Welcome to the Association for Asian Studies 2021 Annual Conference

Dear Exhibitor/Sponsor:

Thank you very much for joining us at the AAS Annual Conference

Please read this guide to creating your virtual exhibit booth, as it contains all the information you will need to build your virtual booth and get the most out of your presence at AAS2021. AAS will be using CadmiumCD as our virtual platform provider.

If you have any questions not covered in this guide, please feel free to contact us at any time. Our contact information is at the bottom of this page.

Sincerely,

Robyn Jones
Conference Manager
rjones@asianstudies.org

Please note the AAS offices are closed due to Covid-19 and staff is currently working remotely. Please email any questions to the address above.

Conference Schedule

The official conference dates are Sunday, March 21 through Friday, March 26. The conference will kick off on Sunday, March 21 at approximately 6:00pm ET with a musical performance, and opening remarks from the AAS Executive Director and AAS President.

Beginning Monday, March 22, official events will begin each day at 8:30am ET and end each day at approximately 5:30pm ET.

The last official day of the live conference is Friday, March 26, however, all conference content (including sessions and exhibits), will remain available for viewing for an additional 30+ days, ending on April 30, 2021.

Time Zone

The official time zone of AAS2021 is the **Eastern Time Zone.** The conference will take place during US Daylight Saving Times and all scheduled events will be listed as Eastern Daylight Time (EDT).

Exhibit Hall Show Hours

The Virtual Exhibit Hall will officially open on Monday, March 22, at 8:30am EST and will remain open through the official conference dates as well as an additional 30 days beyond the conference. Attendees will have access to view virtual booths at any time of the day, 24 hours a day.

Dedicated Virtual Exhibit Hall Hours:

The conference schedule has been designed to include dedicated exhibit hall hours. These hours will be promoted to all conference attendees to visit the exhibit hall during the breaks between sessions without the concern of session conflicts. As mentioned above, booths are available 24 hours a day but the hours listed below are promoted as dedicated exhibit hall hours. *(Times are subject to change)*

Monday – Friday: **10:00am – 12:00pm EDT**

                     1:30pm – 3:00pm EDT

Virtual Chats

Participating in Virtual Chat sessions in your virtual exhibit booth will provide you with an experience that most resembles in-person conferencing. Virtual Chat participation is not required but it is encouraged. Exhibitors choosing to take advantage of this feature may choose their own hours of availability but we encourage scheduling booth staff during the dedicated exhibit hall hours, if possible. More information on Virtual Chats is listed below in the "Building Your Virtual Booth" section and the Frequently Asked Question (FAQ's).

Exhibit Booth Packages and Sponsorships

Exhibit booths for the AAS2021 Virtual Annual Conference are confirmed via the purchase of an Exhibit Booth Package (Non-Profit, Standard or Premium) or with a Sponsorship package (Silver, Gold or Platinum). Each package type includes different features and opportunities.

AAS2021 Exhibiting Pricing:

Non-Profit Package: $350

Standard Booth Package: $650

Premium Booth Package: $945

Silver Sponsor Package: $2,000 *(includes booth & advertising)*

Gold Sponsor Package: $3,500 *(includes booth & advertising)*

Platinum Sponsor Package: $6,500 *(includes booth & advertising)*

Virtual Booth Features Add-Ons

Features that are not included in some packages may be purchased as an add-on feature.

Virtual Booth Banner: **$75**

Introduction Video: **$100**

Virtual Chat Feature: **$125**

Product Showcase: **$75** (premium booth upgrade to unlimited) / **$150** (standard booth upgrade to unlimited)

Scavenger Hunt participation: **$100**

Connect & Engage Branding Opportunities

Exhibitor Demonstrations / Education Sessions: **$250**

Meet the Author Session: **$100 per 60 minutes**

Branded Chat Room/Virtual Lounge: **$1,000 each**

Branded Virtual Wellness Session: **$1,000 each**

Mentor Program Sponsor: **$1,000 per day**

Branded Swag/Promotional items (prices vary)

For more information, please see the 2021 Prospectus or our webpages

This exhibitor kit will review each feature and the process of how to build the booth and upload content for each feature included in the packages.

Exhibitor Booth Portal

All confirmed exhibitors (paid) receive access to the Exhibitor Service Center Portal. This is where all booth building will take place.

Welcome Email and Access Keys

Login credentials will be forward to each exhibit booth contact; this is generally the person who reserved the booth on behalf of your company. If you would like to add a different person as the key contact, please contact the AAS conference manager. Log In credentials will consist of your email address and an automatically generated Access Key and is via email to the key contact.   The email will arrive from the following address: **DoNotReply@ConferenceHarvester.com**. If the access key is not received in your in-box, please first check your spam or junk mail.   Otherwise, please contact the AAS to have your access key resent.

You may access the login portal page anytime by clicking the link below.
https://www.conferenceharvester.com/harvester2expw/login.asp?EventKey=BCWDASNS

Building Your Virtual Booth

In order to create your company's virtual booth, <u>you will need to complete the **TASKS** in the exhibitor portal</u>. The tasks listed on your personal portal page correspond with the features included in your booth package type. As a reminder, below are links to the features included in each booth package:

Non-Profit, Standard and Premium Booth Packages

Silver, Gold, and Premium Sponsor Booth Packages

All of the virtual booth features are activated by the completion of each task within this portal. <u>**You will not need to forward any images or data to the AAS in order to build you booth.**</u> This is completely controlled by the exhibiting company.

Exhibitor Service Center Home Page

All tasks are conveniently displayed on the home page of your personal portal. Each task has a due date and tasks with past due dates will display in red text.

 Incomplete tasks will show a red circle and x next the task.

 Completed tasks will show a green circle with a check mark and the date of completion. Once tasks as marked as completed, each task can be re-opened and edited as needed.

Booth Preview

You may preview your booth along the way as you begin completing tasks by clicking the **'Preview Your Booth'** button located on the home page. The 'Preview Your Booth' button will become activated after completion of your first task.

Booth Features/Tasks

Booth Profile

The Booth Profile is the Home Page of your virtual booth and includes the features listed below. Below, we have outlined each task, color-coordinated boxes displaying the location the information resides within your booth profile. *Specifications and sizes for each task is listed below.*

Company details and description and company categories: Company descriptions are uploaded though this task. Word counts depend on the booth package reserved.

Booth Video: Upload your 3-5 minutes company video for attendees to watch in your booth. **Video should be 200mp or less and in .mp4 format.**

❖ You may also optionally add a thumbnail image for the video. This image will display prominently on your booth profile. The thumbnail image can be a .png or a .jpg image file and needs to be 800 pixels wide.

Logo Upload: Your company logo will be shown on the exhibitor listing, as well as your booth profile. **Only Vector logo files** (.ai and .eps) are accepted at this time.

Booth Banner: The virtual booth banner spans the top of your booth and is globally visible to attendees, regardless of which tab of information they are viewing. The banner needs to be **1,920 pixels wide** and can be as tall as 350 pixels. The recommended height is between 150-300 pixels tall (250 pixels is best).**Please upload the banner a .jpg or .png.**

❖ You can (optionally) link your banner to a website URL. This link should begin with "https://".
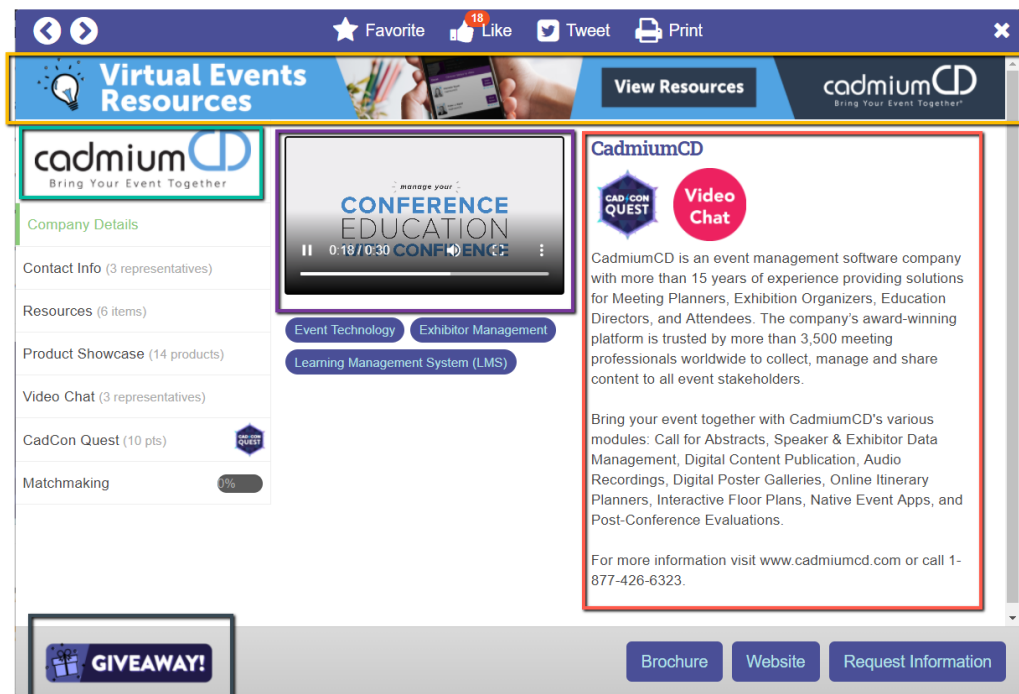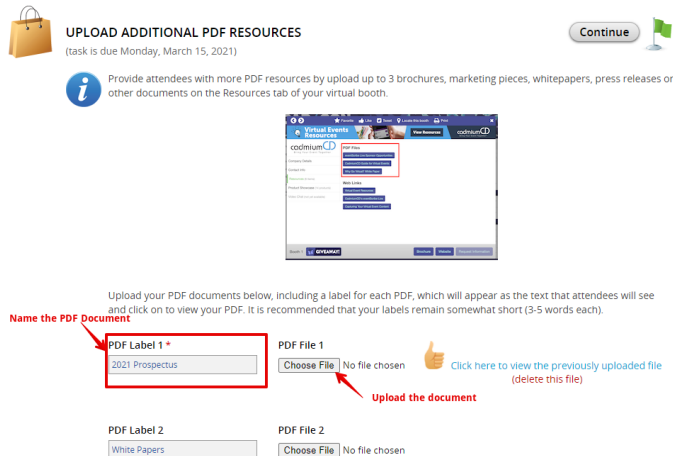
Resources Page

Provide attendees with more PDF resources by uploading brochures, marketing pieces, whitepapers, press releases or other documents to the Resources tab of your virtual boot. Additionally, you may also provide attendees with more web-hosted resources by posting web links.

PDF Documents: Virtual Booths allow for uploading of PDF documents. The number of uploads depends on the booth package reserved. Each PDF upload has "PDF Label" text box that can be customized based on the document you are including in your booth. Input the name of your PDF document and click "Choose File" to attach the document. Your PDF link will appear as the button that attendees will see and click on to view the document. It is recommended that your labels remain somewhat short (3-5 words each).

Web Links: You may also include web links. Each web link has a "Link Label" text box that can be customized based on the links you are including in your booth. Input your web links including a label for each URL, which will appear as the button attendees will see and click to be taken to the URLs. It is recommended that your labels remain somewhat short (3-5 words each).

Set-up PDF Task Image Sample:	

Virtual Booth Image:	
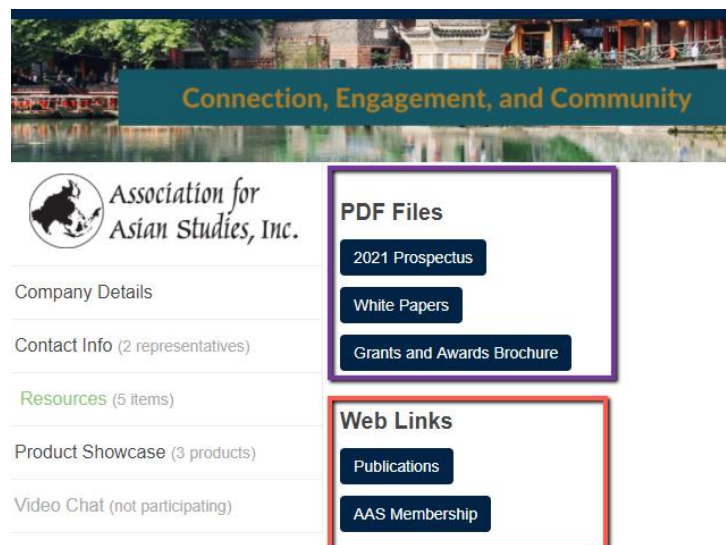
Product Showcase

The product showcase feature allows exhibiting companies to display their products and services to attendees. This feature allows for the uploading of images and descriptions for each product with the ability to attach a hyperlink to your website or online store pages on your website.

Each booth package allows for a different number of products to be displayed. **There are three (3) tasks** associated with this feature *(hero image, product information, and product assets)* and must be completed in order to successfully display each item. After clicking on each task, the product available in your booth package will display as Product 1, Product 2, etc. and is ready for your editing and uploading of information.

The **Product Showcase tasks** will be displayed in your portal like so:

Reminder: Number of product uploads available per booth type:
Standard = 2
Premium = 10
Silver, Gold, Platinum Sponsor = Unlimited

Product Showcase Task #1

Hero Image: This is simply the Cover Image you would like displayed for each item. For example, the cover image of a publication or database home page.
Size: Hero images must be 600 px wide x 400 px tall and can be any of the following file formats: .jpg, .jpeg, .png, .gif

Note: Completing the task: Images are not required. If there is no image associated with your product, you may click the opt-out box to complete the task.

Product Showcase Task #2
Product Information:

Please enter **product information** (i.e. name, URL, short description, long description and product category/categories) by clicking Edit Product below.

Within this task, exhibitors also have the option to indicate if the publication or product is new and a new icon will display next to the title.
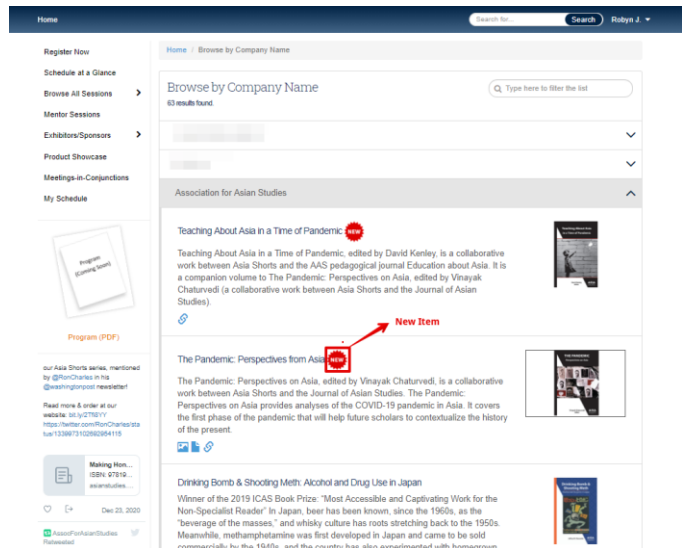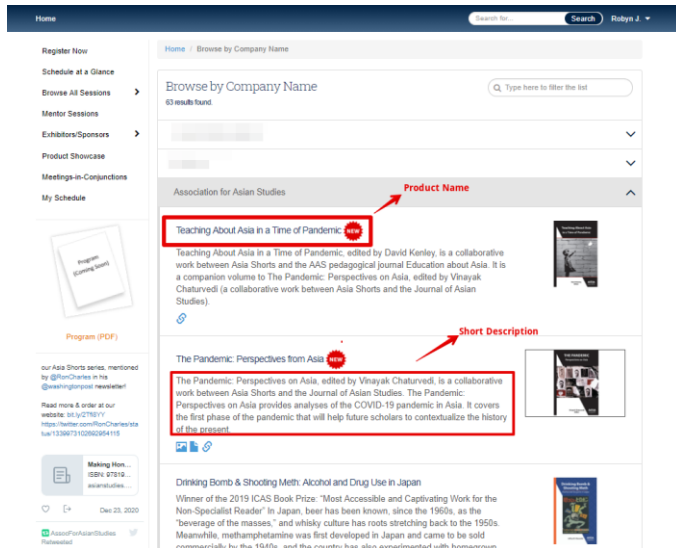
Product Showcase Task #3
Product Assets:

The **product assets** task allows for the uploading of supporting documents for each product such as images that may be inside the publications, PDF's such as pages from the publication and links (ability to link to your online store url). These will display below the short description.
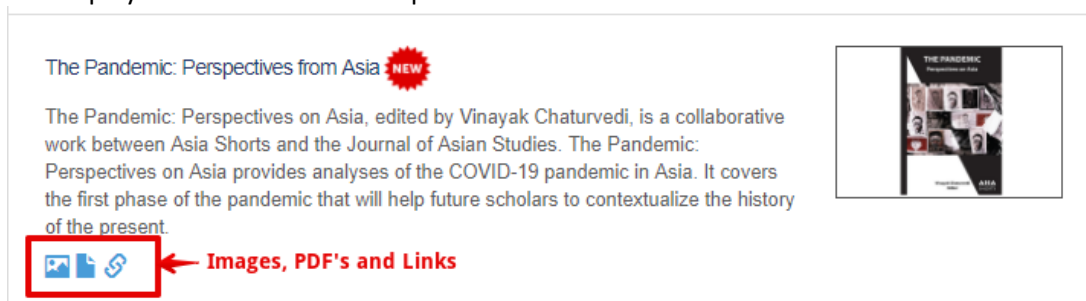

The assets types include –
- **Video files** must be 50mb or less
- **Image files** must be .png or .jpeg format
- **PDF's**

Completing the task: If you have no assets to upload, you may click the box to indicate there is nothing to upload, to complete the task.

✔ ☐ I have nothing to upload for this presentation

Video Chat

Get face to face with attendees by registering booth representatives for video chats. Booth representatives in the "Assigned Team Members" list appear on the Video Chat tab of the Virtual Booth.
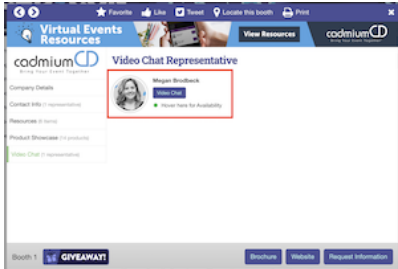
Adding Representatives

All "Assigned Booth Representatives" are required to have a JPEG/PNG headshot (or company logo) and a minimum of first name, last name and email address connected their profile.

Booth representatives are added by clicking the ADD BOOTH REPRESENTATIVE button.
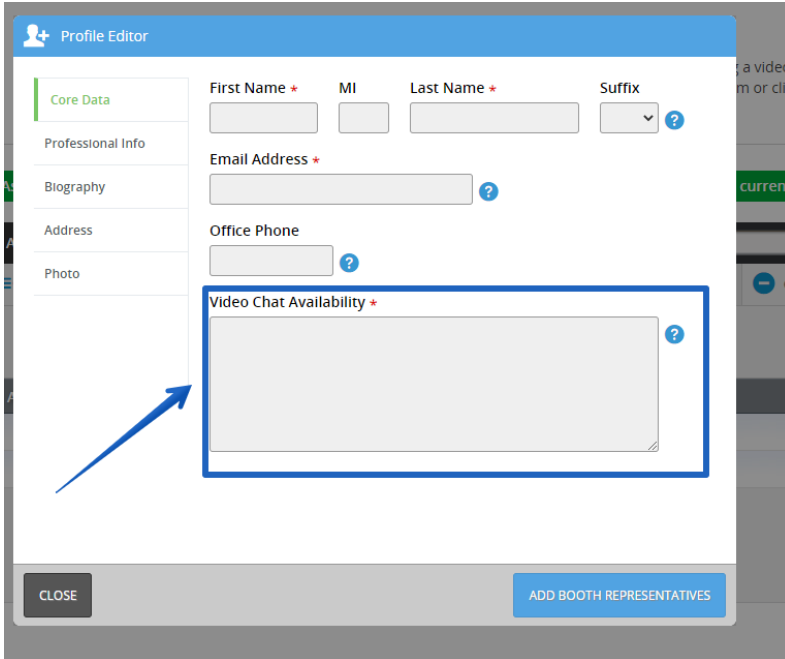
Within each representative's profile, enter the scheduled availability within the Video Chat Availability box.

For example: *Available each day 10:00am – 12:00pm ET (Monday, March 22-Friday, March 26)*

The availability will display when an attendee hovers over this section.

Additional Features

- Representatives will receive a separate link to their individual chat room.
- The images of the representatives will be displayed in the Virtual Chat section.
- When a representative is available, the image will appear in full color; when a representative is not available, the image is slightly grayed out.
- When a representative is currently on a video chat this information will also display to attendees.
- Images of booth representatives will also appear in the footer of the booth. When hovered, the attendees may also view their current availability outside of clicking the Video Chat tab (see image below).

NOTE: The steps above are intended to instruct how to set up the chat and highlights the features. **The AAS will provide additional Video Chat Training in March.**

Giveaway Button

Add on this button as an opportunity to generate additional leads by linking to a survey for a random drawing that attendees can enter for prizes! The Giveaway Button resides in the footer of your Virtual booth and is globally visible to attendees, regardless of which tab of information they are viewing.

The button will show in your booth and a badge will appear next to your company name on the exhibitor list. This badge will serve to direct attendees directly to exhibitors hosting giveaways and will help drive traffic to your booth.

Sample Images of Giveaway Button in Booth   **Sample Image of Giveaway Icon in Listing**
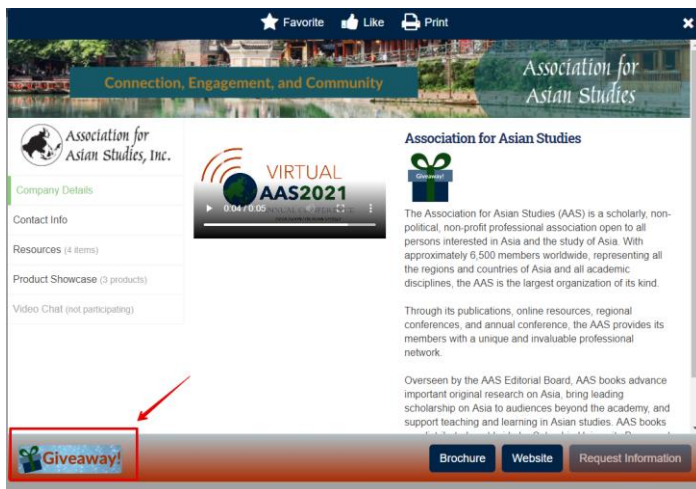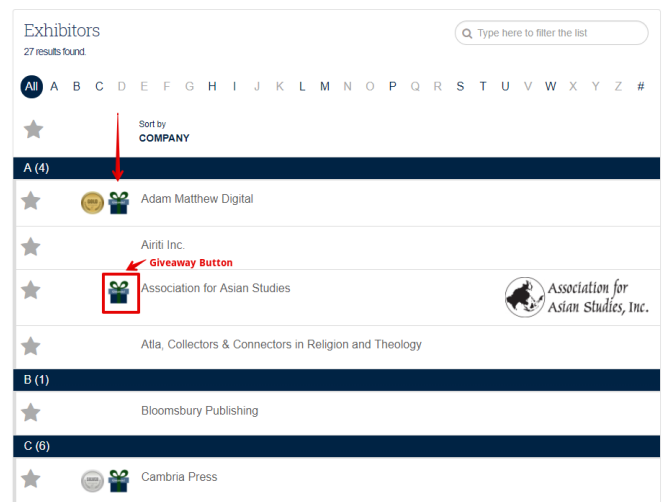
This is an optional feature and does not need to be utilized.
However, similar to in-person events, giveaways grab the attention of exhibit hall attendees.

Completing this task simply requires providing the URL to your website, survey, give-away form, etc. If your booth package includes this opportunity to use the giveaway button but **you are not offering a giveaway**, simply <u>do not enter a URL</u> in the box and leave this task uncompleted. The button will only appear if there is a URL.

Note: The AAS will design the giveaway button and icon.

Scavenger Hunt Add-On– Virtual AAS Quest

This year, attendees will have the opportunity to participate in our virtual Scavenger Hunt called AAS Quest. **This activity is hosted by the AAS and all prizes will be provided by the AAS**. This is an interactive and engaging feature offered the AAS at an add-on cost for exhibit booth packages; this feature is included with all sponsorship packages.

Exhibitor Participation is easy. Exhibitors need only to upload a question and multiple-choice answers. The idea is to enter a question that would require attendees to navigate through your virtual booth for the answer, thereby, viewing your materials and information. **Participation in the scavenger will increase attendance at your booth.** Exhibitors participating may request analytics/data for each person who participated and answered their booth scavenger hunt question.

Attendees will participate in the Scavenger Hunt by navigating to your virtual exhibit booth by locating the icon next to your booth name or via the scavenger hunt tile posted on the website. Attendees will be prompted to scan the QR code to view and answer the question. Each correctly answered question is worth 50 points.

Attendees will be motivated to go directly to your booth listing by viewing the Scavenger Hunt icon in the Exhibitor listing on the website
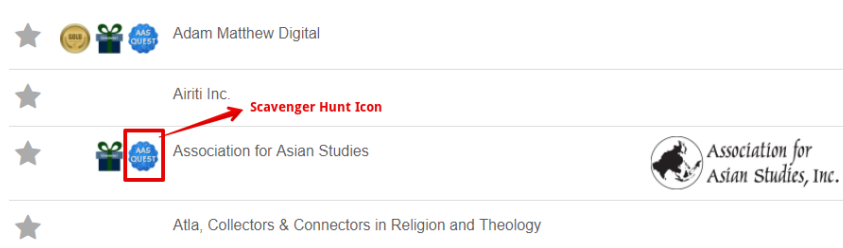
The Scavenger Hunt will include a Leader Board where attendees may view their progress. The attendees are competing to complete the Scavenger Hunt to gain the most points. The individual having completed the scavenger hunt in the fastest time will win the prize(s) offered by the AAS. At this time, prizes are *to be determined.*
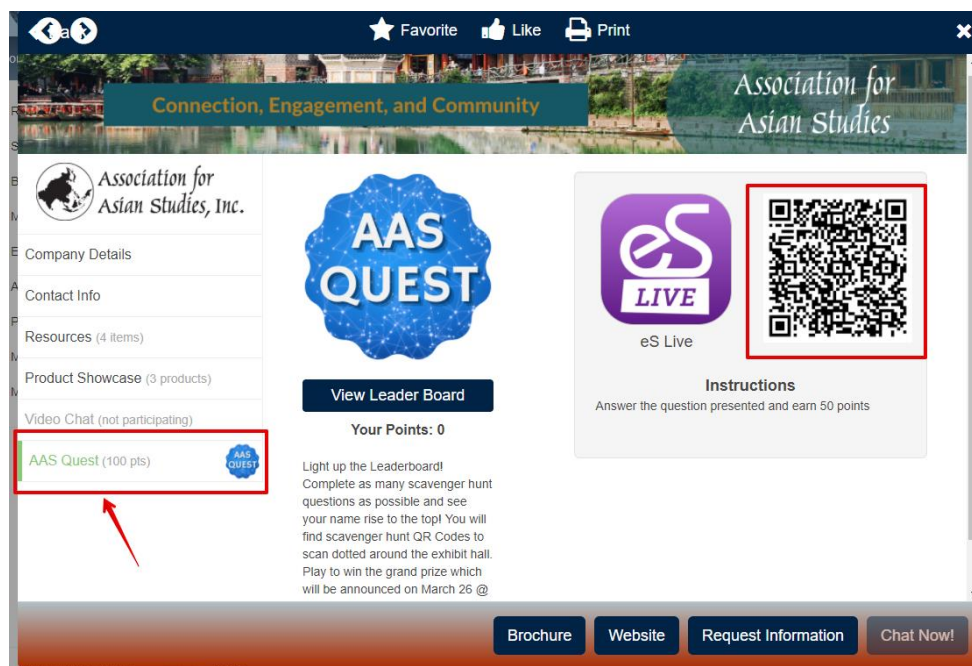
Attendees names will appear on the leaderboard where they can track their progress.

LEADER BOARD

47th	Kathryn Hail		190 points
48th	Angie Bermudez		180 points
49th	Linda Cohen		150 points
50th	Nicole Brenson		140 points
51st	Kristin Pichon		140 points
52nd	Hannah Stuhr		140 points
53rd	Laurie Wilson		140 points

Completing the Task: Each participating company will post one multiple-choice questions. You will also indicate the correct answer.

SUBMIT YOUR SCAVENGER HUNT QUESTION   Continue
(completed 12/27/2020, 4:24 PM)

This year, attendees will have the opportunity to participate in our 100% virtual Scavenger Hunt.

Please submit the multiple choice scavenger hunt question that attendees will answer after scanning the QR code on your virtual booth below. Correct answers will earn points and move up the leaderboard!

Scavenger Hunt Question
What year was the AAS founded?

Answer 1
1941

Answer 2
1942

Answer 3
1945

Answer 4
1950

Correct Answer
Answer 1

Increase Engagement

The following opportunities are add-on option to further engage attendees with your publications, products and the highlight Authors through a virtual meet and greet.

Exhibitor Demonstrations $350

Exhibitor/sponsor can provide a 30 minutes promotional session linked to their company name and the participants can access the video in the exhibitor booth details. **All sessions will be pre-recorded and uploaded to the virtual platform.**

Sponsor Benefits:

• Sponsor creates video demo in provided platform– with logo/banner. Visible for up to one-year post event on the virtual platform.

• Brand awareness by highlighting logo in email communications and online.

Scheduling:

Each demonstration will be scheduled for a time during the designated booth time however; will also be available for on-demand viewing after the initial scheduled time.

How to hold a Demonstration:

1). Reserve the demonstration via the AAS website in the Sponsorship section.
2). Provide the AAS with the desired scheduled date (we recommend Monday or Tuesday to ensure optimal on-demand viewing.
3). Upload the 30-minute pre-recorded video .mp4 video via the Speaker Portal.
Note: *This is a different portal than the exhibitor resources portal- The AAS will provide separate login-credentials*

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Meet the Author - $100 hour

Hold a Live Meet-the-Author event using the virtual platform chat feature. Events may run a maximum of 30 minutes and can be scheduled during breaks. Number of attendees at any one time may be set by exhibitor; recommendation is maximum of 20. Scheduled Meet and Greets will be added to formal schedule and will utilize our video chat feature.

Sponsor Benefits:

• Promote your authors and create an engaging experience for attendees during this meet and greet.

Scheduling:

Each Meet-the-Author event will be scheduled for a time during the designated exhibit hall hour and will utilize the video chat feature. One hour of time may be used in any amount of increments, (i.e., 15, 20, 30 minutes, etc.) and can be spread across multiple days and periods.

How to hold a Meet and Greet:

1). Reserve the demonstration via the AAS website.
2). Provide the AAS with the distribution of time schedule, named author events and description.
3). Provide the AAS with the maximum number of attendees per Meet the Author.

Frequently Asked Questions (FAQ's)

Q. How many attendees are expected for the #AAS2021 Virtual Annual Conference?

A. We are expecting anywhere from 2000-3000 attendees for the virtual conference. This is the first virtual conference for the AAS Annual and counts are not guaranteed. However based on the number of scheduled speakers, this is the best estimate available.

Q. What are the virtual exhibit hall hours? Will our personnel have to "man" the virtual booth during this these times?

A.   Conference Live Hours   Dedicated Exhibit Hall Hours
Monday, March 22 – Friday, March 26   Monday, March 22-Friday, March 26
8:00am – 5:30pm EDT   10:00am – 12:00pm EDT and 1:30pm – 3:00pm EDT
(Sessions and activities scheduled each day)

Access to virtual booths is 24 hours a day for 30+ days (March 22-April 30).

You do not have to "man" your booth during these hours. The times above are simply indicating when there are no other events scheduled and attendees are free to browse the virtual exhibitor booths at their leisure.

Q. Are exhibitors able to interact with attendees via live video chat?

A. Yes, exhibitors who have reserved booth packages with the video chat feature, will have the ability to chat with attendees by video. As mentioned above, you do not need to set video chat availability hours to correspond with conference hours. You may set availability based on your personal availability and it is not required to set video chat for every day. When uploading the image and names of the booth representatives, you may indicate the available hours for each person. This information will display as a pop-up.

Q. Can different booth representatives schedule different times and/or hold chats simultaneously?

A. Yes. Booth representatives may share the same availability and will have separate chat rooms. If booth representatives would like to be present in the same room, the additional reps must "join" the room the same as an attendee would join. Multiple representatives may not host in the same room.

Q. Will we receive live notifications when attendees enter our booth?

A. Live notifications will not be sent however, you may check your portal at any time to run a report of the names of attendees who have accessed your booth. You will have access to post-show lead reports

Q. What is the deadline for me to complete my virtual booth task list?

A. We recommend that all booths are completed no later than March 1 to maximize exposure to attendees and to ensure the AAS is available to assist with any questions prior to the virtual hall going live.

Q. Our booth package includes full conference registrations. How do we assign these registrations?

A. At this time, we are unable to collect "booth staff registrations via the portal". However, you may register your booth staff by submitting this form.

Q. Should the names entered for the virtual booth chat need to match the names on the conference registration form?

A. No. The Virtual Chat feature gives booth representative access to speak directly with attendees but does not allow full access to the conference. If your company has individuals who will handle the booth, but other employees that will attend the conference, that is acceptable. The individuals listed in the virtual chat tasks can be different from those submitted for full conference registration.