

REQUIREMENTS FOR MEDIA FILES FOR BUILDING BOOTH WITHIN INNOWEEK.UZ-2020

innoweek.uz

Dear participant of the InnoWeek.uz - 2020 International Innovation Fair!
We kindly ask you to get acquainted with the requirements for the provision of media files for the booth design.

An example of a booth can be found at the link:
<https://innoweek.nazzar.uz>

File placement requirements

The International Virtual Exhibition InnoWeek.uz -2020 is held in three languages: Uzbek, Russian, English. This will expand the number of the visitors.

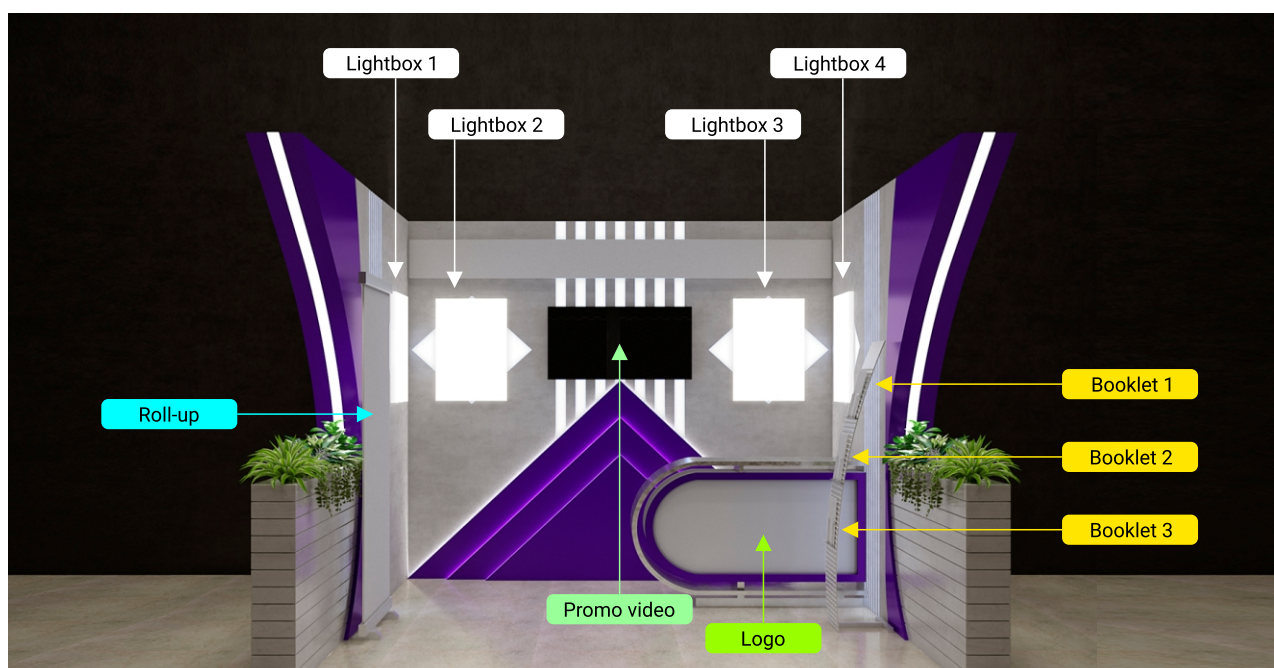
Files for each language must be collected in a separate archive and signed with the addition of a language tag (ru, uz, en). The size of each archive must not exceed 100 MB.



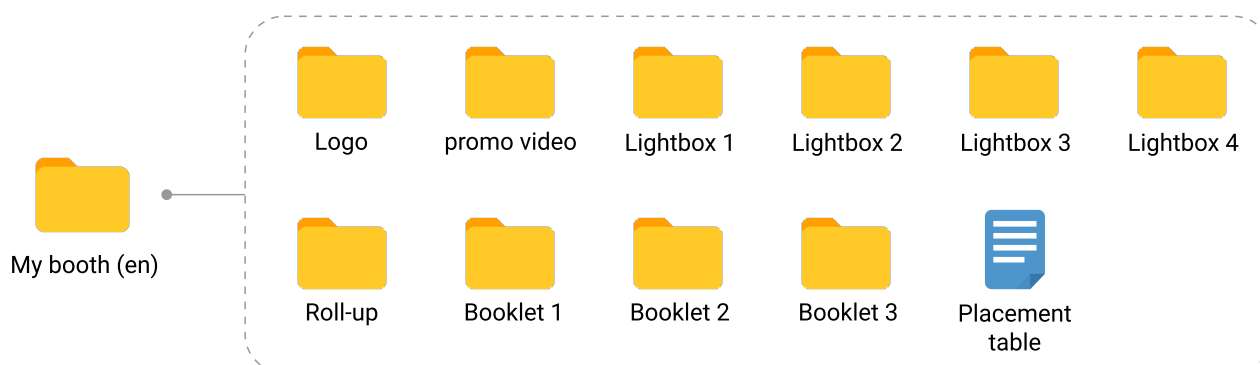
Files must be divided into folders, in accordance with its purpose. Folders with files for lightboxes and booklets must be numbered in the order of their placement (see Name of folders and purpose of files at the booth).

It is also necessary to attach a text document to the archive (see the item Placement table)

Names of folders and purpose of files at the booth



An example of organizing directories in an archive



Placement table

You will need to create and attach a table (*.docx) to the archive. The table is required to include all used web links in lightboxes, roll-ups and booklets.

We recommend installing an online chat on your website. Example: [jivosite](https://jivosite.ru/). This will allow site visitors to contact you directly.

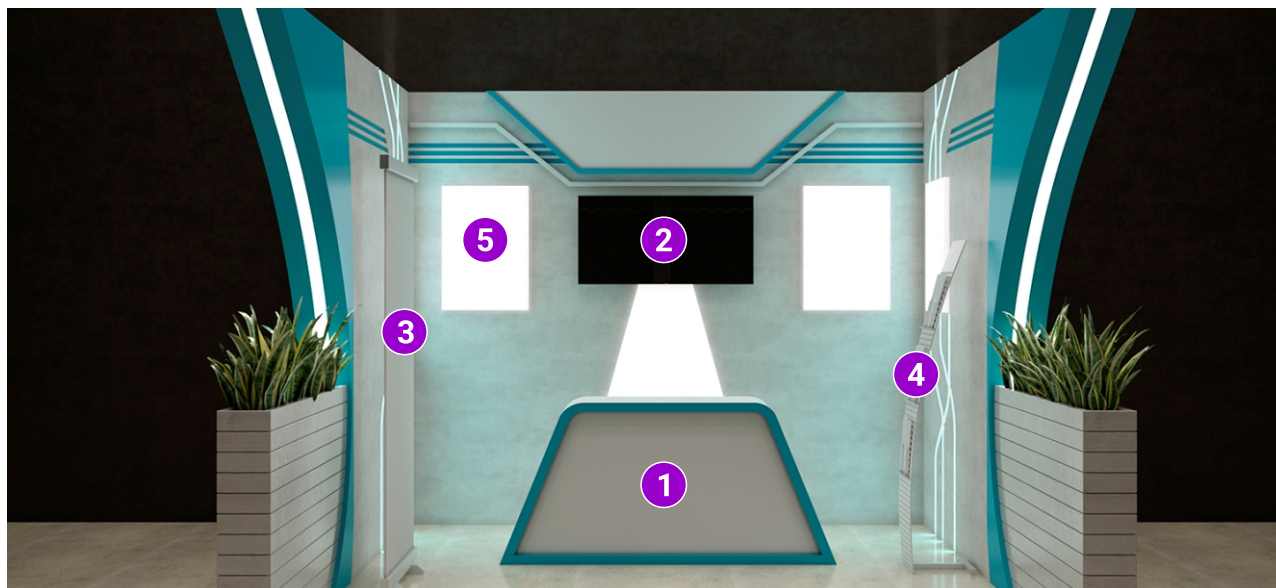
Table example:

Nº	Booth Element	Web Link
1	Roll-up	https://innoweb.nazzar.uz/
2	Booklet 1	https://innoweb.nazzar.uz/buklet 1
3	Booklet 2	https://innoweb.nazzar.uz/buklet 2
4	Booklet 3	https://innoweb.nazzar.uz/buklet 3
5	Lightbox 1	The link will not be used
6	Lightbox 2	The link will not be used
7	Lightbox 3	The link will not be used
8	Lightbox 4	https://innoweb.nazzar.uz/

In case you do not have materials for any language, you may indicate in this document which materials to replace.

Nº	Booth language	Which one should be used
1	English	All materials are available. Archive "My booth (en)"
2	Uzbek	All materials are available. Archive "My booth (uz)"
3	Russian	No materials available. Use from the archive "My booth (en)"

If you have additional comments, you can also include them in this document under the heading "Comments", and we will consider them.



1 Requirements for the company logo

The logo is used in the central part of the booth and at the reception.



- File format: PNG with transparent background
- Size: 4000 px on the largest side

2 Requirements for the promo video

The promo video is launched on the TV in the center of the booth. If the video does not contain pronounced language elements (text, sound track), then one video is enough for all languages.



- File format: Mp4
- Size: 1920:1080
- Duration: no more than 1 minute

3 Requirements for roll-up

Roll-up is a large exhibition banner with large images and information about the company, its activities and projects. Roll-up image can be opened and viewed. If a web link to a website page is added to the roll-up, exhibition guests can view the page in a pop-up window.



- **Image for preview**
File format: JPG, JPEG (1500x4000px)
- **Link**
The link to the web page should be indicated in the document (see Placement table)

4 Requirements for the booklets

The booklet contains three brochures. Each of them may contain information about the company, its products and projects. One booklet design requires a preview image and booklet content.

The preview image is used to display the booklet on the booth. A link to a website page or a pdf-document can be used as the content of the booklet. When viewing a booklet, the content of the site or pdf-document will be displayed in a pop-up window.



- **Image for preview**
File format: JPG, JPEG (2100x3000px)

- **Link**
The link to the pdf file or web page should be indicated in the document (see the Placement table)

5 Requirements for lightbox media files

There are 4 lightboxes on each booth. Each can contain various information: about the company, its products or projects. A single lightbox design requires a preview image and lightbox content. The preview image is used to display the lightbox on the booth, but it can also be viewed in full at the click of a button.

A text document, video file, audio file, or a link to a web page can be used as the lightbox content. Depending on what content is provided, the visitor of the exhibition will be shown a text, video, background audio recording or the site itself in a pop-up window.



- **Image for preview**
File format: JPG, JPEG. (2200x4000px)

Based on their choice of content:



- **Text content**
File format: DOC, DOCX
1400 characters max, active links available



- **Video content**
File format: MP4
Size 1920: 1080
Duration: up to 1 minute



- **Audio content**
File format: MP3
Duration: up to 1 minute



- **Link**
The link to the web page should be specified in the document (see Placement table)