

ottx 2nd ANNUAL SUMMIT

SEPT 1-3, 2020

MARKET AND CONFERENCE AND MORE

INSTRUCTIONS FOR EXHIBITORS (TABLETOP BOOTHS)

1. Please provide your logo and a brief description of your company. Your logo will appear on the Virtual Exhibit Hall page of the OTTXSUMMIT.org website, and the description will be available in the pop-out.

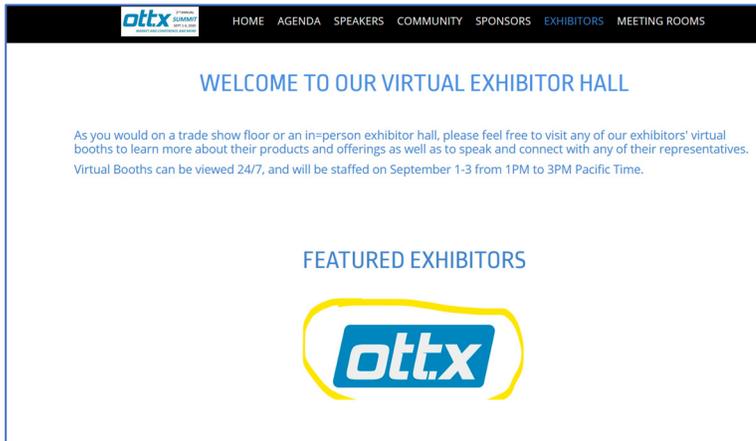


Figure 1: Virtual Exhibit Hall page

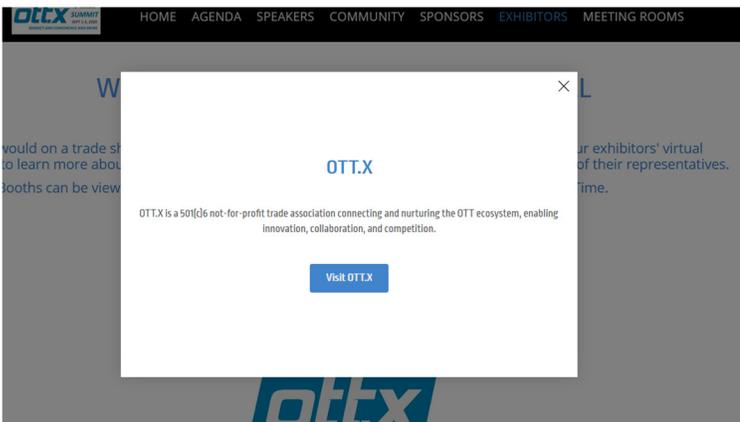


Figure 2: Pop-out

- When a visitor clicks on the VISIT button on the pop-out, they will be introduced to your tabletop. The contents of your tabletop are up to you. They can include pdf's to download, links to videos to stream, general information, links to Summit conference or workshop sessions that your company is participating in or sponsoring, and/or links to request a follow-up call or to join your mailing list. Here's an example of what a tabletop could look like:

KNOWLEDGE | LEADERSHIP | EXCHANGE

OTT.X is the not-for-profit trade association supporting the OTT Industry (including AVOD, SVOD and TVOD distribution).
Join now to participate in our community.

TALK WITH US



Steven Apple
VP, Industry Sales

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[Click here to start a private chat with Steve.](#)
[Click here to schedule a video chat with Steve.](#)



Eric Hanson
VP, Industry Leadership

[Click here to send Eric a message.](#)
[Click here to start a private chat with Eric.](#)
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OUR PRODUCTS

MEDIA/VIDEO
July 15 & 16, 2016 - OTT X 2016
17th & Michigan Avenue - Chicago
Register & Buy Tickets: [OTT X 2016](#)
For more information, contact: [Steve Apple](#)
or [Eric Hanson](#)

NETWORKING
November 1, 2016 - OTT X
LUNCH & LEARN: [OTT X 2016](#)
17th & Michigan Avenue - Chicago
Register & Buy Tickets: [OTT X 2016](#)
For more information, contact: [Steve Apple](#)
or [Eric Hanson](#)

MANAGEMENT
November 16, 2016 - OTT X
17th & Michigan Avenue - Chicago
Register & Buy Tickets: [OTT X 2016](#)
For more information, contact: [Steve Apple](#)
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Join us at our upcoming events.



Watch OTT.X's Intro to Digital Supply Chain.



See more videos on the OTT.X YouTube Channel - [click here.](#)

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[OTT.X INDUSTRY GLOSSARY.docx](#)

FOR MORE INFORMATION



Join our booth live chat room.



See us at the Demo Room
2PM on Sept 2 - Learn About our New Glossary
3:30 on Sept 3 - Learn About our Upcoming Events

[Click here to download our latest flyer.](#)



Do you like what you see?
[Click here to request a followup call.](#)
[Click here to join our mailing list.](#)

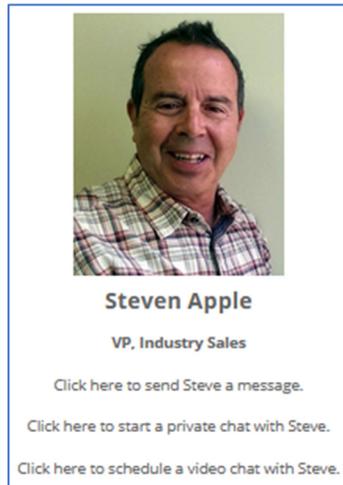
Website: www.ottx.org

CLICK FOR GENERAL BOOTH CHAT

3. The Virtual Exhibit Hall webpage is available 24/7 through the end of the Summit. However, actual Exhibit Hall Hours are from 1-3PM each day September 1-3 (Tuesday, Wednesday, and Thursday).

4. EXHIBIT HALL HOURS

- a. All tabletops are expected to be “manned” during all actual exhibit hall hours (from 1-3PM Tuesday, Wednesday and Thursday). What that means is that during those hours, at the very least, the exhibitor will host the virtual meeting room that you will be assigned. Visitors will be able to click on “GENERAL BOOTH CHAT” on your tabletop webpage and enter the meeting room, which will be set up gallery style with all participants able to speak and all participants can have their videos visible.
- b. In addition to the group chat, exhibitors are encouraged to identify individual team members who will be available during Exhibit Hall hours, and provide for direct communication through either email, live private chat, or to schedule a future private video chat. For example:



- c. If a visitor wants to schedule a future private video chat with one of your team members, they can request that through a link directly to your team member, who will be assigned their own private meeting room and unique link to provide to the visitor for the time that they mutually agree on.
5. All contents for Virtual Tabletop Booths must be sent to mfisher@ottx.org, so your tabletop can be built in time for the Summit. In addition to your logo and brief company description, please provide all links and collateral, as well as headshots and contact details for those “manning the booth”. No material can be accepted after 6PM Pacific Time on August 25, and no changes can be made after 6PM on August 28.
6. Links to your virtual meeting room (which will be used for live group chat) as well as those for private video chat rooms for those manning your booth) will be distributed by Monday August 31.