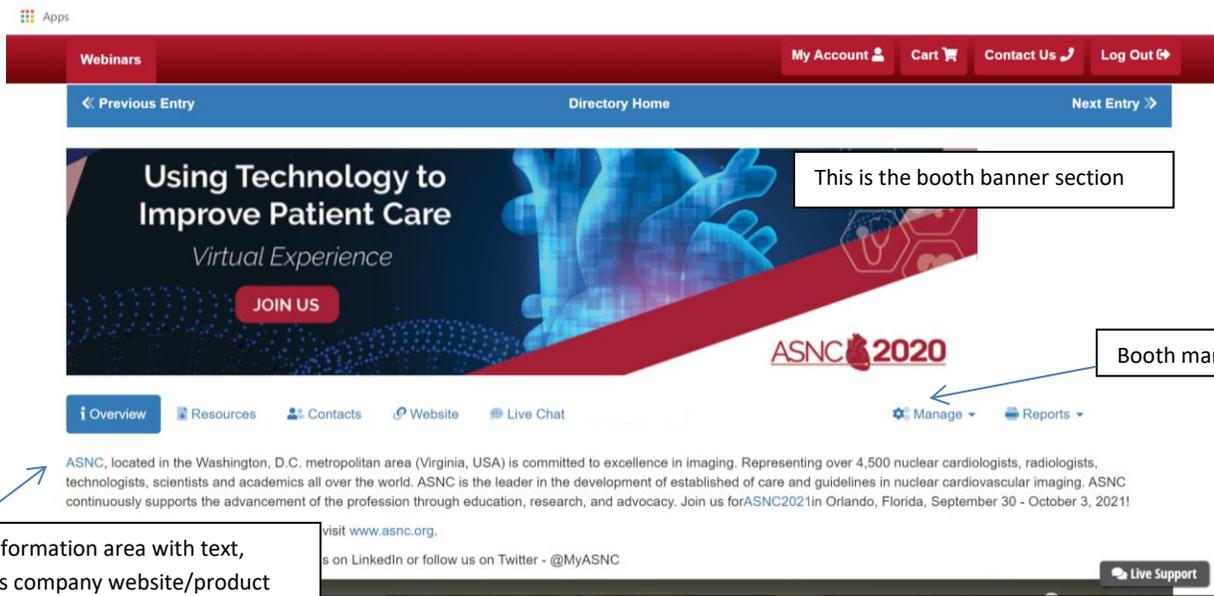
Directory Listing Example

This is where each company will have its logo/icon on the tab along with the company name. When an attendee clicks on the corporate name, he or she will be taken directly into the corporate booth.

Corporate logo size: **2:1 ratio** in a high-resolution png file



When the attendee enters the booth, he or she will be taken to the booth home page.



**The tool bar sections are not the same booth in every booth, it is dependent upon sponsor package.*

Toolbar sections*

Overview - In this section you will add your text about the company, product, and other information that you would like attendees to see. Text can be hyperlinked to direct a person to your website. The Overview tab is highlighted in blue to show which section the person is currently in. You can embed links to your videos that are hosted in YouTube, Vimeo, or another video platform. The content can be added and even changed during the exhibition or after the ASNC2020 Scientific Sessions has ended. There is no due date to have this section filled out.

Resources (Content Downloads) – This section is where attendees will go to download the PDF documents that you post in this section. All of the PDFs are uploaded by the exhibitor. The PDFs can be added and even changed during the exhibition or after the ASNC2020 Scientific Sessions has ended. There is no due date to upload PDFs into the section.

Contacts – This is where your corporate representatives are listed with their contact information. Contacts are manually entered by the exhibitor. They should be entered all at once because the names cannot be sorted. The contacts will be listed as they have been entered. Ex. *Adamoli, Jocelyn was entered first; Flood, Kathleen was entered second and Bondurant, Alison was entered third so she is after Flood, Kathleen. Bondurant, Alison cannot be moved up to be listed alphabetically after Adamoli, Jocelyn.*

Website - You can embed your company link into the banner so when a person clicks on your banner they will be taken directly to the corporate website.

Live Chat – This is where you can live chat in a written chat box with a booth attendee. The Live Chat feature can be turned off if your corporate regulations do not allow the live chat function.

Manage – This section is where all of the booth content is managed by the exhibitor. The Manage tab has a lengthy dropdown list where you will upload the booth banner graphic and corporate logo and can enter text into the “information” section (Overview tab area). The Resources tab is where you will upload the PDFs into the Resource section. Contacts, videos and product/educational materials into the virtual booth.

Reports – This is where you can download chat reports, booth visitor (attendee) information, which PDF’s were downloaded in your booth, and who downloaded them. Reports can be run at any time within your booth structure. You do not need to wait for ASNC to send you the list after the conference has ended.

**The tool bar sections are not the same booth in every booth. This depends on sponsor package.*

Booth graphic dimensions

1. **Booth Banner** should one of the below sizes:
1200 x 200
1200 x 300
1200 x 400
DUE DATE: Uploaded by exhibitor by September 13th
2. **Corporate logo** should be 2:1
DUE DATE: Uploaded by exhibitor by September 13th
3. **Send to ASNC** - 300 x 200 corporate logo in high-resolution png format
DUE DATE: ASAP to Jocelyn Adamoli (jadamoli@asnc.org)

FREQUENTLY ASKED QUESTIONS

When will the ASNC2020 website be live? - By September 16.

Can more than one person in my company access the booth? Yes, you can share the user name and password with any of number of people in your company, but the booth manager contact will be the person who set up the account.

How do I register to get my Expo registration pass? - Go to the Exhibitor registration link: <https://na.eventscloud.com/ereg/index.php?eventid=506003&categoryid=3514278>.

Where do I find information about the sessions? The ASNC2020 [Program Planner](#) is live on asnc.org.

Can I attend a scientific session as an exhibitor? Yes, but you cannot claim CME credit. Only scientific attendees can claim CME. If you would like to register and get an All-Access Pass, go to: <https://www.asnc.org/register>.

How long will the site be active and open? For nine months after the conference ends. Attendees can go into your booth and leave a message in the chat box, download PDF's, or contact your company representatives listed in the contacts section. Only registered attendees will have access to the expo area after the live conference has ended.

Are there designated expo breaks? The Exhibition hall is open 24/7, and we have designated breaks for the two days. Here are the times:

Friday, September 25

10:00 am - 10:15 am **Expo Break**
11:30 am - 11:45 am **Expo Break**
12:45 p.m. – 1:45 p.m. **Lunch Break**
1:45 pm - 2:00 pm **Expo Break**
3:00 pm - 3:30 pm **Expo Break**
4:45 pm - 5:00 pm **Expo Break**

Saturday, September 26

10:15 am - 10:45 am **Expo Break**
11:30 am - 11:45 am **Expo Break**
11:45 am – 12:45 pm **Lunch Break**
2:00 pm - 2:15 pm **Expo Break**
3:30 pm – 4:00 pm **Expo Break**

Is there a maximum file size for a PDF that is uploaded in the “Resources” tab? The maximum size is 500 MG.

Is there a size limit on the videos an exhibitor can upload? No, there is no size limit because they are embedded links or iframes.

How is the contact information section used? The contact information section is an address book of company representatives the Exhibitor would like attendees to be able to contact.

Can the Exhibitor control when the Live Chat is open or closed? Yes. The Live Chat feature allows attendees to chat virtually with an Exhibitor. This feature can be turned on or off by the Exhibitor in the Booth Management section. Chatting is available 24 hours/day during the event days.

Are there videos that an Exhibitor can watch to understand how to create their virtual booth? Yes, watch this [5-minute video](#) to learn how easy it is to customize your booth. Digitell is creating an additional video to help Exhibitors design their booth.

How many chat conversations can go on at the same time, and what if several attendees enter the chat room at the same time? How is that managed? There can be multiple chats occurring simultaneously. The chat is global, so it's important to identify who you are by initially stating your name before each message you type. Example: "John Appleseed - I really like what you are presenting here." This helps to direct conversation and minimize confusion. It is the responsibility of each Exhibitor to establish this protocol with their attendees.

Additional questions regarding ASNC2020? Please contact Jocelyn Adamoli at jadamoli@asnc.org or Dawn Brennaman at industry@asnc.org

Help Videos from the Platform company

[How to Edit your Overview Tab/Banner](#)

[How to Add a Video to my Booth](#)

[How to Edit your Resources Tab](#)

[How to Edit your Contacts Tab](#)

[How to Edit your Website Tab](#)

[How to Edit your Chat Tab](#)