



**SPONSORS'
BRANDING GUIDE**

LiveOn Expo Complex Branding Spots



SPONSORS' BRANDING GUIDE

External Area



Branding Spot
reserved only
for event
branding

Zone A

3 branding spots

EX.A1

EX.A2

EX.A3

3 Branding Spots



SPONSORS' BRANDING GUIDE

Lobby

Branding Spot reserved only for event branding material

L.A1

L.A2

L.A3

L.A4

L.A5

L.A6

Zone A

6 branding Spots

6 Branding Spots

Branding Spot reserved only for event branding material



L.B2

L.B1

L.B3

L.B4

L.B5

Zone B

5 Branding Spots

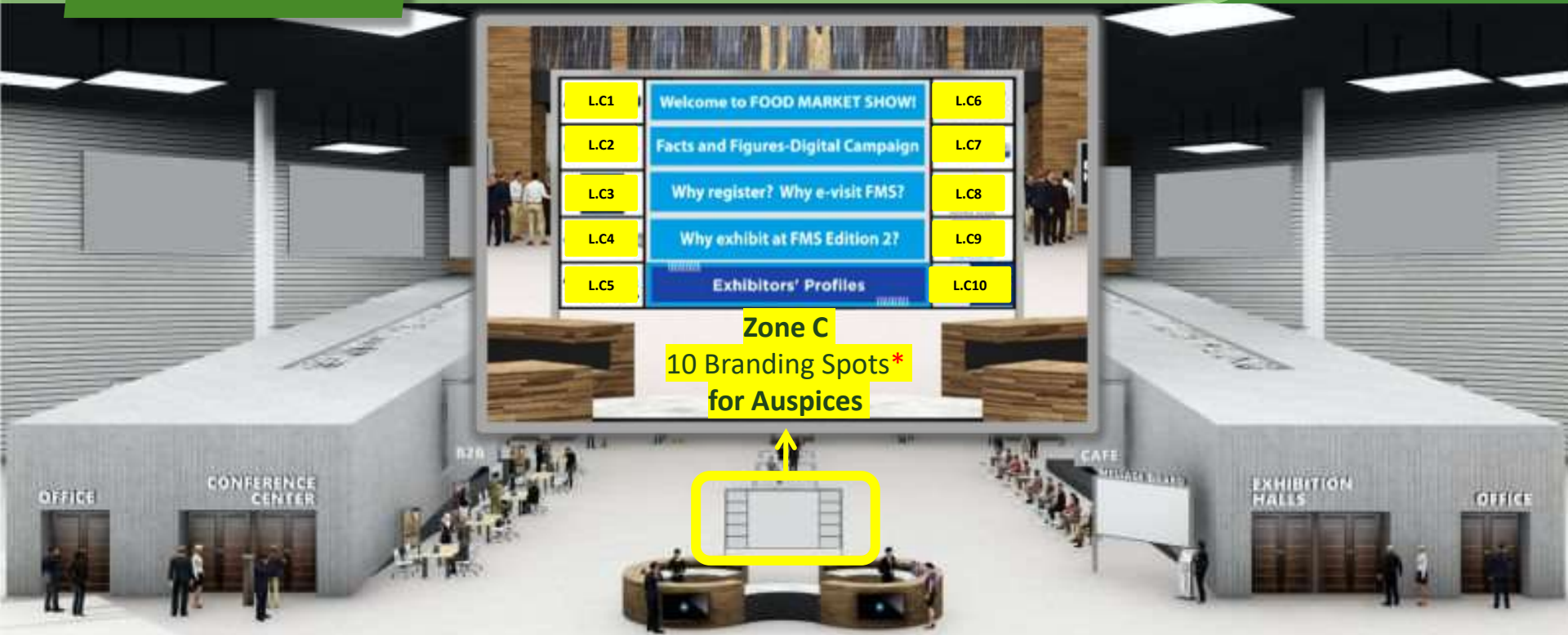
OFFICE

CONFERENCE CENTER

EXHIBITION HALLS

OFFICE

5 Branding Spots



Zone C
10 Branding Spots*
for Auspices

10 Branding Spots **for Auspices**

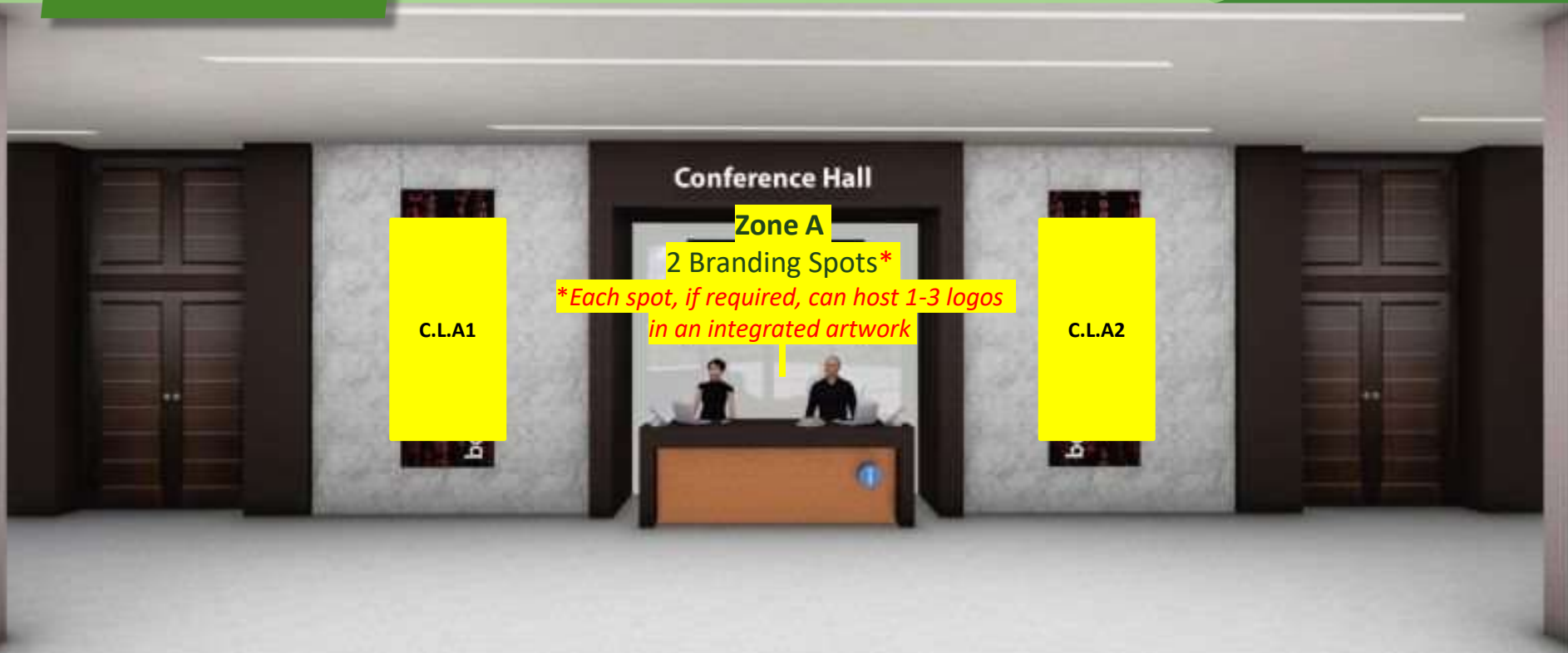


2 Branding Spots | Corporate Videos

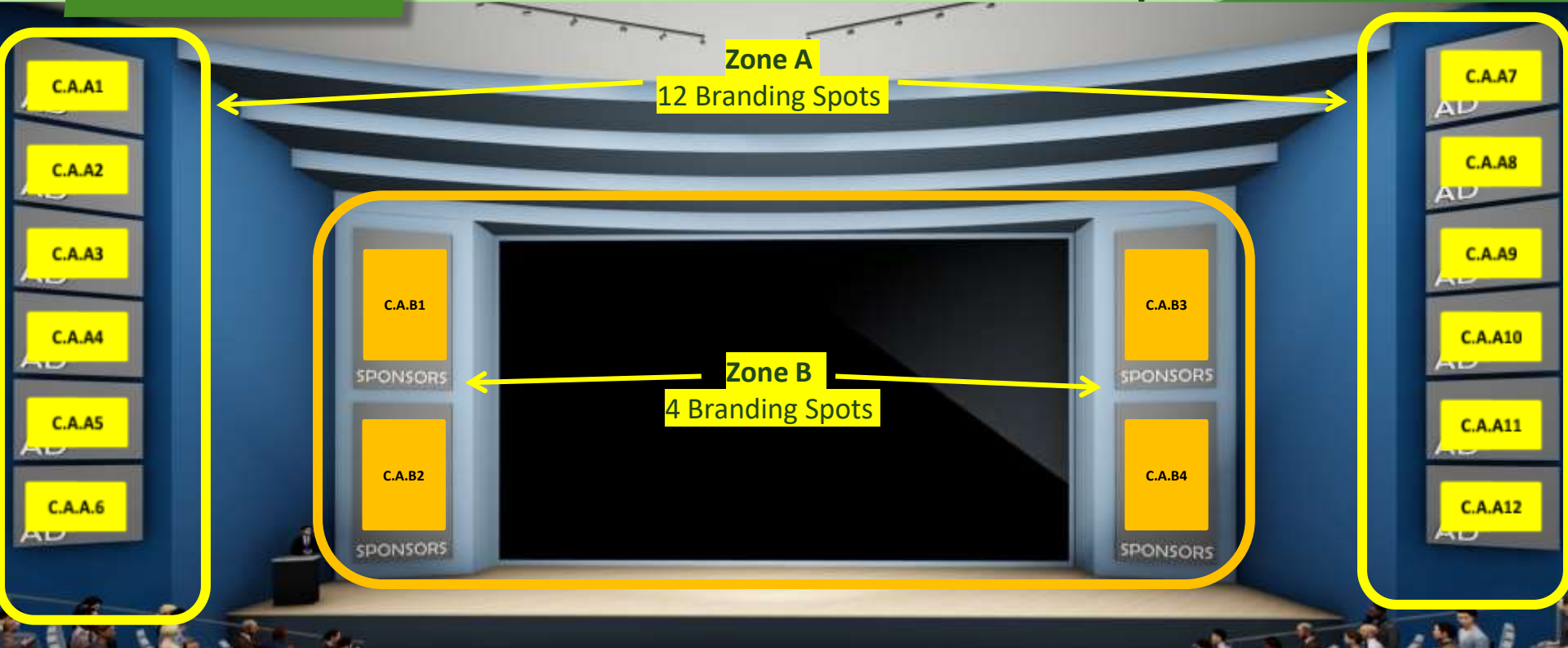


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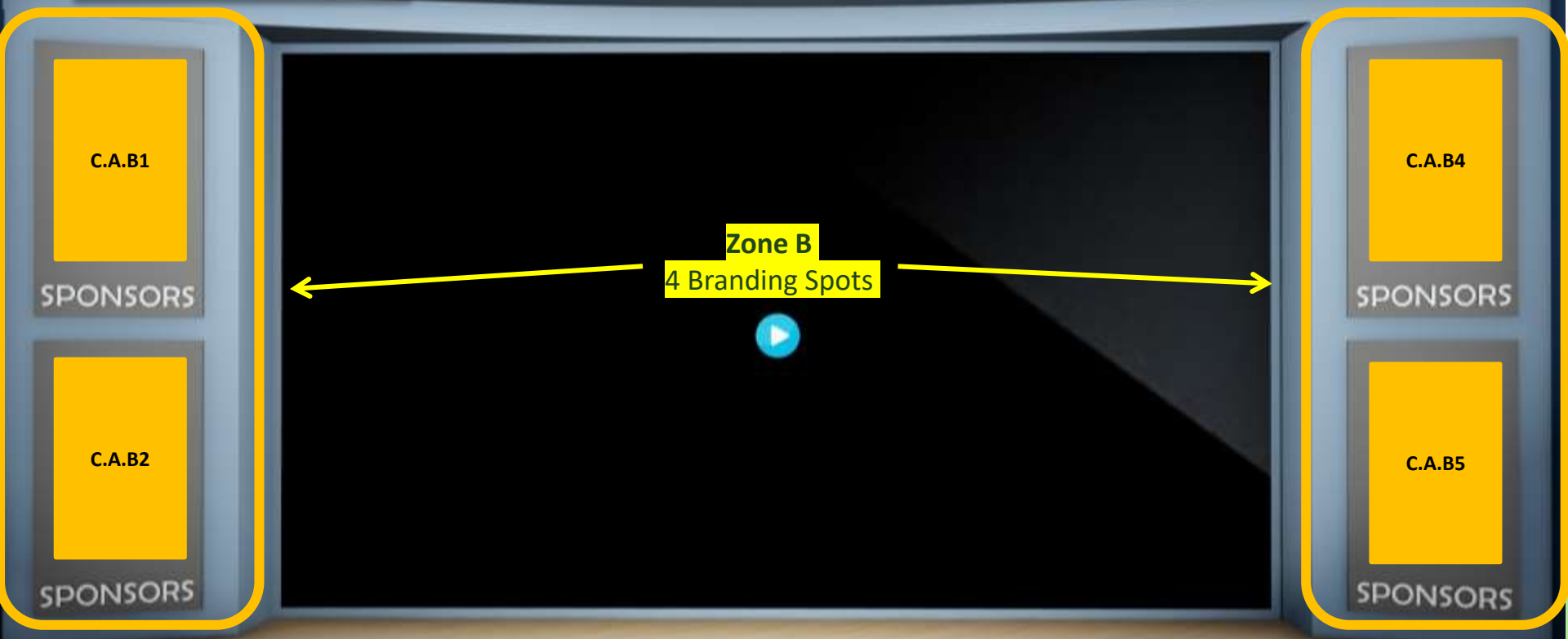
Conference Center



2 Branding Spots



12+4 Branding Spots



4 Branding Spots



**SPONSORS'
BRANDING GUIDE**

Press Center



Zone A

17 Branding Spots

Branding Spot reserved only for Organiser's Press Kit

**the panel has the ability to rotate if there are more than 17 communication sponsors (Zone B in the following slide)*



17 Branding Spots

P.B1

P.B2

P.B3

P.B4

P.B5

P.B6

P.B7

P.B8

P.B9

P.B10

P.B11

P.B12

P.B13

P.B14

P.B15

P.B16

P.B17

P.B18

P.B19

P.B20

P.B21

P.B22

P.B23

P.B24

Zone B

24 branding spots

24 Branding Spots



**SPONSORS'
BRANDING GUIDE**

Branding Spots Dimension List

LiveOn Expo Areas Dimensions List				
External Area	Lobby			
Zone A	Zone A	Zone B	Zone C	Zone D
EX.A1 - EX.A3	L.A1 - L.A6	L.B1 - L.B5	L.C1 - L.C10	L.D1 - L.D2
600x500 300dpi	1920x1080 300dpi	1080x1920 300dpi	1920x1080 300dpi	16:9 high density
Conference Center			Press Center	
Lobby Zone A	Auditorium Zone A	Auditorium Zone B	Zone A	Zone B
C.L.A1 - C.L.A2	C.A.A1 - C.A.A4	C.A.B1 - C.A.B10	P.A1 - P.A17	P.B1 - P.B24
1080x1920 300dpi	1080x1920 300dpi	1920x1080 300dpi	1920x1080 300dpi	1920x1080 300dpi



**SPONSORS'
BRANDING GUIDE**

Exhibition Stands @ Sponsors' Hall

Sponsors Hall | Standing View

liveon

liveon

liveon

liveon

4

3

2

Stand Type: Standard | 4 Branding Spots

Exhibition Stand Type: Standard

Active Spots & Operability

The logo for 'liveon' is displayed in a white rounded rectangle. The word 'live' is in a bold, black, sans-serif font, and 'on' is in a smaller, italicized, black, sans-serif font. A green sphere with a white highlight is positioned between the 'e' and 'o'.

1. Corporate Logo -> Spot that will host the corporate logo and the name of the exhibitor in a single visual.
2. Reception Booth -> Spot where the visitor can leave his info, get informed and download the exhibitor's company profile -up to 150 words-, but also request to get in touch with a sponsor's representative
3. Corporate Video -> Spot where the visitor can watch the corporate video (max duration until 3')
4. Products -> (1X) 1 Spot for an image from which the visitor can be informed about the exhibitor's company products

Exhibition Stand Type: Standard

Technical Requirements



1. **Corporate Logo** -> Image or a composition of images with the company's logo. Delivered as a final png file in 1920px X 1080px / 300dpi - the image or image composition's background is selected by the company. If left transparent, the background will be grey as is in the stand's graphics.
2. **Reception Booth** -> a) Company Profile of 150 words. The text should be sent in a word file, structured in the form of paragraphs, without embedded tables and images. b) Company contact details: Contact telephones (landline / mobile), Email, Website, Social Media pages)
3. **Corporate Video** -> Up to two (2) corporate videos. They should be sent to us as a link from a corporate channel (YouTube, Vimeo) or Facebook. Their dimension must be 1920px x 1080px. The order is defined by the company.
4. **Products** -> Image with corporate branding. Delivered as a final png file in 1080px X 1920px / 300dpi.

Sponsors Hall | Standing View

liveon

liveon



5
6

2

Stand Type: Advanced | 6 Branding Spots

Exhibition Stand Type: Advanced

Active Spots & Operability



1. Corporate Logo -> Spot that will host the corporate logo and the name of the exhibitor in a single visual.
2. Reception Booth -> Spot where the visitor can leave his info, get informed and download the exhibitor's company profile -up to 200 words-, but also request to get in touch with a sponsor's representative
3. Corporate Video -> Spot where the visitor can watch the corporate video (max duration until 5')
4. Products -> (1X) One Spot for images from which the visitor can be informed about the exhibitor's company products
5. B2B Area -> Area where the visitor can meet the representatives of the company that are present at the booth (will see their profiles in pop-up) and interact with them (via pop-ups) by direct chat, direct or scheduled video call, direct or scheduled B2B meeting
6. Product Catalog -> (1X) One spot where the visitor can see a list of the company's products through a photo and a popup window with additional information material).

Exhibition Stand Type: Advanced

Technical Requirements



1. Corporate Logo -> Image or a composition of images with the company's logo. Delivered as a final png file in 1920px X 1080px / 300dpi - the image or image composition's background is selected by the company. If left transparent, the background will be grey as is in the stand's graphics.
2. Reception Booth -> a) Company Profile of 200 words. The text should be sent in a word file, structured in the form of paragraphs, without embedded tables and images. b) Company contact details: Contact telephones (landline / mobile), Email, Website, Social Media pages) c) Digital representatives with live communication capability for data collection, text messages and video calling).
3. Corporate Video -> Up to four (4) corporate videos. They should be sent to us as a link from a corporate channel (YouTube, Vimeo) or Facebook. Their dimension must be 1920px x 1080px. The order is defined by the company.
4. Products-> Image with corporate branding. Delivered as a final png file in 1080px X 1920px / 300dpi.
5. B2B Area -> Meeting Room where the visitors can meet the representatives of the company that is at the stand (will see the profiles in pop-up) and have with one of them (via pop-ups / one-to-one) direct or scheduled video call, direct or scheduled B2B meeting.
6. Product Catalog -> Image or composition of products and services with corporate advertising. Delivered as a final png file in 1080px X 1920px / 300dpi. The location leads to a list (pop-up) that can display up to 10 products / services with the corresponding information material (pdf up to 10MB).

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Sponsors Hall | Standing View



Stand Type: Premium | 8 Branding Spots (6 categories)

Exhibition Stand Type: Premium

Active Spots & Operability



1. Corporate Logo -> Spot that will host the corporate logo and the name of the exhibitor in a single visual.
2. Reception Booth -> Spot where the visitor can leave his info, get informed and download the exhibitor's company profile -up to 500 words-, but also request to get in touch with a sponsor's representative
3. Corporate Video -> Spot where the visitor can watch the corporate video (max duration until 5')
4. Products -> (2X) 2 Spots for images from which the visitor can be informed about the exhibitor's company products
5. B2B Area -> Area where the visitor can meet the representatives of the company that are present at the booth (will see their profiles in pop-up) and interact with them (via pop-ups) by direct chat, direct or scheduled video call, direct or scheduled B2B meeting
6. Product Catalog -> (2X) Two spots where the visitor can see a list of the company's products through a photo and a popup window with additional information material).



Exhibition Stand Type: Premium

Technical Requirements

1. Corporate Logo -> Image or a composition of images with the company's logo. Delivered as a final png file in 1920px X 1080px / 300dpi - the image or image composition's background is selected by the company. If left transparent, the background will be grey as is in the stand's graphics.
2. Reception Booth -> a) Company Profile of 500 words. The text should be sent in a word file, structured in the form of paragraphs, without embedded tables and images. b) Company contact details: Contact telephones (landline / mobile), Email, Website, Social Media pages) c) Digital representatives with live communication capability for data collection, text messages and video calling). d) Active link access to the company's corporate website.
3. Corporate Video -> Up to eight (8) corporate videos. They should be sent to us as a link from a corporate channel (YouTube, Vimeo) or Facebook. Their dimension must be 1920px x 1080px. The order is defined by the company.
4. Products -> (2) Images with corporate branding. Delivered as a final png file in 1080px X 1920px / 300dpi.
5. B2B Area-> Meeting Room where the visitor can meet the representatives of the company that is at the stand (will see their profiles in pop-up) and have with one or more of them (one to one / many to many - via pop-ups) and with the possibility of inviting third party participants, direct chat, direct or scheduled video call, direct or scheduled B2B meeting
6. Product Catalog -> Two (2) positions for promoting products / services. An image or composition is delivered for each location, as a final png file in 1080px X 1920px / 300dpi. Each position leads to a list (pop-up) that can display up to 10 products / services with the corresponding information material (pdf file up to 10MB).

24/7/365 access to a digital Conference center for organizing corporate events, product presentations, etc.