Welcome to the Association for Asian Studies 2022 Annual Conference

Dear Exhibitor/Sponsor:

Thank you very much for joining us at the AAS 2022 Hybrid 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 AAS2022. AAS has selected 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
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734-665-2490
Conference Schedule

The official conference dates are Thursday, March 24 through Sunday, March 27. The conference will kick off on Thursday, March 24, 2022, with virtual sessions beginning at 12:30 pm, and the opening ceremony beginning at 5:00 pm Hawaii Standard Time (HST). The opening ceremony will be live-streamed to all virtual attendees.

Beginning Friday, March 25, official events will begin each day at 8:30 am and end each day after 7:00 pm (HST).

The last official day of the conference is Sunday, March 27. However, all conference content (including sessions and exhibits), will remain available for viewing for an additional 60+ days, ending on May 31, 2021.

Time Zone

The official time of AAS2022 is in the Hawaii Time Zone. All scheduled events will be listed as Hawaii-Aleutian Standard Time.

Exhibit Hall Show Hours

The Virtual Exhibit Hall will officially open on Thursday, March 24, at 12:00 pm HST and will remain open through the official conference dates as well as an additional 60 days beyond the conference. Attendees will have access to view virtual booths at any time of the day, 24 hours a day.

Virtual Exhibit Hall Hours:

The conference schedule has been designed to include dedicated exhibit hall visiting 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. However, the AAS will send reminder notifications to attendees during breaks between sessions. *(Times are subject to change)*

Please take a moment to view the schedule of events and session breaks time slots. [https://www.asianstudies.org/conference/schedule-at-a-glance/](https://www.asianstudies.org/conference/schedule-at-a-glance/)

Virtual Chats

Participating in Virtual Chats 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 for maximum connections with attendees. 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 AAS2022 Hybrid 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.

**AAS2022 Virtual Exhibiting Pricing:**

<table>
<thead>
<tr>
<th>Package Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Profit Package</td>
<td>$350</td>
</tr>
<tr>
<td>Silver Sponsor Package</td>
<td>$1,500 (includes booth &amp; advertising)</td>
</tr>
<tr>
<td>Standard Booth Package</td>
<td>$650</td>
</tr>
<tr>
<td>Gold Sponsor Package</td>
<td>$4,000 (includes booth &amp; advertising)</td>
</tr>
<tr>
<td>Premium Booth Package</td>
<td>$945</td>
</tr>
<tr>
<td>Platinum Sponsor Package</td>
<td>$6,500 (includes booth &amp; advertising)</td>
</tr>
</tbody>
</table>

**Virtual Booth Features Add-Ons**

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

- **Introduction Video:** $100
- **Virtual Chat Feature:** $125
- **Product Showcase:** $75 (premium booth upgrade to unlimited) / $150 (standard booth upgrade to unlimited)

**Connect & Engage Branding Opportunities**

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

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 forwarded 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. Log In credentials will consist of your email address and an automatically generated Access Key. The email will arrive from the following address: DoNotReply@ConferenceHarvester.com. If the access key is not received in your inbox, please check your spam or junk mail first. 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=BZSOPRZT
Building Your Virtual Booth

In order to create your company's virtual booth, you will need to complete the **TASKS** in the exhibitor portal. 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. **You will not need to forward any images or data to the AAS in order to build your booth.** 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 through 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.

煸 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.

煸 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 booth. Additionally, you may also provide attendees with more web-hosted resources by posting web links.

PDF Documents: Virtual Booths allow for the 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 include 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 weblink has a "Link Label" text box that can be customized based on the links you include 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.

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

There are three (3) tasks associated with this feature (general information, links, and Image) and must be completed in order to successfully display each item.
The Product Showcase tasks will be displayed in your portal like so:

**Adding Products to your Showcase**

1. Click the View Products button
2. Add the Product Name
3. Complete each section of the Product Editor

![Product Editor](image-url)
**Product Information:**

Please enter general information (i.e. name, short description, long description, and product category/categories).

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.
Website:
You may enter a specific website link for each product listed. A button will appear below each image to direct the attendee to your website, where the product may be viewed more in-depth or purchased.

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 at least 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 Assets:**

Once products have been created via the steps above, the **product assets** task (found in the task list) 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 videos. 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 to 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 rooms.
- 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 FEATURE

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 do not enter a URL 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 – ADD-ON FEATURE

This year, attendees will have the opportunity to participate in our virtual Scavenger Hunt called AAS Quest. The AAS hosts this activity, and all prizes will be provided by the AAS. This interactive and engaging feature is offered by 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.

**Completing the Task:** Each participating company will post one multiple-choice question. You will also indicate the correct answer.
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. The exhibitor may set the number of attendees at any one time; the recommendation is a maximum of 20. Scheduled Meet and Greets will be added to the 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 during the designated exhibit hall hour and will utilize the video chat feature. One hour 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 #AAS2022 Annual Conference?
A. The 2022 Annual Conference is a Hybrid Event. All in-person attendees will have to the virtual sessions and exhibits. In total, we are expecting approximately 2500-3000 attendees across both platforms. To date, there are 160 virtual sessions and over 1000 virtual speakers scheduled to present.

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

A. Conference Live Hours
Thursday, March 24-Sunday, March 27
8:00am – 5:30pm EDT
(Sessions and activities scheduled each day)

Dedicated Exhibit Hall Hours
These hours vary per day. See the full schedule

Access to virtual booths is 24 hours a day for 60+ days (March 24-May 31, 2022).

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 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 completing my virtual booth task list?
A. We recommend that all booths be completed no later than March 10 to maximize attendees' exposure and ensure the AAS is available to assist with any questions prior to the virtual hall going live. We STRONGLY encourage completing your booth by this date.

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 representatives 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 differ from those submitted for full conference registration.