R.O.C.K. Society
Research on Calculus Kinetics

R.O.C.K.

Digital Marketplace Hall

Diamond Level Virtual Booth

Gold Level Virtual Booth

Virtual Booth Asset Submission Instructions and Deadlines

Welcome to the Digital Marketplace! Please email your digital assets to industry@rocksociety.org no later than May 7, 2021.

The first screen registrants will see after clicking the Digital Marketplace button is the virtual exhibit hall. This will display all participating company logos. Virtual booth areas where content will be populated:

A. Company and/or product logo (JPG or PNG).

B. Company description, maximum 50 words. Please note the first 80 characters, including spaces, will appear without having to click on a link to expose the full description.

C. The main screen is intended to feature an embedded video (a link to an online video or send the video file). You can also post a static image that hyperlinks to a website, video, or some other URL. A PowerPoint Show that has been exported as an MP4 may also be used.

The main screen is not intended to have a list of links.

If your embedded video must have a customized thumbnail (E.g. to obscure product branding) as the display image shown before a registrant hits play, please send one at the screen size listed below.

Screen size: 750 x 460 pixels

Acceptable video file formats: MP4, .MOV, .WMV, or, .AVI

D. Company or product slogan: suggested 50 characters in length, including spaces

E. This is a scrolling banner where your contact information and company website will be posted. We recommend using a representative's email and phone number. Below the company contact information, you can list other resources such as PDFs, a PowerPoint slidedeck (5 slides max), static images (.jpg or .png), URLs to external sites like an online survey or product page.

Platinum sponsors have a slightly bigger booth with 2 scrolling banners.

F. Company logo and social media links

Live Chat: A registrant must initiate the chat. You can have as many reps logged in but only 1 rep can chat with a registrant at a time. Your virtual booth reps must have their chat window open to see if a registrant has clicked your company's chat button. A doorbell sound will alert reps when a registrant clicks on the Live Chat button in your virtual booth. The registrant's name will appear in your chat window in the cue and you will see how long they have been waiting (ex: idle for 1 minute, 3 minutes, 5 minutes, etc). Once a rep picks up a registrant who is in the chat cue, the registrant name disappears from the queue. A transcript of all chat (text based only) will be available to your team. It will not be available to anyone else but your team who has the Live Chat function enabled with their login.

A sample Digital Marketplace can be viewed online:
www.prri.com/virtual
username: licensing@prri.com
password: PRRI