Confex Users’ Design Guidelines

2020

Sponsorship Opportunities in the Confex Meeting App

contact media@confex.com for more information
Sponsorship Opportunities in the Confex Meeting App

Details and Examples

▶ **Summary of Sponsorship Options**

1. **Sponsor Ad in Navigation Panel** — A small ad to fit in the navigation panel.

2. **Footer Sponsor Ads (Individual or Revolving)** — A footer to display one or more sponsors. It can be placed selectively within chosen programs.

3. **App Splash Page** — A splash screen to display when initially loading the app. This sponsor logo would replace the meeting logo that typically appears on the splash screen.

4. **Sponsor Index** — A page linked from the navigation panel for the purpose of listing one or more sponsors and their sponsorship levels.

5. **Dedicated Landing Page** — A page to show multiple sponsors or just one, also including some central navigation to enter the App.

6. **Dedicated Individual Sponsor Page** — A page in the app specifically for one sponsor and linked for the Sponsor Index. Sponsorship level can determine what content the sponsor is able to display on their page.

7. **Large or Half Size Inline Ads** — Ads displayed in-line in the schedule as you scroll through the list of sessions. Ads can be placed selectively within chosen sessions, topics or programs.

8. **Sponsor Home Page Banner** — A banner included on the Welcome or Home page.

9. **Sponsor Popup Ad** on select pages.

▶ **General Specifications for Submitted Artwork**

If provided according to specifications, Confex will use submitted artwork from the client as is.

The preferred format for final artwork submitted is png or jpg in RGB color mode.

If not submitting art to final specifications in this guide, you may submit original and editable artwork instead and Confex will create the appropriate sizes.

File Types: Adobe Illustrator (ai, preferred), Photoshop (psd), Indesign (indd), eps, pdf or svg files with fonts still intact when possible (not converted to paths.)

Always include fonts being used within original client files.

▶ **1. Sponsor Ad in Navigation Panel**

This ad could link either directly to the sponsor’s website or to another page in the app.

The ad is placed in the navigation panel, which is present at all times, but may be scrolled out of view or hidden in mobile views as a drop down.

Specifications for the image size are flexible depending on the particular meeting setup, but generally, a 480 px w X 360 px h image will work well.

*Example navigation panel ad*
2. Footer Sponsor ads (Individual or Rotating Banners)

Example: UCLPRESS Ad in the footer shown with a white background on the footer.

**Linking**

Footer ad banners link to the sponsor website on click.

**Placement**

The footer can be placed selectively within chosen programs.

**Multiple Sponsors**

When more than one sponsor is in the footer, the default for rotation time is 7 seconds, but this can be increased or decreased if need be.

**Footer Background color**

A background color can be chosen for the footer.

The color can be indicated in hex or rgb format. It most likely will match the edge pixel color of the ad, but not necessarily.

White is the default background color.

**Banner Images**

Artwork should be submitted as png or jpg in RGB color mode.

Five sizes are needed when placing footer sponsor ads so that the images display well in all browser sizes and mobile devices.

- 1800 px w x 100 px h
- 1280 px w x 100 px h
- 960 px w x 100 px h
- 640 px w x 50 px h
- 480 px w x 50 px h
3. App splash page

While loading the program, web app or native app, a splash page is displayed containing the meeting logo. This could be a sponsorship ad instead of the meeting logo.
This splash page typically is only on view for a few seconds.

Size for Web App Splash:
600 px x 600 px square. It can be smaller in either dimension.

Size for Native App Splash:
The splash page is always 2732 px w x 2732 px
Important content such as the meeting title, the meeting date, the meeting logo and the central part of the artwork all need to reside within the 1200 px x 1200 px center of the splash page.

Example: Mobile View Native App Splash

4. Sponsor Index

This is an index page linked from the navigation panel.
An example is shown on the next page.
This page lists or displays one or more sponsors and their sponsorship levels.
*This page can be edited directly by staff who have access privileges to the meeting staff page in the Confex system.

5. Dedicated Landing Page

This page could show multiple sponsors or just one, and would also include some central navigation to enter the App.
The landing page could be similar to the Sponsor Index shown at right, taking the place of the Home Page.
*If substituted for the Home page, this page can be edited directly by staff who have access privileges to the meeting staff page in the Confex system.
This page could also be a Landing page before entering the Program and would normally be accessed when loading the Meeting App.

Difference from the Splash Page Option

The differences between this and the Splash Page option are that:

■ A user could spend as much time on the landing page as they wanted before entering the meeting program, whereas the Splash page is just momentarily shown, and
■ A splash page is typically just an image, whereas a landing page can contain text and links as well as multiple images.
An example of a Sponsor Index. A dedicated landing page could be similar, but would be linked to the Home page navigation item instead or be a landing page prior to entering the program's main navigation.

Image dimension specifications will depend on how many sponsor images are expected to be included on the page.

<table>
<thead>
<tr>
<th>Sponsors</th>
<th>Sponsors</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABIOMED</td>
<td>Interventional Systems B BRAUN</td>
</tr>
<tr>
<td>Canon</td>
<td>SHARING EXPERTISE</td>
</tr>
<tr>
<td>CSI</td>
<td>Boston Scientific</td>
</tr>
<tr>
<td>Cardiovascular Systems, Inc.</td>
<td>GETINGE</td>
</tr>
<tr>
<td>Gore</td>
<td>INARI</td>
</tr>
<tr>
<td>Medtronic</td>
<td>Terumo International Systems</td>
</tr>
<tr>
<td>Penumbra</td>
<td>Radix</td>
</tr>
<tr>
<td>Ra Medical Systems</td>
<td>Siemens Healthineers</td>
</tr>
<tr>
<td>Baylis Medical</td>
<td>Boston Scientific</td>
</tr>
<tr>
<td>Mentice</td>
<td>Siemens Healthineers</td>
</tr>
</tbody>
</table>
6. Dedicated Individual Sponsor Page

This is a page in the app created specifically for one sponsor. The sponsor is able to enter their own content.

Sponsorship level can determine what content the sponsor is able to display on their page:

- Logo
- Description Text
- Video advertisements
- List of resource Links
- Social Media Links
- Images
- Asynchronous Question and Answer comments for interacting with attendees

An example of a dedicated, individual sponsor page in mobile view:

Baby Delight

A mother’s instinct is born before her baby. She needs and prepares, patiently creating her gift to the world. The environment she creates embodies that weightlessness of delight that her baby will complete. Serene, beautiful, and utterly human. At Baby Delight, we design juvenile products that help you glide on your stroller, strengthening your bond to your beloved.

Baby Delight sprung out of a small niche in the juvenile product market at the turn of the 21st century, when many parents, a dedicated “mumpreneur”, realized that the bassinet that she was using prevented the closeness she desired with her newborn daughter. Knowing the dangers associated with co-sleeping, she started experimenting with ways to create a safer area for her own bed, that would protect her newborn and allow the closeness she wanted for those first precious months.

With her second baby, she refined her ideas into a simple, innovative product design, and the Snuggle Nest™ was born! The Snuggle Nest™, a protective co-sleeping bed, was an immediate success at that time, since there were no other options for co-sleeping parents on the market, other than bedside bassinets.

Resources
- Portable Play Yard Manual
- Portable Toddler Cot

Social

How a question or comment? Enter it here.

I would like to speak to a rep about this portable chair. Can someone call me.

By Hannah Reppen at 10 PM, Friday, May 20 2020 0717

Respond to question here.
7. Large or Half Size Inline Ads

These are ads displayed in-line in the schedule as you scroll through the list of sessions. Ads can be placed selectively within chosen sessions, topics or programs.

**Large Sponsor Inline Ads:**

Submit as png or jpg in RGB mode.

When submitting large sponsor inline ads, please provide the following 2 sizes (2:1 ratio):

- 1800 px w x 900 px h - desktop
- 800 px w x 400 px h - mobile

Please note that images will shrink when in smaller screen sizes, so be aware of not making text too small.

**Half Size Sponsor Inline Ads:**

Submit as png or jpg in RGB mode.

Half size inline ads are half the height of the Large ads.

When submitting large sponsor inline ads, please provide the following 2 sizes (4:1 ratio):

- 1800 px w x 450 px h - desktop
- 800 px w x 200 px h - mobile

Please note that images will shrink when in smaller screen sizes, so be aware of not making text too small.
8. Sponsor Home Page Banner

The Home page of the app can include a sponsor banner. This page can be edited directly by staff who have access privileges to the meeting staff page in the Confex system.

Specifications for the image size are flexible depending on the particular meeting setup, but generally, a 1200 px w X 100 px h image will work well for desktop widths and 600 px w x 75 px h image for mobile widths.

*Demo Example from our 2020 Users’ Group Meeting*

9. Sponsor Popup Ad

Sponsor Popup Ad on select pages. Image dimensions are flexible, but they are generally more square than a banner and should be at least 600 px wide in order to display well.

*Demo Example from our 2020 Users’ Group Meeting*