

Tier 3 – \$3,995

OPTIONAL: LabRoots Booth Template Customized by Booth Client

Client given the booth template PSD file to customize utilizing their own creative team.

Booth Features

- ✓ 1 Large Screen
- ✓ 2 Small Screens
- ✓ 1 Information Kiosk
- ✓ 2 Lollipop Stands
- ✓ 1 Logo
- ✓ Up to 2 Rep Avatars from Grid
- ✓ Customizable Booth Trim Color

- ✓ Standard template customized by client with additional upgrades
 - Up to 2 Additional Customizable Avatars
 - 1 Booth Introduction Video
 - Up to 3 Instruments
 - up to 3 Tables/Pedestals
 - Up to 3 Specialty Items (balloons, dogs, beach ball, etc)
 - 1 Pull Up Banner
 - 1 Additional Kiosk/Menu
 - 1 Additional Screen
 - Up to 3 Additional Lollipop Stands with a CTAs, Promos, Give-aways

- ✓ Up to 8 Booth Reps
 - Rep Chat
 - Video Chat
 - Booth Rep Dashboard

Gamification

- ✓ 500 Visitation Points

Detailed Lead Reporting

- ✓ Real-Time access for Booth Reps within their Rep Dashboard to download reports including: Chat History, Watch List, Notes on Attendees
- ✓ Full Booth Reporting provided at end of Live Expo including: Booth Visits, Booth Content Views, Downloads, Click-actions



You will receive a layered Photoshop file with a few embedded Illustrator files. This is the entire 1680x1050 template with layers for booth customization. The top most layer shows the SAFE area. When adding custom images, staying within the yellow SAFE area is advised.

Please keep in mind, you will need someone with Photoshop and Illustrator experience who can return the design files in working condition to the LabRoots team. If your file cannot be used, you will need to use one of the existing templates for the event.

Each booth allows the features listed below. You cannot add additional clickable items beyond this scope of what is defined, i.e you can't add 10 products, extra screens or CTA buttons. Your enhancements are limited to adding color and aesthetics to the booth and the allowable upgrades. You may modify the template design, but not the intended functionality.

STANDARD BOOTH FEATURES

- A.** Booth Navigation
- B.** Booth Name
- C.** Social media options:
 - Facebook, Twitter, LinkedIn, Instagram, YouTube
 - Integrate a Twitter feed or a hashtag
- D.** Booth Rep Chat
 - Can have 1 click-state to contact a booth representative.

ADDITIONAL UPGRADES

- 1.** 1 Booth Introduction Video
- 2.** Booth Logo
 - Can have 1 click-state: Open a URL or a PDF.
- 3.** 1 Large Screen
 - Static image or Animated GIF
 - Can have 1 click-state: Open a video, a URL, a PDF, or a content window with a list of assets.
- 4.** Up to 3 Small Screens
 - Static image or Animated GIF
 - Can have 1 click-state: Open a video, a URL, a PDF, or a content window with a list of assets.
- 5.** 2 Information Kiosks with 4 line items each:
 - Alternative text can be accommodated.
 - Each line item can have 1 click-state: Open a video, a URL link, a PDF document, or a content window with a list of assets.
- 6.** Up to 5 Lollipop Stands or CTAs
 - Each can have 1 click-state: Open a URL or a PDF.
- 7.** Up to 4 customized Avatars
- 8.** Up to 3 Products or instruments
- 9.** 1 Pull Up Banner
 - Can have 1 click-state: Open a URL or a PDF.
- 10.** 3 Specialty Items
 - Specialty items will have not clickaction
- 11.** Up to 8 Booth Reps
 - Rep Chat, Video Chat, Booth Rep Dashboard



OTHER FEATURES

- A.** 1:1 or group chat:
 - Attendee to attendee
 - Rep to attendee
- B.** Chat queue:
 - Attendees can be placed "in queue"
 - Reps can reach out to next attendee "in queue"
- C.** Leaderboard
 - To encourage interaction, LabRoots will place your booth on the Leaderboard and offer points to achieve
- D.** Content Screen
 - Almost any type of content can be included: Video, Audio, Download, URL link
 - Can be filtered/sorted by category, file type, rating, number of views
 - Downloadable files include PDF, ZIP, JPG, PNG