



ARA 2020 will be a powerful digital experience for attendees and exhibitors/supporters.

Access – Connect with more attendees than in person! The ARA Annual conference usually sees about 600 attendees in person, but it is expected to garner additional interest because of its virtual aspect. Connect with attendees that wouldn't normally be able to attend in person. The 2020 Virtual ARA Conference expects to deliver a diversified program.

Enduring Content - The 2020 annual meeting will provide live and on-demand opportunities to present educational content and product or service content directly to attendees. This content will be present on the conference platform for 30 days after the meeting.

Engagement - The 2020 annual conference will provide many opportunities to engage with attendees – video chat, meeting rooms, Q&A, polling and analytics – to include some of those options that are available in your exhibit booth. Present your custom message to attendees! Engage with attendees through the presentation of content that you develop.

Analytics - The 2020 annual meeting is complete with analytics for exhibitors and session sponsors to gather those ever important leads. Just as you would while onsite, your virtual booth will be able to provide you with detailed information from attendees that visit your booth or view your sponsored content.

Exhibitor Benefits

	Banner \$450	Single \$750	Double \$1250	Island \$1500
Booth Benefits				
Main Logo Upload	♣	♣	♣	♣
Pop-Up Welcome Message Button	♣	♣	♣	♣
Badge Scan Button	♣	♣	♣	♣
Full Conference Registration	♣	♣	♣	♣
Secondary Logo		♣	♣	♣
Tagline		♣	♣	♣
Optional Button 3		♣	♣	♣
Optional Button 4			♣	♣
Optional Button 5			♣	♣
Optional Button 6			♣	♣
Optional Button 7				♣
Optional Button 8				♣

Virtual Exhibit Booth

Banner Booth

The exhibit booth package includes:

- One graphic
- Button 1 - Welcome pop-up message
 - Welcome header text
 - 1920x1080 area for image OR text
- Button 2 - Badge Scan
 - Badge scan text
 - Badge scan link
 - Optional 1920x1080 area for, image or text (eg. To promote a special raffle, giveaway, etc)
- One Full Conference Registration

\$450



Single Booth

The exhibit booth package includes:

- One graphic
- Button 1 - Welcome pop-up message
 - Welcome header text
 - Live Demo text/link (provide zoom call)
 - 1920x1080 area for video (from vimeo or YouTube) OR image OR text
- Button 2 - Badge Scan
 - Badge scan text
 - Badge scan link
 - Optional 1920x1080 area for promo video, image or text (eg. To promote a special raffle, giveaway, etc)
- Button 3 – Options for this button:

\$750



- Direct link to live demo
- Embed video (from YouTube or Vimeo)
- Open a Schedule of links to live calls
- Live Chat (exhibitor provides chat embed)
- Embed scheduler or survey or online game
- PDF or collateral
- Link to external website
- One Full Conference Registration

Double Booth

\$1250

The exhibit booth package includes:

- One graphic
- Button 1 - Welcome pop-up message
 - Welcome header text
 - Live Demo text/link (provide zoom call)
 - 1920x1080 area for video (from vimeo or YouTube) OR image OR text
- Button 2 - Badge Scan
 - Badge scan text
 - Badge scan link
 - Optional 1920x1080 area for promo video, image or text (eg. To promote a special raffle, giveaway, etc)
- Button 3 through 6 – Options for these buttons:
 - Direct link to live demo
 - Embed video (from YouTube or Vimeo)
 - Open a Schedule of links to live calls
 - Live Chat (exhibitor provides chat embed)
 - Embed scheduler or survey or online game
 - PDF or collateral
 - Link to external website



- **One** button can embed or link out to an exhibitor eCommerce, membership registration or publication gallery url
- One Full Conference Registration

Island Booth

\$1500

The exhibit booth package includes:

- One graphic
- Button 1 - Welcome pop-up message
 - Welcome header text
 - Live Demo text/link (provide zoom call)
 - 1920x1080 area for video (from vimeo or YouTube) OR image OR text
- Button 2 - Badge Scan
 - Badge scan text
 - Badge scan link
 - Optional 1920x1080 area for promo video, image or text (eg. To promote a special raffle, giveaway, etc)
- Button 3 through 8 – Options for these buttons:
 - Direct link to live demo
 - Embed video (from YouTube or Vimeo)
 - Open a Schedule of links to live calls
 - Live Chat (exhibitor provides chat embed)
 - Embed scheduler or survey or online game
 - PDF or collateral
 - Link to external website
 - **Any** button can embed or link out to an exhibitor eCommerce, membership registration or publication gallery url
 - Microlink
- One Full Conference Registration



Booth Traffic Drivers

Purchase an additional link for your banner/booth space for \$250 per link.

Payment and Cancellation Policy

Payment must be received in full with contract submission. Any monies rolled over from the live in-person event are final upon completion of the virtual contract. Any request for cancellation must be received by the exhibits manager by October 15, 2020. Any cancellation request after the deadline will not be refunded.