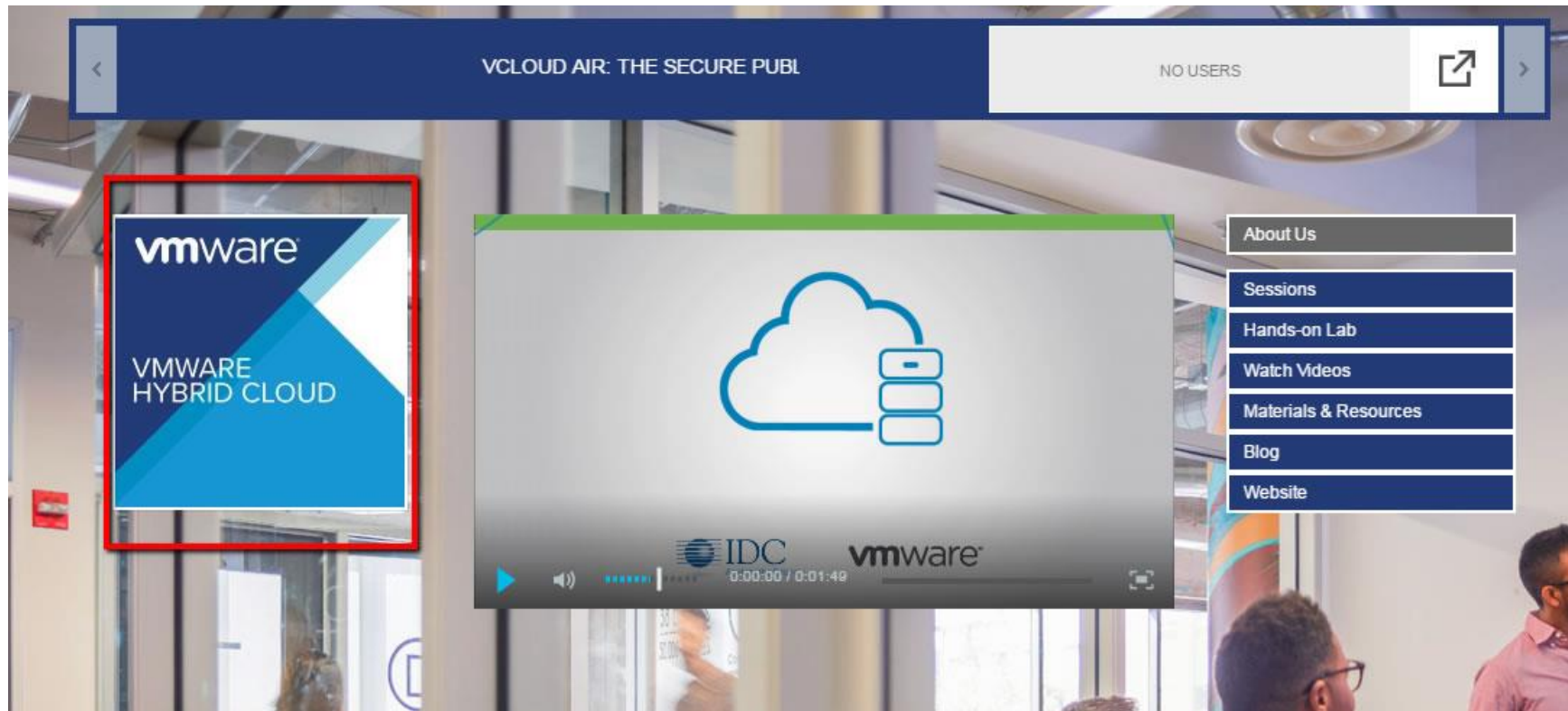


EXHIBIT BOOTH SPEC GUIDE

Below you will find all of the specs related to videos, images and text limits in Intrado's Space Builder.

For step-by-step instructions on how to build your booth, please refer to this training:
<https://presentations.akamaized.net/Shows/Training/SpaceBuilder/SpaceBuilder.mp4>

BOOTH LOGO

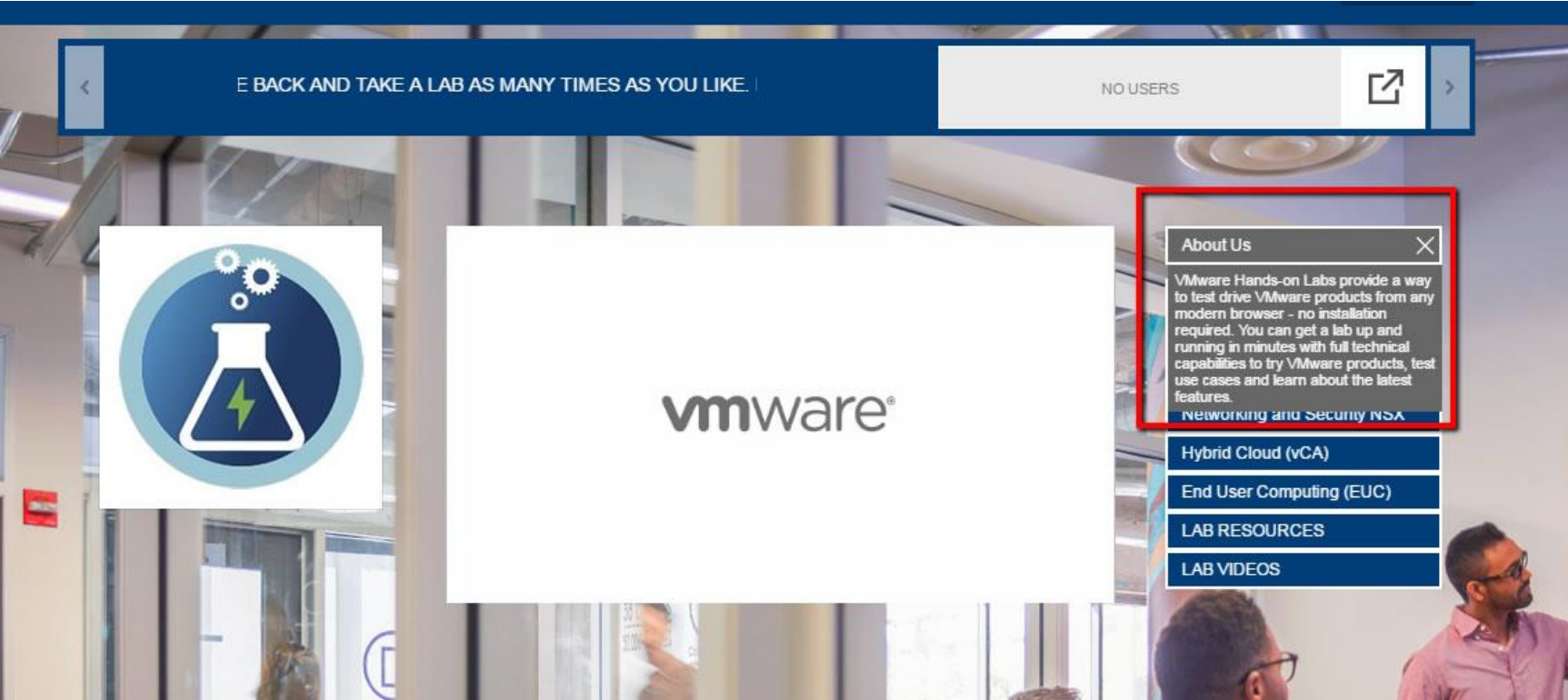


SIZE: 200x200 px

FILE TYPE: .gif, .jpg, .png, .swf

EXHIBIT BOOTH SPEC GUIDE

ABOUT US

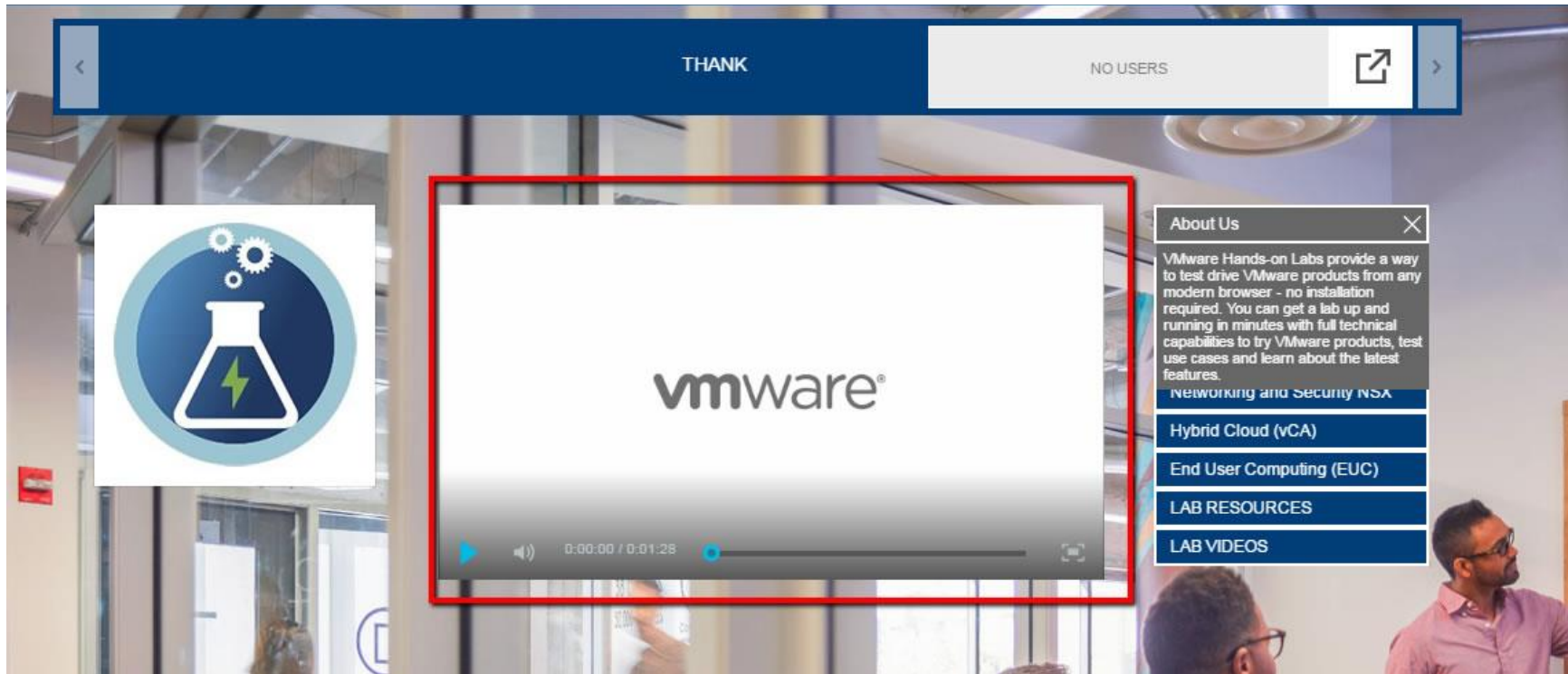


The About Us text will also show when attendees hover over your booth in the Exhibit Hall.

Character limit: 532 characters including spaces.

EXHIBIT BOOTH SPEC GUIDE

FRONT SCREEN/WELCOME VIDEO or IMAGE



This space is essentially the welcome image for your booth. You can include a video OR an image, not both.

SIZE: 484x272px, Under 10 MB

FILE TYPE: .avi, .flv, .mov, .mp4, .wmv, or .jpg, .swf

EXHIBIT BOOTH SPEC GUIDE

VIDEO COLLECTION

Character limit is 420 (includes spaces) for the video description.

No limit for the number of videos that can be uploaded in the Video Collection.

The video collection must stay together under one tab in the booth. It is not possible to separate videos in the video collection under multiple tabs in the booth.

SIZE: 330 x 198 px, under 10MB

FILE TYPE: .avi, .flv, .mov, .mp4, .wmv

DOCUMENTS & LINKS

The documents and links can be split up into different tabs in the various booths. During setup, you will need provide the official title and description for each document or link added.

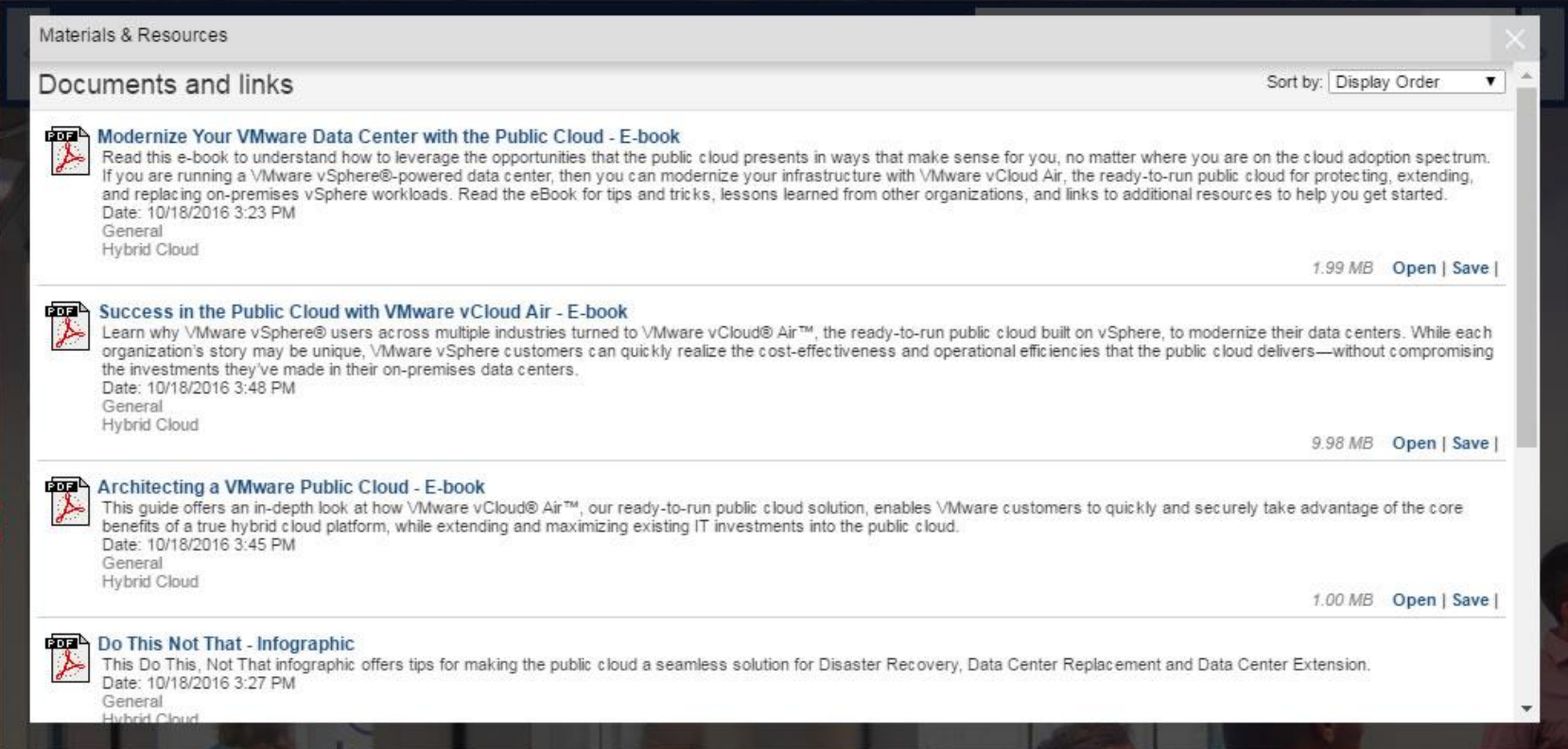
SIZE: There is no file size limit, however keep in mind the download abilities of the event participants when uploading large files.

FILE TYPE: .pdf (Preferred), .doc, .xls, .ppt, .swf, .jpg, .gif

See image on next page.

EXHIBIT BOOTH SPEC GUIDE

[DOCUMENTS & LINKS \(continued\)](#)

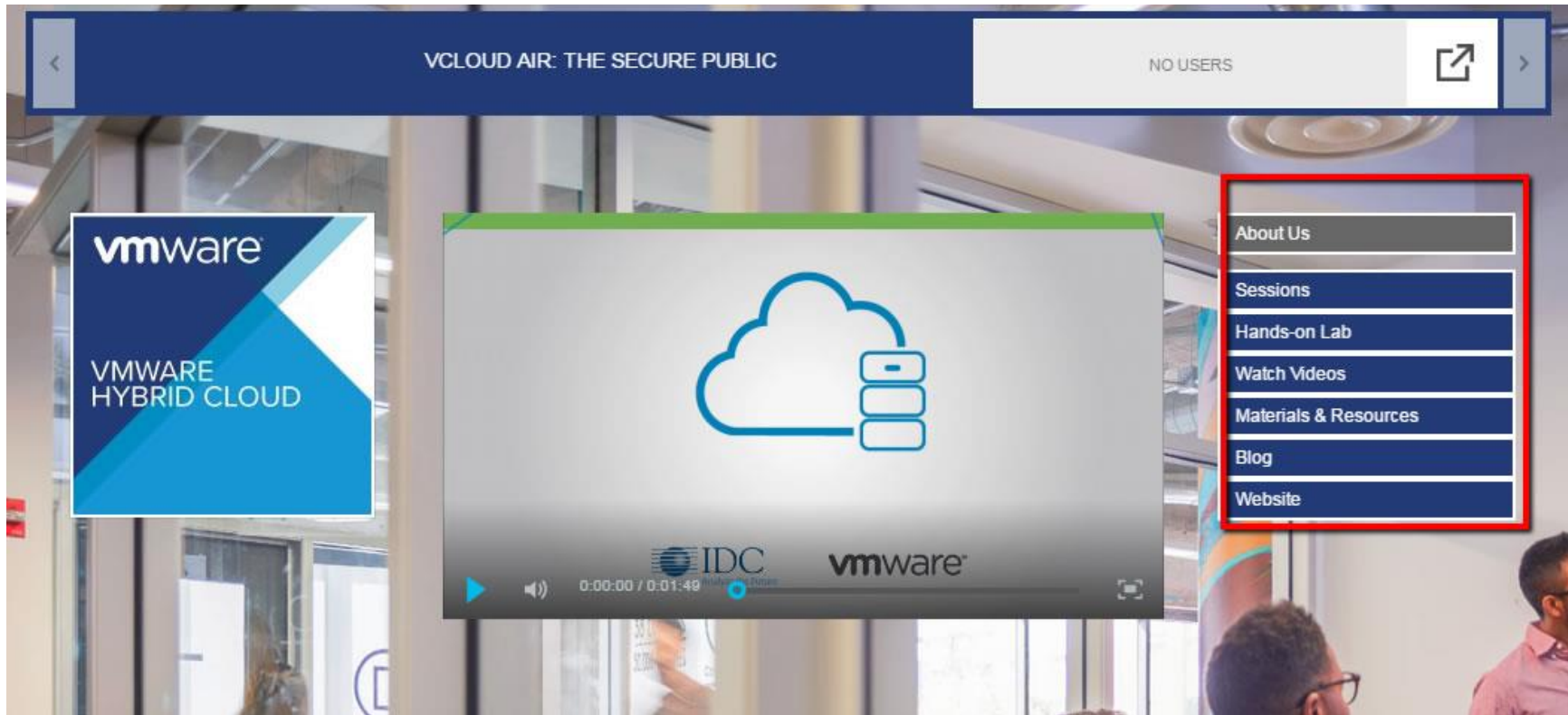


The screenshot shows a web application window titled "Materials & Resources" with a close button in the top right corner. The main heading is "Documents and links" and there is a "Sort by: Display Order" dropdown menu. The window contains a list of four document entries, each with a PDF icon, a title, a description, a date, a category, and a file size with "Open" and "Save" links.

Document Title	Description	Date	Category	File Size	Actions
Modernize Your VMware Data Center with the Public Cloud - E-book	Read this e-book to understand how to leverage the opportunities that the public cloud presents in ways that make sense for you, no matter where you are on the cloud adoption spectrum. If you are running a VMware vSphere®-powered data center, then you can modernize your infrastructure with VMware vCloud Air, the ready-to-run public cloud for protecting, extending, and replacing on-premises vSphere workloads. Read the eBook for tips and tricks, lessons learned from other organizations, and links to additional resources to help you get started.	10/18/2016 3:23 PM	General Hybrid Cloud	1.99 MB	Open Save
Success in the Public Cloud with VMware vCloud Air - E-book	Learn why VMware vSphere® users across multiple industries turned to VMware vCloud® Air™, the ready-to-run public cloud built on vSphere, to modernize their data centers. While each organization's story may be unique, VMware vSphere customers can quickly realize the cost-effectiveness and operational efficiencies that the public cloud delivers—without compromising the investments they've made in their on-premises data centers.	10/18/2016 3:48 PM	General Hybrid Cloud	9.98 MB	Open Save
Architecting a VMware Public Cloud - E-book	This guide offers an in-depth look at how VMware vCloud® Air™, our ready-to-run public cloud solution, enables VMware customers to quickly and securely take advantage of the core benefits of a true hybrid cloud platform, while extending and maximizing existing IT investments into the public cloud.	10/18/2016 3:45 PM	General Hybrid Cloud	1.00 MB	Open Save
Do This Not That - Infographic	This Do This, Not That infographic offers tips for making the public cloud a seamless solution for Disaster Recovery, Data Center Replacement and Data Center Extension.	10/18/2016 3:27 PM	General Hybrid Cloud		

EXHIBIT BOOTH SPEC GUIDE

TAB CONTENT



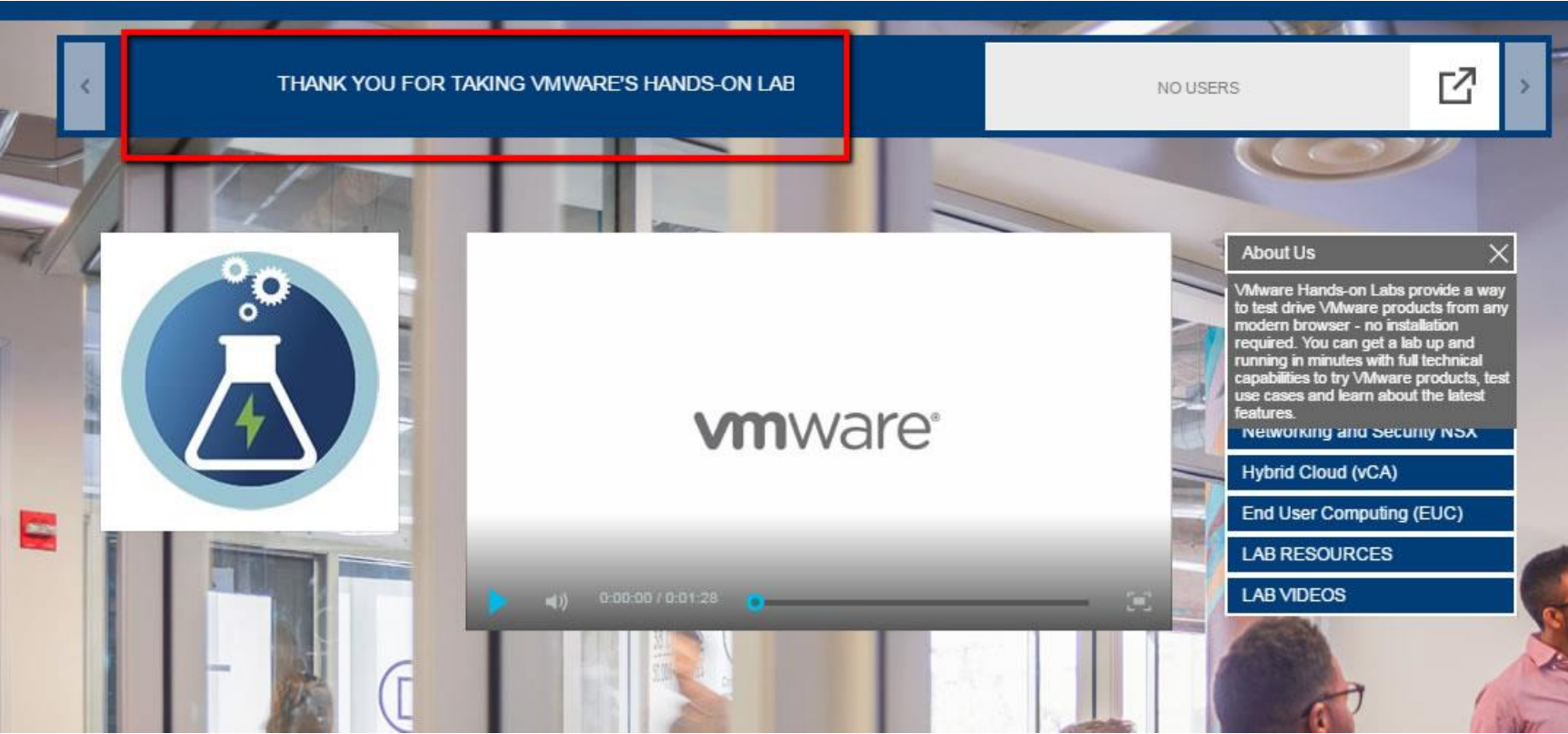
These are the names of the tabs where the different assets will live in the booth.

CHAT

In order to activate the chat function in your booth, you will need to add a tab by creating a chat room in Space Builder.

EXHIBIT BOOTH SPEC GUIDE

MARQUEE MESSAGES



The marquee message appears at the top of the booth. The character limit is 140 characters with spaces. You can only add one marquee message to your booth.

EXHIBIT BOOTH SPEC GUIDE