

# Canadian Women in Medicine Conference 2023

May 19 - 21, 2023  
Montreal, Quebec  
A Hybrid Event



## 2023 VIRTUAL BOOTH GUIDE

# Overview & Timelines

Our all-in-one virtual platform for CWIM Conference 2023 is  
CrowdComms.com

There are two types of virtual booths:  
/ Static Booths (included for all sponsors/exhibitors)  
/ Interactive Booths (add-on with enhanced functionality)

The Interactive Booth add-on is included for Platinum and Gold sponsors and is an optional add-on for all other sponsors (not available for exhibitors). If you're unsure whether you have a static booth or an interactive booth, please reach out to [sponsorsupport@cwimgather.com](mailto:sponsorsupport@cwimgather.com).

This guide will walk through all of the required assets and information needed to build your virtual booth.

All of your assets and information can be uploaded via GoogleDrive. A link to GoogleDrive folder specifically for your company will be sent to the primary contact for your company (please provide a contact name and email address if someone else from your company should have access to the GoogleDrive folder).

**IMPORTANT:** The deadline to submit all booth assets is  
**April 12, 2023**

The Design Team will assemble your virtual booth using what you've provided and will share it with you to preview.

# Uploading Assets

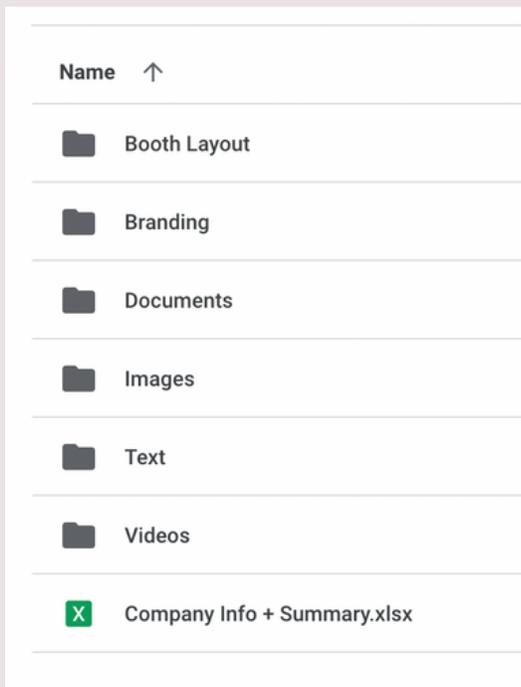
We will send you a link to upload your assets via GoogleDrive.

Please upload your files (and complete the "Company Info + Summary" spreadsheet) according to their category, and label each item so that it will be easy to communicate changes to the design team (i.e. photo 1A, 1B).

A summary of items to upload can also be found in the "Company Info + Summary" spreadsheet.

The Booth Layout folder can be used to upload a word file or PDF to either visually or verbally outline how you'd like your assets to be displayed (the order of photos, videos, text, different sections etc... ). This will help us get your booth looking as you envision it right away.

If you aren't able to submit a Booth Layout document, the design team will do a "best guess" for the order and layout of your uploaded materials.



Name	↑
Booth Layout	
Branding	
Documents	
Images	
Text	
Videos	
Company Info + Summary.xlsx	

# Company Information

1. Website: Please provide a main website link (url) for your booth (optional).

NOTE: All the photos in your booth can also be hyperlinked to specific sections of your website. Multiple buttons can also be added to link to additional external web pages.

2. Email: If you include a company email or main contact email, it will appear as an "Email" button under your banner (optional).

3. Address: You may include a physical address, or leave this blank and the address area will not be visible.

4. Social Media: You may include any or all of the following social media links: Twitter, Facebook, Instagram, LinkedIn, Snapchat, YouTube.

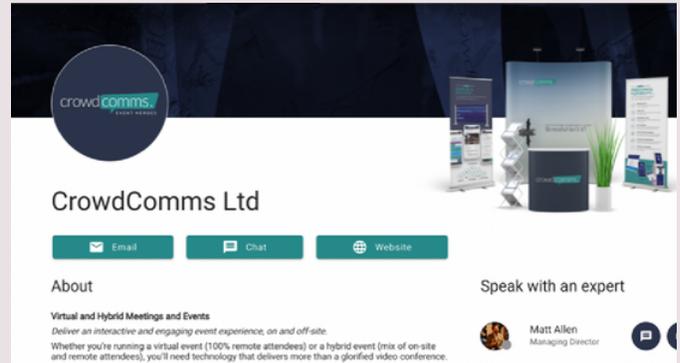
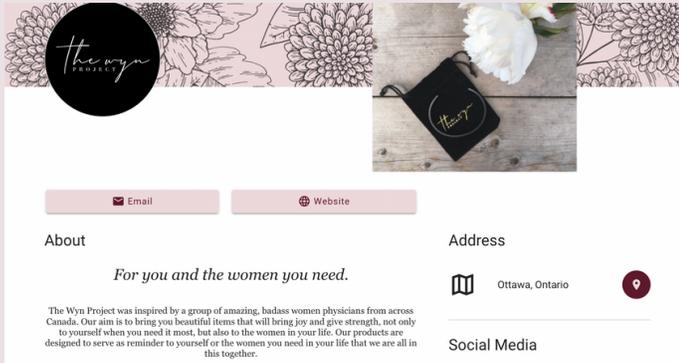
The screenshot shows a booth layout for 'The Wyn Project'. At the top is a banner with a circular logo and floral illustrations. Below the banner are two buttons: 'Email' and 'Website'. To the right of the 'Website' button is an arrow labeled 'Website Link'. Below the buttons are four sections: 'About', 'Address', 'Social Media', and 'Documents'. The 'About' section has the text 'For you and the women you need.' and a paragraph about the project. The 'Address' section shows 'Ottawa, Ontario' with a location pin icon and an arrow labeled 'Address'. The 'Social Media' section has icons for Twitter, Facebook, and Instagram, with an arrow labeled 'Social Media Links' pointing to the Instagram icon. The 'Documents' section lists 'Spring 2023 Collection.pdf' and 'Gift Guide.pdf'. An 'Email Link' annotation points to the 'Email' button.

# Branding

1. Logo: (.png) or (.jpg) image - 400px (w) x 400px (h). Image will be automatically cropped to circular size and can either be a text logo or icon logo.

Example One

Example Two

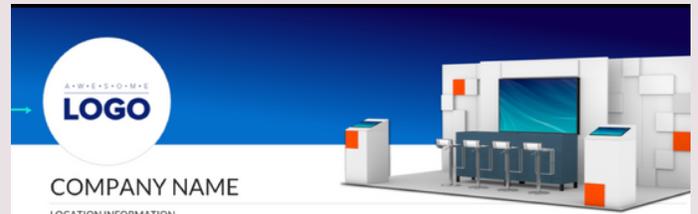


2. Background Strip: (.png) or (.jpg) image - 1600px (w) x 200px (h)
3. Booth Image: (.png) or (.jpg) image - 540px (w) x 265px (h) (optional)

## Examples



Plain Background Strip, No Booth Image



Plain Background Strip, Booth Image

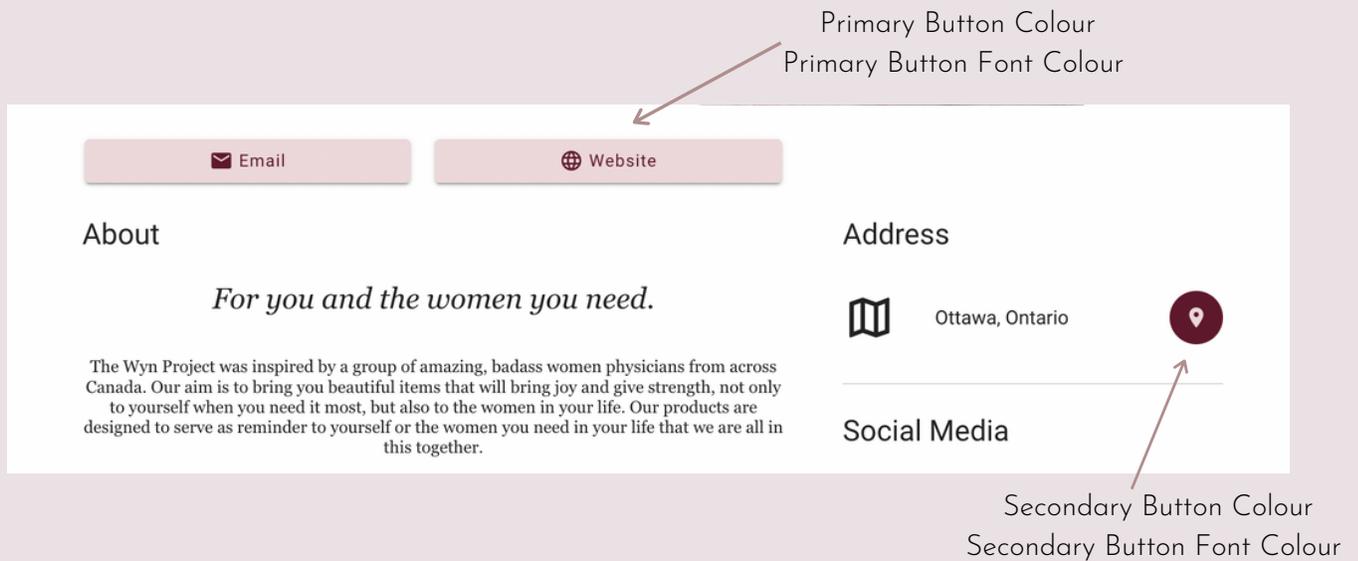


Branded Background Strip, Tagline Booth Image

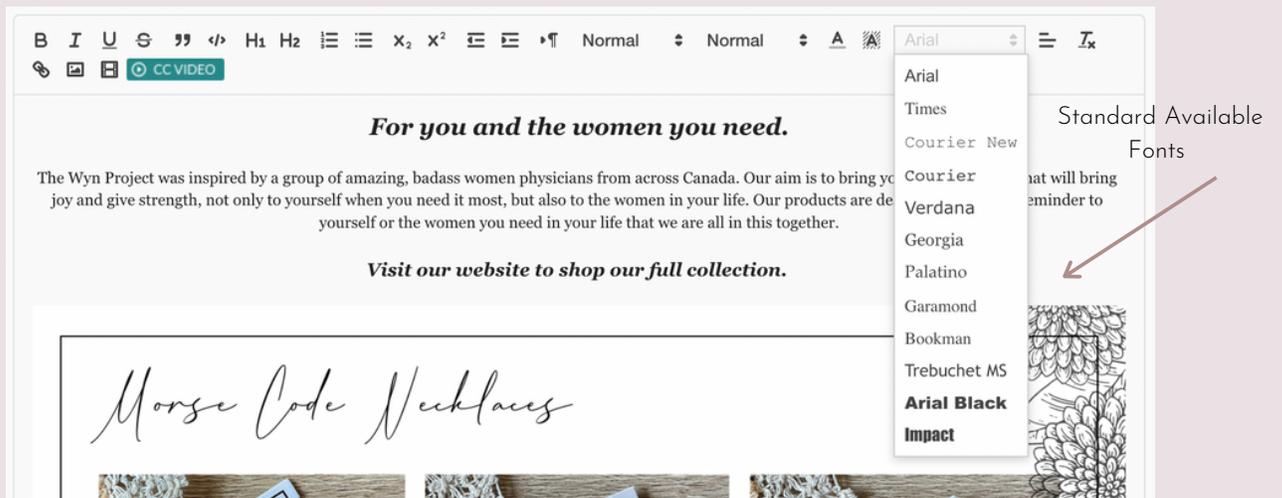


Photo Background Strip, Text Booth Image

4. Brand Colours: Provide Hex Codes (e.g.#111111) for the colours for your primary and secondary buttons, and font colours for primary and secondary buttons.



5. Font(s): Provide your font(s) for text sections using the list below of standard available fonts. If a non-standard font is being used, you can provide your prepared text as an image instead.



# Content

## 1. Text:

- Provide text for each section, including any formatting (paragraphs, sections).  
OR
- Text sections can also be added as an image (you can prepare sections of custom text with your own background, fonts, images and import these images (.png or .jpg)).

The screenshot shows a virtual booth editor interface. At the top, there is a toolbar with various text formatting options: Bold (B), Italic (I), Underline (U), Strikethrough (ABC), Text Color (A), Background Color (A), Bulleted List (•), Numbered List (1), Indent (H1, H2), Decrease Indent (x<sub>2</sub>), Increase Indent (x<sup>2</sup>), Link (🔗), Unlink (🔗), and a 'Normal' dropdown menu. Below the toolbar, the text 'For you and the women you need.' is displayed in a bold, italicized serif font. Below this is a paragraph of text: 'The Wyn Project was inspired by a group of amazing, badass women physicians from across Canada. Our aim is to bring you beautiful items that will bring joy and give strength, not only to yourself when you need it most, but also to the women in your life. Our products are designed to serve as reminder to yourself or the women you need in your life that we are all in this together.' Below the paragraph is another line of text: 'Visit our website to shop our full collection.' Below this is a section titled 'Morse Code Necklaces' in a cursive font, with three images of necklaces on display. To the right of the screenshot, there are two red arrows pointing to the text sections. The first arrow points to the 'For you and the women you need.' section, with the label 'Standard Text Section'. The second arrow points to the 'Morse Code Necklaces' section, with the label 'Text Section as an Image'. Below the second arrow, there is a note: 'Can add background colour and multiple fonts yourself and import as an image.'

2. Images: Images can be provided as (.pngs) or (.jpgs). They will automatically be resized to fit the width of the virtual booth. We can hyperlink any image to a website as needed - please provide a list of links (url) for each corresponding image as required.

3. Videos: For videos, please provide a YouTube link or an .MP4 file. While we can only guarantee these two formats, we may be able to assist if your video is hosted somewhere else (Wistia, Vimeo, etc.).

Video Example

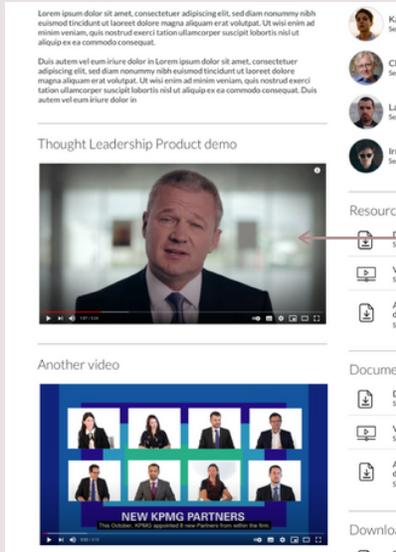
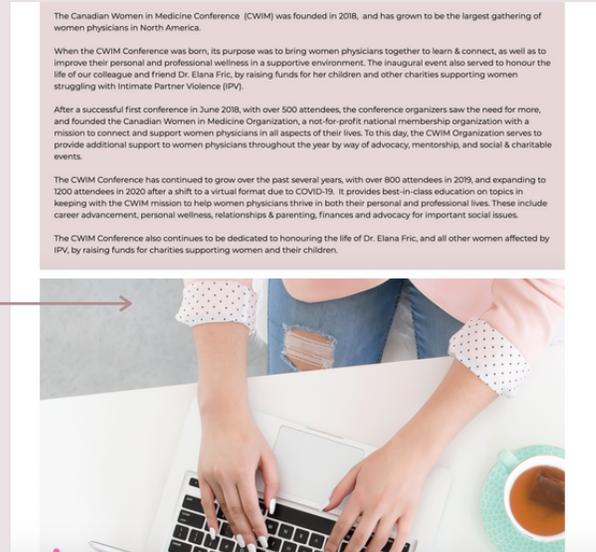


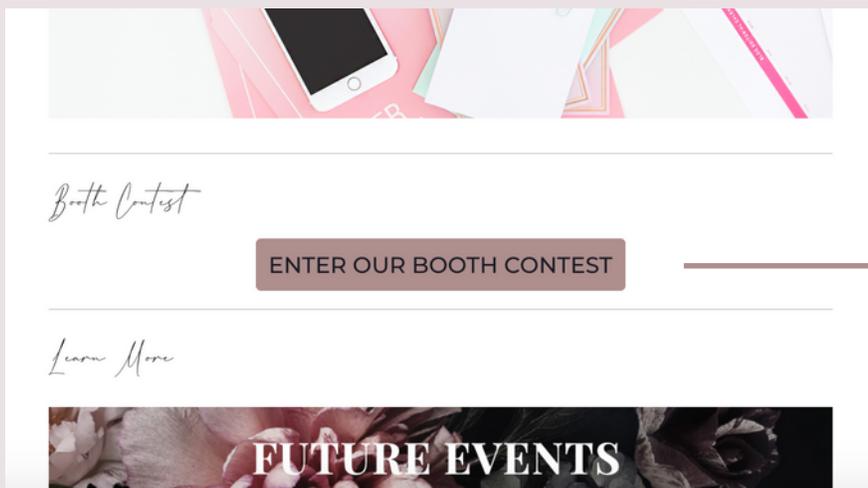
Image Example



Images and Videos resize automatically to fit the width of the virtual booth.

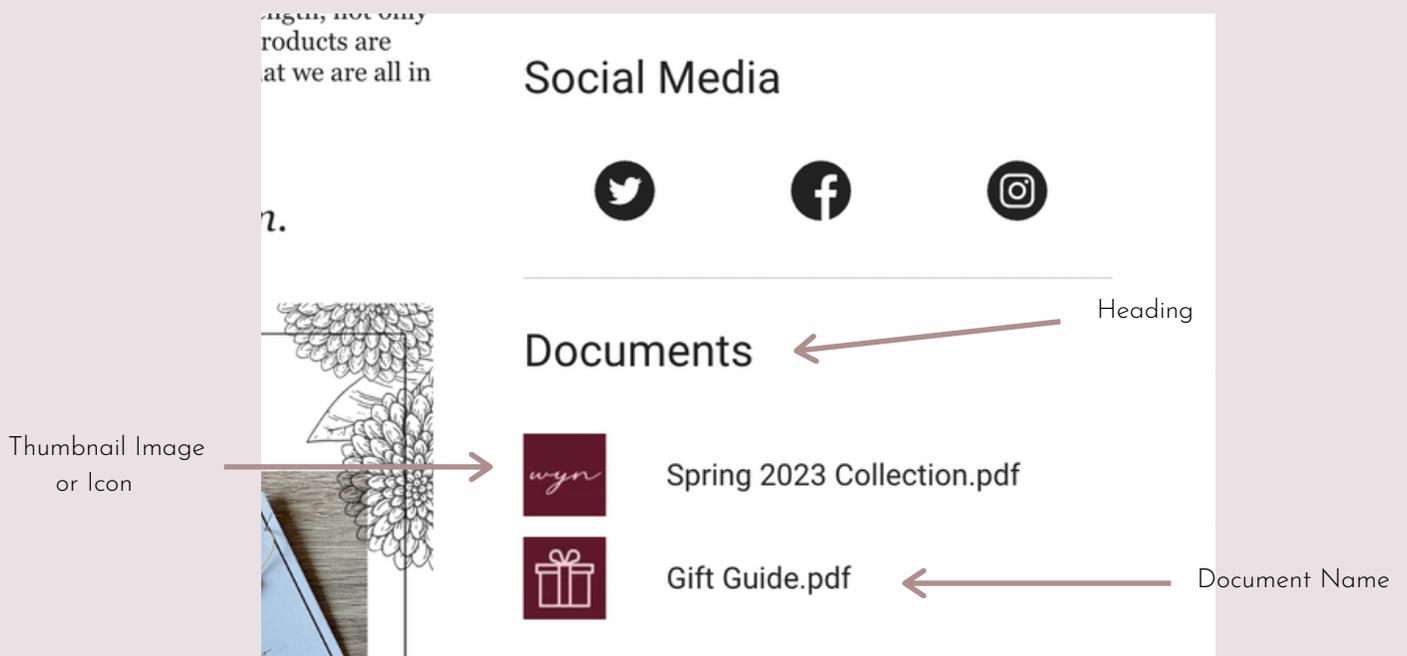
4. Buttons: In addition to hyperlinking your custom images, buttons with external links can be created in your booth, as well as buttons with links for features you may have available to you within the platform as part of your sponsorship (surveys, presentation rooms etc...).

Please let us know in your booth layout mockup any buttons you'd like created and where you'd like for them to point externally (by providing the URLs). You may also let us know what hex code (e.g #111111) you'd like for the button background and font colour (we can also match to your other buttons if you don't provide one).



Example button (link to survey)

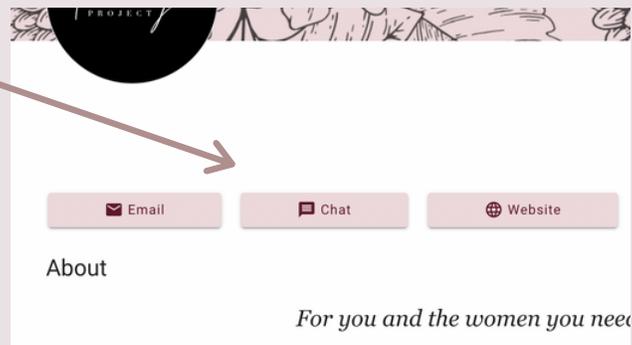
5. Documents: PDF documents can be added to your virtual booth. You may choose from the following headings: Downloads, Documents, or Resources. You may choose to have all your documents under one heading or you may use multiple headings. Please detail which heading(s) you'd like use for your booth documents in your booth layout document and be sure to label your documents clearly so we can tell which go where. You may also customize the thumbnail image that is shown to the left of each item. To do so, kindly provide thumbnail images as (.pngs) or (.jpgs) in size 128px x 128px.



# Company Representatives

1. Main Company Representative: You can add a 'group chat' with attendees by assigning one of your individual representatives as a 'main representative'. If you prefer, one of your company representatives can be a 'main representative' using your company name and logo, and your team members can share this login to monitor the group chat in shifts. Please let us know who you'd like for main company representative to be by emailing [sponsorsupport@cwimgather.com](mailto:sponsorsupport@cwimgather.com).

Group Chat Added



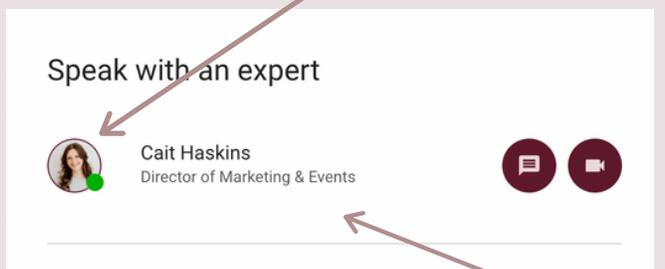
2. Individual Company Representatives:

Depending on your sponsorship level, you'll have a specific number of virtual representatives to add to your booth. These representative details (name, email, job title, etc.) will be collected using the form found on the Sponsor and Exhibitor Toolkit website.

When your virtual representatives log in to the virtual platform (CrowdComms) for the first time, they'll be able to add a profile picture (ideal size is 512px (w) x 512px (h)).

Please let us know if you wish for some or all of your representatives to have the video chat or text chat disabled for the length of the conference. For those who will have their chat and text enabled, all video and text chat options will automatically show as unavailable when individuals are not online.

Profile Picture



Job Title

