



**Considering a Premium or
Standard Virtual Booth?**

Check a preview of the virtual experience...

The Virtual Lobby

The Virtual Lobby is the place where all attendees will land upon logging into the virtual platform for the 2021 SHAPE America Virtual National Convention & Expo. Designed to create the sense of entering a physical space for an experience, the virtual lobby is the entry point for program sessions, poster sessions, networking, the virtual exhibit hall, information on sponsors, the general sessions, and technical support/help.

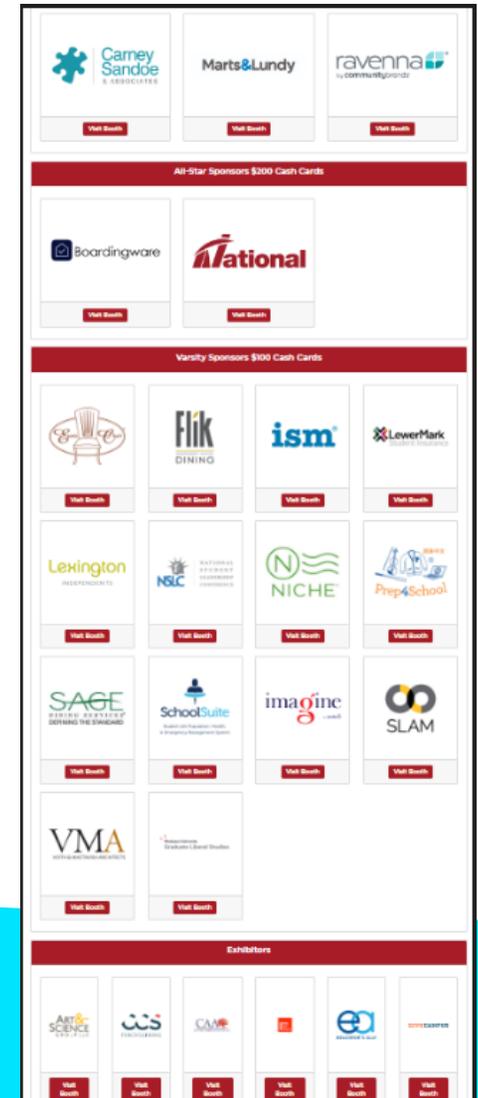


The Virtual Exhibit Hall Entrance

When attendees click on Exhibit Hall from the Virtual Lobby, they will be taken to the Virtual Exhibit Hall Entrance. The example below is intended to illustrate what attendees will see upon arrival.

Premium Virtual Booths will be displayed as larger tiles (3 across) and Standard Virtual Booths will display as smaller tiles (6 across).

All exhibitor tiles will include a logo and a button to “View Booth.”



Virtual Booth Presence

Upon clicking “View Booth,” an attendee will enter the virtual booth of that exhibitor. The example below is intended to illustrate what an attendee may find or experience upon visiting an exhibitor.

On the left-hand side of the booth, attendees will find the exhibitor’s logo and contact information, which may include mailing address, phone and an email address. The email address is connected to the Contact Us box and Schedule a Video Chat link (Premium Virtual Booths only) and any attendee messages submitted through either of those options will be sent to that email address. **Pro Tip:** *Create a general email address that can be associated with the booth in the event that multiple staff members will be “manning” the booth.*

The exhibitor's name and social media channels will appear at the top of the booth.

Exhibitors may choose to highlight an embedded video or graphic banner (600px x 325px OR 600px x 136px) at the top, just below the name and social channels.

A description of up to 300 words may be included. Descriptions may include hyperlinks to other webpages, documents, etc. If you wish to list additional points of contact, they should be included within the description section.

Multiple videos, photos, and documents may be highlighted in the booth.

Pro Tip: *Limit embedded video, photo and PDF documents to a maximum of 3 and utilize links within your description to provide access to additional resources.*



Welcome | Agenda | Champions | Exhibitors | Posters

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Bruker

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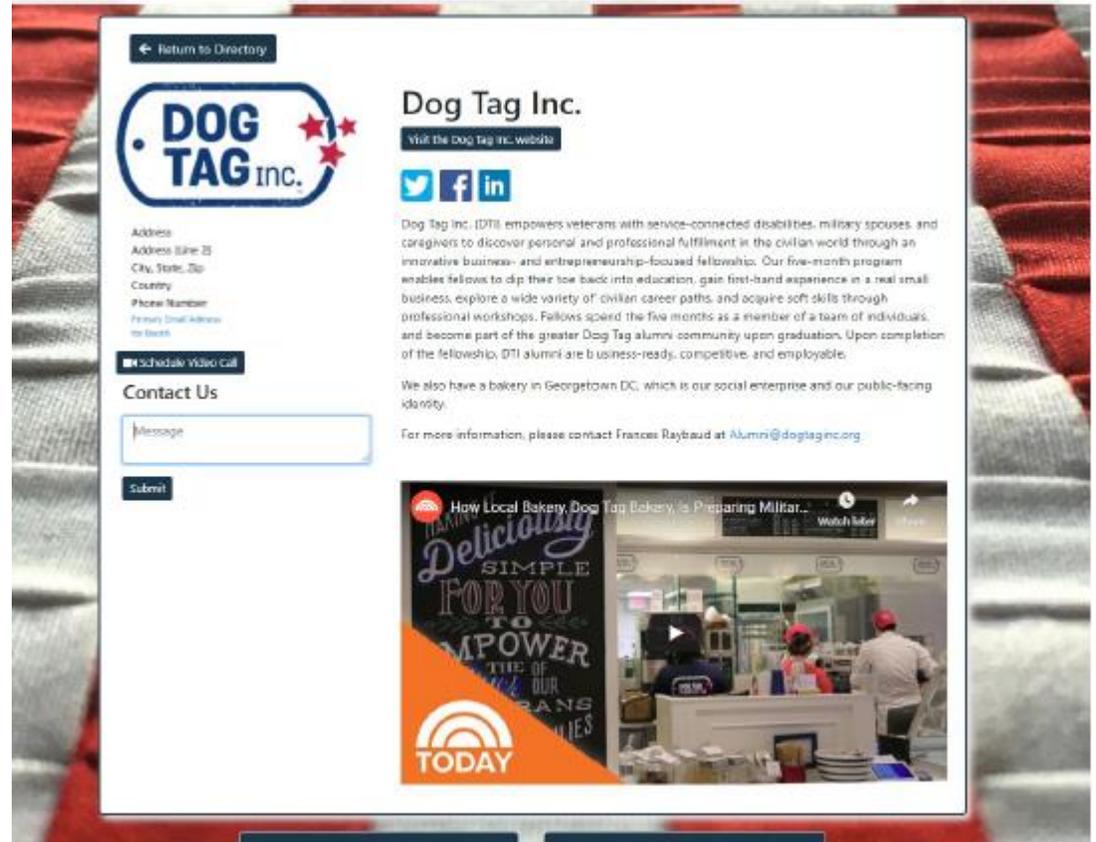
The maximum residue levels (MRL) permitted for pesticides and other potentially hazardous chemicals in food, feeds and water are strictly controlled by local and international regulatory bodies. Analyzing for food contaminants to levels that meet the regulatory requirements in a wide variety of complex matrices is a challenge that Bruker Mass Spec instruments excel at. Bruker solutions are supplied with predeveloped analytical methods and highly curated databases of known agricultural chemicals and environmental pollutants. But when it comes to identification of potentially hazardous unknown analytes, Bruker high resolution instruments and modern analytical algorithms really shine.

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Please visit our channel on Youtube for a wide variety of videos!

Virtual Booth Presence

Additional Examples





Ready to reserve your booth?

Visit the Exhibit Sales website to reserve online.

https://s7.goeshow.com/shape/annual/2021/exhibit_information.cfm