

# Virtual EFCF Exhibition



## Technical Instructions



## Standard Booth

5+ Contact points, 2x4m<sup>2</sup>

Screen with a picture of the main product or service linked to e.g. video, teaser, presentation...

Avatar incl. Digital Business Card

Tablet / Notebook with Hyperlinks

Leaflet/Flyer Holder for single or multiple files

Logo with link to website

Booth Colours in your company colours

### Logo & Booth Colours

- min. 72 ppi, max. 200 KB
- 200 px high/wide
- Format: jpg , png , gif
- 2 Colors in HEX code: #FFFF00

### Screens - Video Format

- Mp4-Video/Presentation or link to YouTube/Vimeo
  - Picture of the main product/service with a play button
- Format: 16:9 – Landscape, jpg , png; > 72 dpi;



### Standard Avatar

- Selection of generic 2D Avatars or personalised Avatars (see below)
- Avatars can be linked to:
  - Company contact forms or pages
  - Individual digital business cards

### Personalised Avatar

- Full body photo (from head to toe)
- Relaxed, natural stance, no Green Screen
- floor /shoes with contrasting colours
- Person well lit, low ISO
- >72 dpi, 500 px wide x 1.000 px high

### Digital Business Card

- Company name, Company logo (see below)
- Profile/Portrait photo; square, max. 200 KB, good contrast to background, low ISO
- Format: png , jpg , gif ;
- Title, Name, Surname, Position
- Phone number, E Mail, Address, Links to Social Media

### Tablet / Notebook

- Mp4-Video or link to YouTube/Vimeo
- Hyperlinks/URLs: https://....

### Leaflet/Flyer Holder

- Cover page:
  - Image in portrait format 4:3; >72 dpi
- File size max. 20 MB / 100 pages
- Alternative: Embedded PDF URL
- Flipbook Function (only for DIN Formats)

### More Options & Info

Contact us to talk about ways to further individualise and decorate your booth e.g. adding special objects such as flowers, chairs, tables, or more functional elements, screens, etc.

### Contact:

[Exhibition@EFCF.com](mailto:Exhibition@EFCF.com)

+79 622 02 27

