

RC Restaurants
Canada

show

• THE HOSPITALITY EVENT OF THE YEAR •



ONLINE LIVE

FEBRUARY 28 - MARCH 3, 2021

BOOTH GUIDE FOR EXHIBITORS

SMALL 2D BOOTH

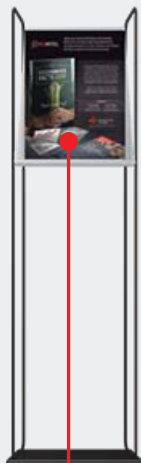
Includes:

- ✓ Exhibitor Login profile
- ✓ Company Contact Card
- ✓ Online Booth Build
- ✓ Downloadable Resources
- ✓ Live 1:1 Group Chat
- ✓ Calendar Invite Link
- ✓ Video Link
- ✓ Lead Retrieval and Analytics
- ✓ Exhibitor Directory Listing
- ✓ Category Search Exposure
- ✓ Buyer Invite Promo Code
- ✓ Platform On-boarding & Training Webinars

Top Banner

Video

Backdrop
Background



Brochure
Cover



Podium



MATERIAL SPECIFICATIONS



Small Booth Top Banner
W 900px x H 124px
(Required size)



Podium
W 1800px x H 1300px
(Required size)



Brochure Cover
W 900px x H 1200px
(Recommended size)



Backdrop Background
W 2000px x H 1896px
(Required size)

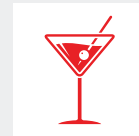


Exhibit Hall Logo
W 600px x H 600px
(Recommended size)



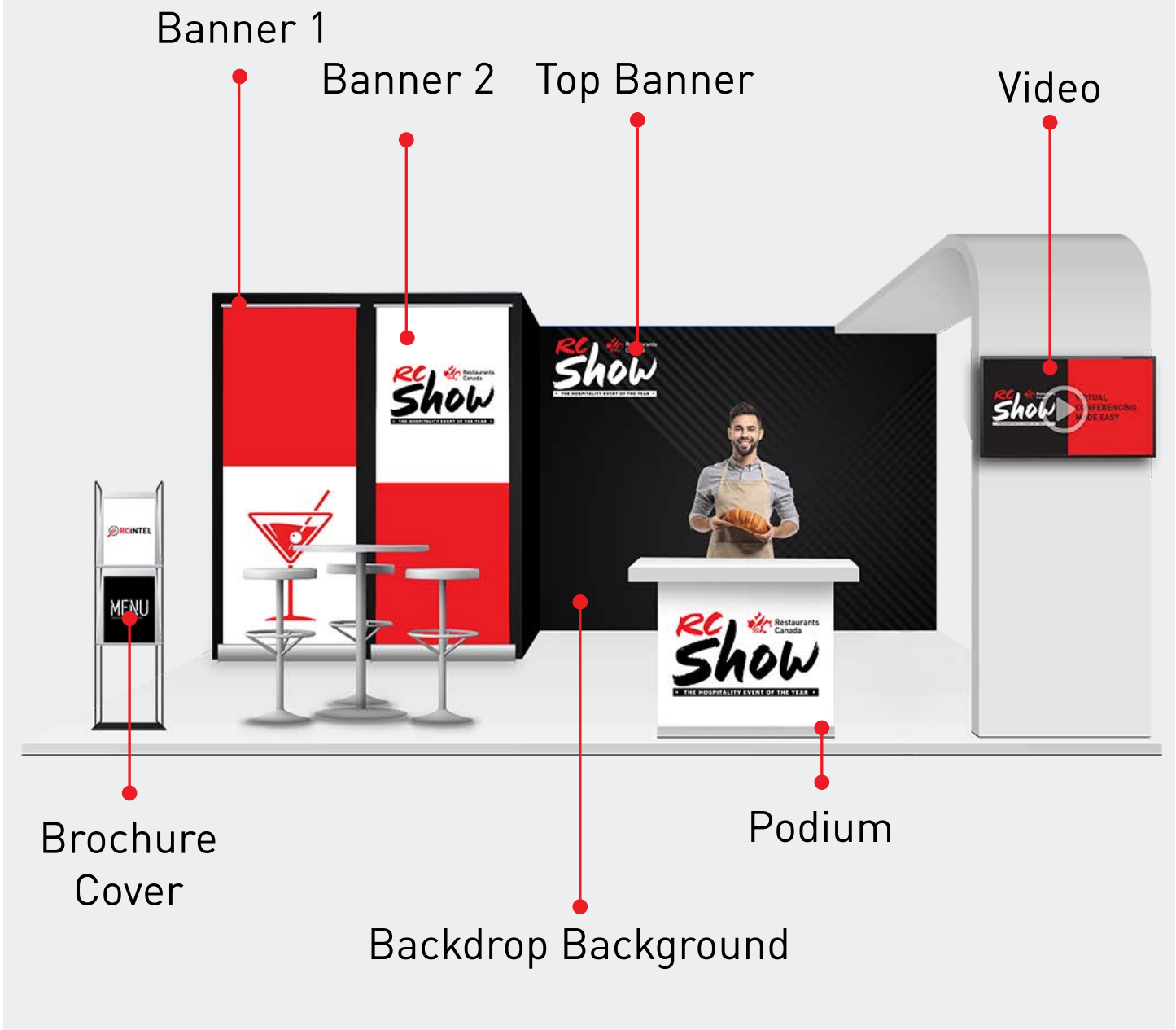
BEST PRACTICES

1. Live Meeting Link should not be password protected.
2. Calendar Booking Link should not be password protected.
3. Resource size and quantity should be limited for best user experience.
4. Video size should be limited for best user experience.
5. Suggested thumbnail ratio 1:1 or 3:4.

MEDIUM 2D BOOTH

Includes:

- ✓ Exhibitor Login profile
- ✓ Company Contact Card
- ✓ Online Booth Build
- ✓ Downloadable Resources
- ✓ Live 1:1 Group Chat
- ✓ Calendar Invite Link
- ✓ Video Link
- ✓ Lead Retrieval and Analytics
- ✓ Exhibitor Directory Listing
- ✓ Category Search Exposure
- ✓ Buyer Invite Promo Code
- ✓ Platform On-boarding & Training Webinars



MATERIAL SPECIFICATIONS



Medium Booth
Top Banner
W 1500px x H 124px
(Required Size)



Booth Backwall
W 1370px x H 1050px
(Required Size)



Podium
W 1800px x H 1300px
(Required Size)



Brochure Cover
W 900px x H 1200px
(Recommended size)



Exhibit Hall Logo
W 600px x H 600px
(Recommended size)



Video
MP4



Banner 1
W 783px x H 2000px
(Required Size)



Banner 2
W 783px x H 2000px
(Required Size)

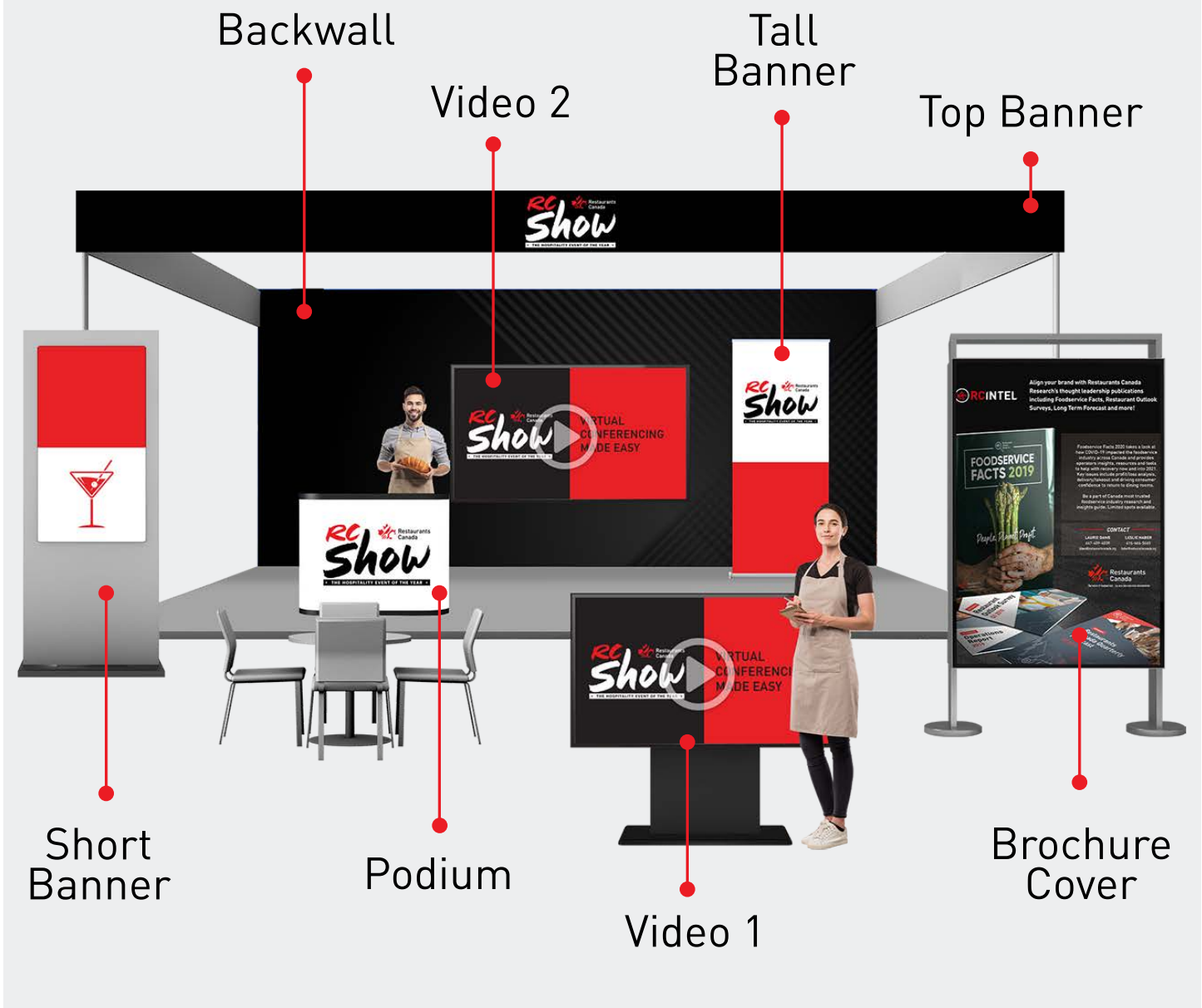
BEST PRACTICES

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4. Video size should be limited for best user experience.
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LARGE 2D BOOTH

Includes:

- ✓ Exhibitor Login profile
- ✓ Company Contact Card
- ✓ Online Booth Build
- ✓ Downloadable Resources
- ✓ Live 1:1 Group Chat
- ✓ Calendar Invite Link
- ✓ Video Link
- ✓ Lead Retrieval and Analytics
- ✓ Exhibitor Directory Listing
- ✓ Category Search Exposure
- ✓ Buyer Invite Promo Code
- ✓ Platform On-boarding & Training Webinars



LARGE 2D BOOTH



MATERIAL SPECIFICATIONS



Large Booth
Banner Top
W 3000px x H 240px
(Required size)



Booth Backwall
W 4423px x H 2014px
(Required size)



Banner 1
W 783px x H 2000px
(Required size)



Podium
W 1800px x H 1300px
(Required size)



Video 1
MP4



Brochure Cover
W 900px x H 1200px
(Recommended size)



Banner 2
W 783px x H 1406px
(Required size)



Video 2
MP4

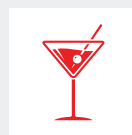


Exhibit Hall Logo
W 600px x H 600px
(Recommended size)



BEST PRACTICES

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COMPANY
INFO



COMPANY
CONTACT



LIVE
MEETING



MEETING
CALENDAR



COMPANY
RESOURCES



I WAS HERE!
LEAD RETRIEVAL

MENU BAR ASSETS

1. Company Info: Text description of company profile
2. Company Contact: PDF or vCard that downloads booth contact to attendees contacts
3. Live Meeting: Virtual meeting/demo URL (Zoom, Google Hangouts, Webex, Teams, etc.)
4. Meeting Calendar: RC Show Conference & Meeting Planner scheduling URL to book meetings
5. Downloadable Resources: Materials and files that download (JPEG, PNG, PDF, MP4, PPT, etc.)
6. I Was Here Lead Retrieval: Button for attendees to submit their contact information