

Lennd Instructions for ASHG 2021 Industry Partners



Instructions

This document covers everything your exhibitors need to know about getting their exhibitor profiles set up on OnlineEvent Pro™.

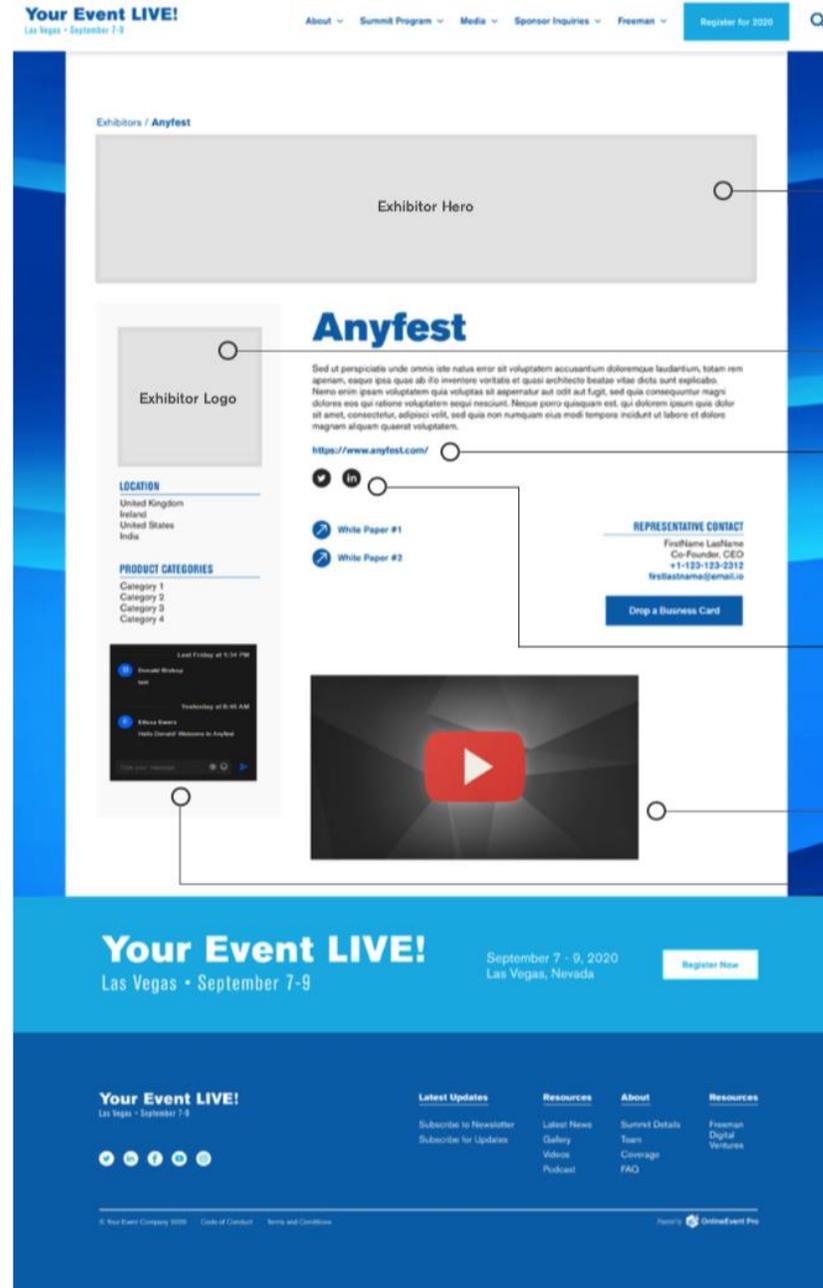
- Replace “Your Logo Here” with your event logo and change colors and fonts to align with your branding
- Add any key deadlines and contact information
- Delete this slide and share this document with your exhibitors

Exhibitor detail page

Information and assets needed for your company page



The Exhibitor Detail Page is your opportunity to showcase your brand to attendees, so use this space to differentiate your brand, tell your story, and spark interest. Attendees will be able to watch your videos, download your content, and schedule a meeting easily on this page – any banners you are sponsoring during the event will lead attendees here!



Exhibitor Hero

1325px by 290px
JPEG, PNG, or GIF
max 300MB

Exhibitor Logo

300px by 300px
JPEG or PNG with white or
transparent background, max

Exhibitor Website

Social Links

Facebook, Twitter, Instagram,
LinkedIn, and YouTube

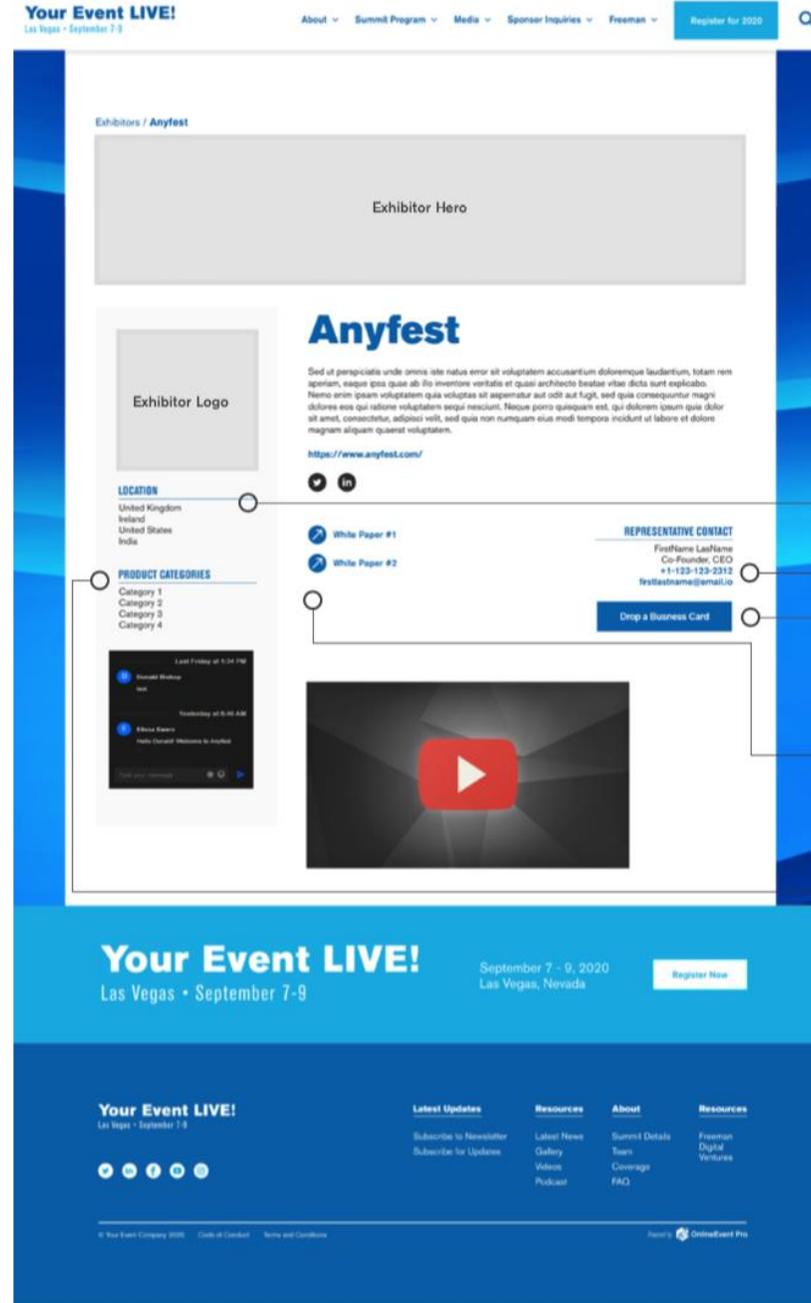
Company Video

Hosted video (YouTube or Vimeo)
Max recommended time: 10 minutes
Preferred video content: featured
products + promotions
Max 5 videos per page

Exhibitor Page Group Chat

Exhibitor detail page (cont.)

Information and assets needed for your company page



Profile Background Image

1440px by 1440px
(JPEG or PNG with no text or logos, max 300MB)

Company

Name
Description
(character limit: 2,000)
Location
Contact Info
(of company representative)

Drop A Business Card

Content Downloads

PDF format preferred, max 300MB
Max 5 downloads per page

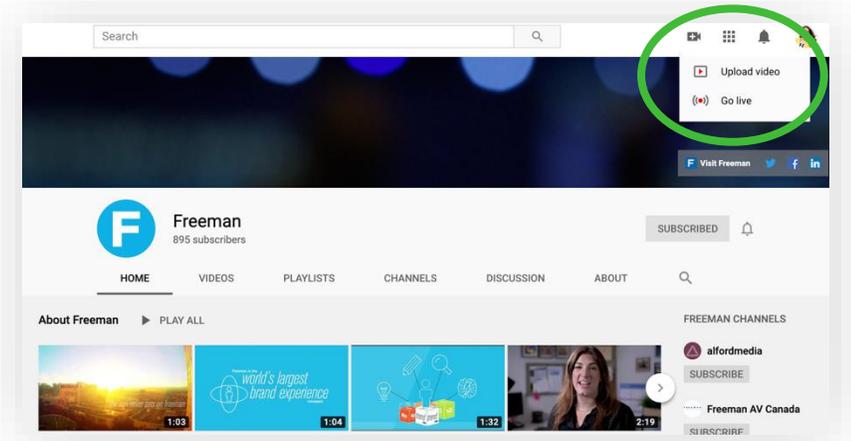
Product Categories

How to upload your video to YouTube



1. Navigate to [YouTube](https://www.youtube.com) in any web browser.
2. Make sure you are logged into your account. If you don't see your account thumbnail in the upper right corner, click "SIGN IN" and enter your Google account information. If you don't have a Google account, click "SIGN IN" then "Create account". You'll then be required to enter a valid email address and create a password.
3. Click the Create a video or Post button at the top right of the screen (looks like a video camera) then click "Upload video."
4. The video upload page should appear. Under "Select files to upload," click "Public" and choose a level of visibility for your video. Important: make sure your video is set to either "Public" or "Unlisted" so it can be viewed on your Exhibitor Detail Page.
5. Click the large arrow to choose the video file, or you can drag the video file onto the page.
6. While the video uploads, you can enter information like the name and description of your video.
7. Click "Publish" to complete the process (you can publish the video while it's still uploading or wait until the upload is complete). Your video won't appear online unless you click "Publish."

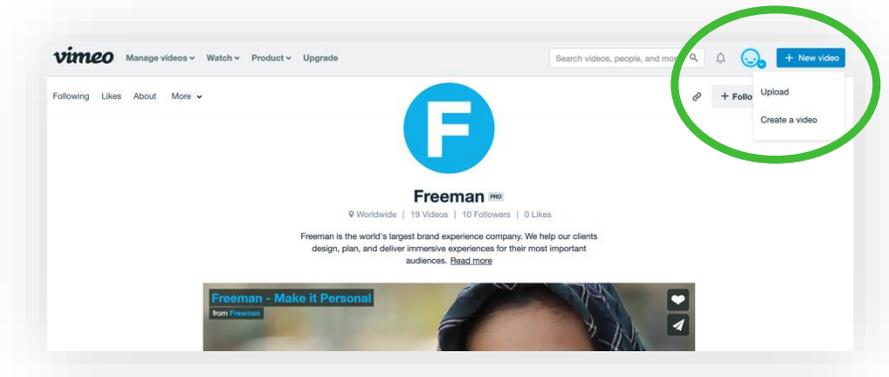
Please note: once the video is uploaded, it will take a few minutes to process.



How to upload your video to Vimeo



1. Navigate to [Vimeo](https://vimeo.com) in any web browser.
2. Make sure you are logged into your account. If you need to create an account, click the "Join" button. You'll then be required to enter a valid email address and create a password.
3. Click the blue New video button at the top right of the screen then click "Upload." Once you click the upload link, you will be taken to the upload page.
4. Click the "Choose a File to Upload" button and this will launch an upload dialog box. Choose the file that you want to upload and then click on "Select." As soon as you click the button, the video will start to be uploaded straight away.
5. While the video uploads, you can enter information like the name and description of your video.
6. To access the privacy settings of your video, click "Settings" under your video, then click the "Privacy" tab. Important: make sure your video is set to "Everyone" so it can be viewed on your Exhibitor Detail Page.
7. As soon as the video is uploaded, the video will then be processed. You can close this page if you want, and Vimeo will handle the conversion automatically. Vimeo will email you once the conversion has finished.



Video privacy

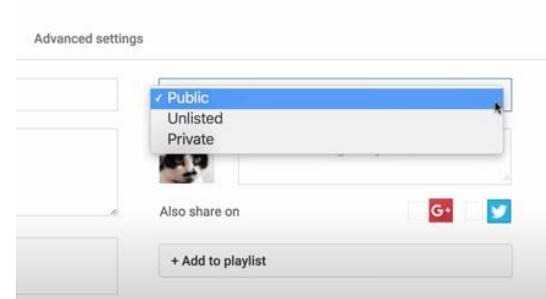
To ensure your videos are viewable by attendees, it's important to make sure your video privacy settings are set to **public**.



If you're hosting your video on **YouTube**, make sure your video is set to either **Public** or **Unlisted**. You can choose this setting either as you are uploading your video, or you can change it in the settings of your existing published video.

Public videos can be seen and shared by anyone. They are posted on your channel when you upload them and show up in search results and related video lists.

Unlisted videos can be seen and shared by anyone with the link. Your unlisted videos won't appear to others who visit the "Videos" tab of your channel page. They won't show up in YouTube's search results unless someone adds your unlisted video to a public playlist. You can share an unlisted video's URL with other people. The people you share the video with don't need a Google Account to see the video. Anyone with the link can also re-share it.



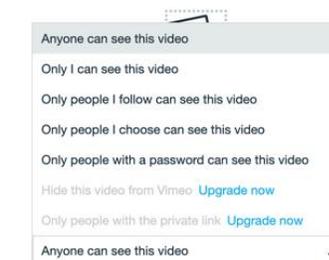
If you're hosting your video on **Vimeo**, make sure your video is set to **Anyone Can See This Video**. You can choose this setting either as you are uploading your video, or you can change it in the settings of your existing published video.

Videos with privacy settings set to **Anyone** can be seen by anyone and embed privacy set to **Anywhere** means that anyone can embed your video on an external website.

Please note: if you have a higher tier paid subscription to Vimeo (Pro, Business, or Premium) you'll have a few more options to choose from:

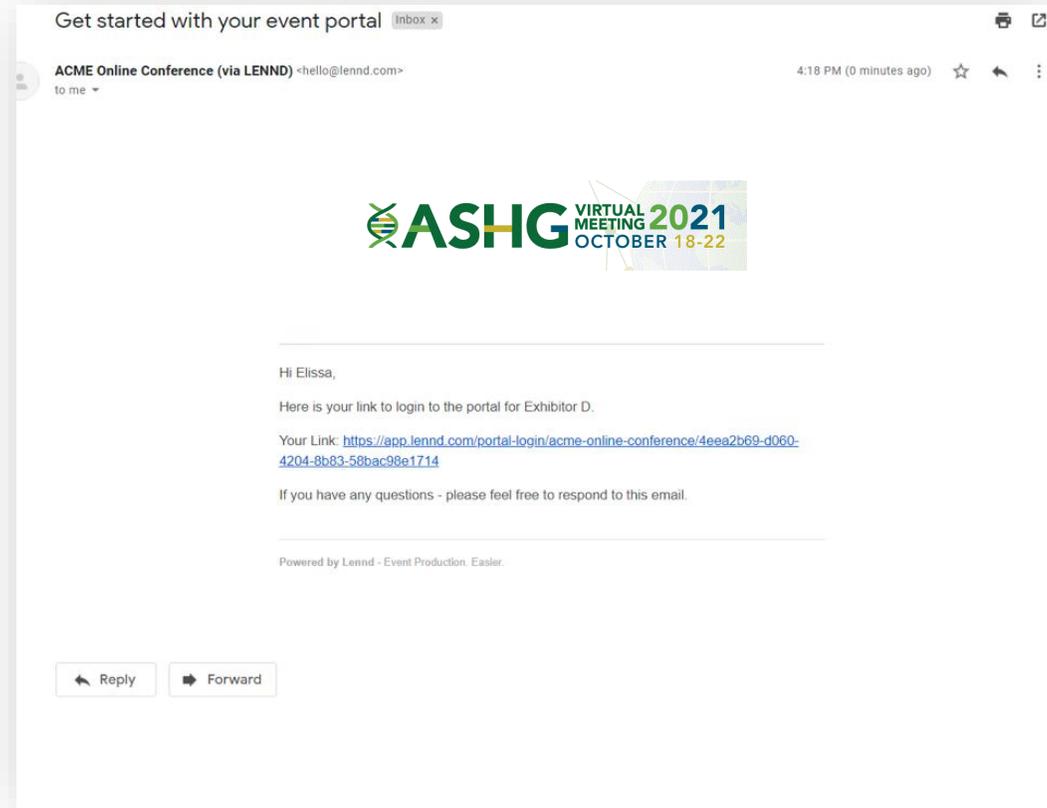
Only people with the private link is a semi-private setting that will make your individual video visible only to people who have the link. Your video's credits will be removed, and the video will be removed from any channels or groups. Please note that anyone with access to this link can share it with anyone else.

Hide this video from Vimeo.com will make the video unable to be accessed on the Vimeo website (unless you are logged in as yourself), but it still can be embedded on other websites.



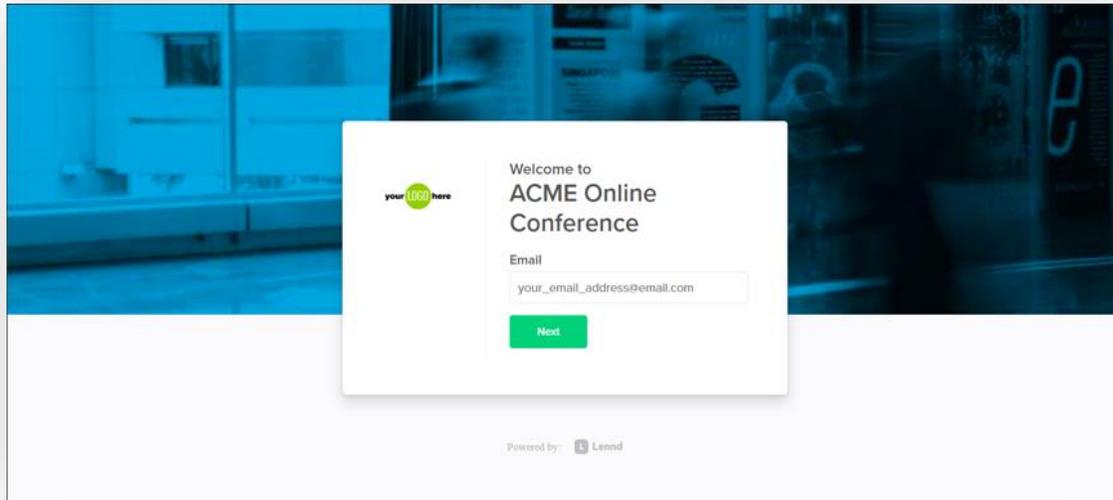
How to upload your assets

1. An email will be sent to you from LENND to get started on uploading your assets – click the link in the body of the email to access the portal for your event



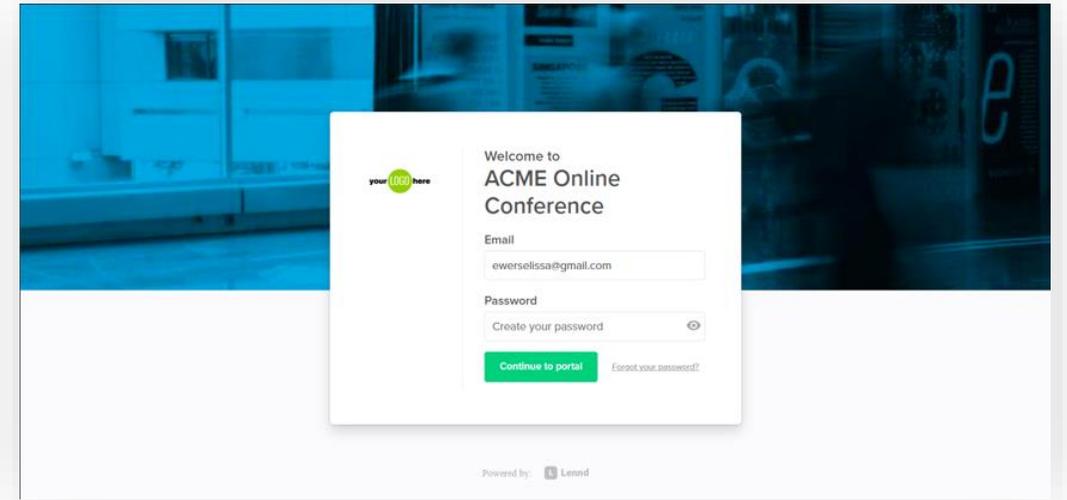
How to upload your assets (cont.)

2. When you land on the portal homepage, enter your email address and click “Next”



The screenshot shows a white registration form centered on a blue-tinted background. The form includes the text "Welcome to ACME Online Conference", an email input field with the placeholder "your_email_address@email.com", and a green "Next" button. A "Powered by: Lendd" logo is visible at the bottom.

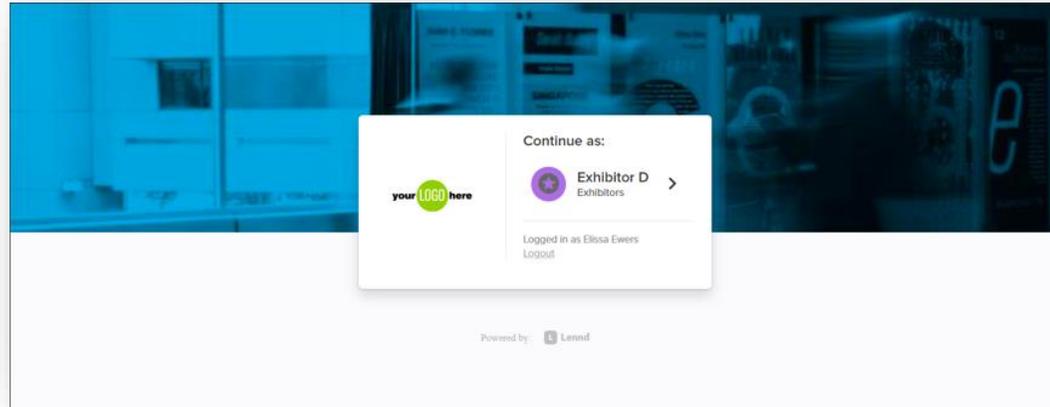
3. Create your account password and click “Continue to portal”



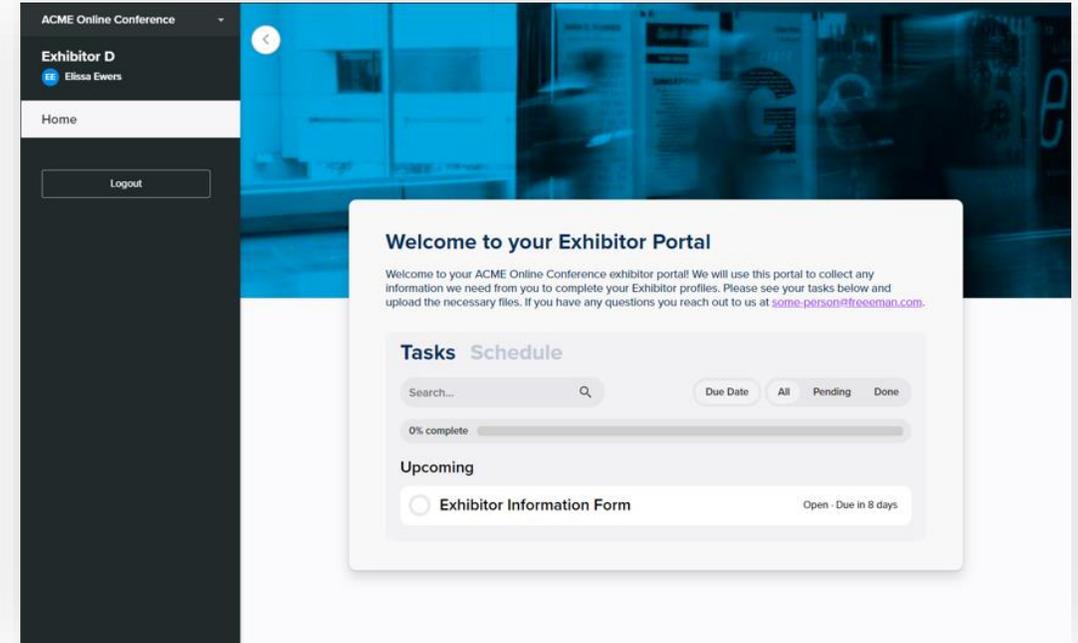
The screenshot shows the same registration form as in step 2, but with an additional "Password" section. It includes a "Create your password" input field with a toggle for visibility and a green "Continue to portal" button. A "Forgot your password?" link is also present. The "Powered by: Lendd" logo is visible at the bottom.

How to upload your assets (cont.)

4. The screen will show “Continue as:” and the name of your company – click your company name to continue

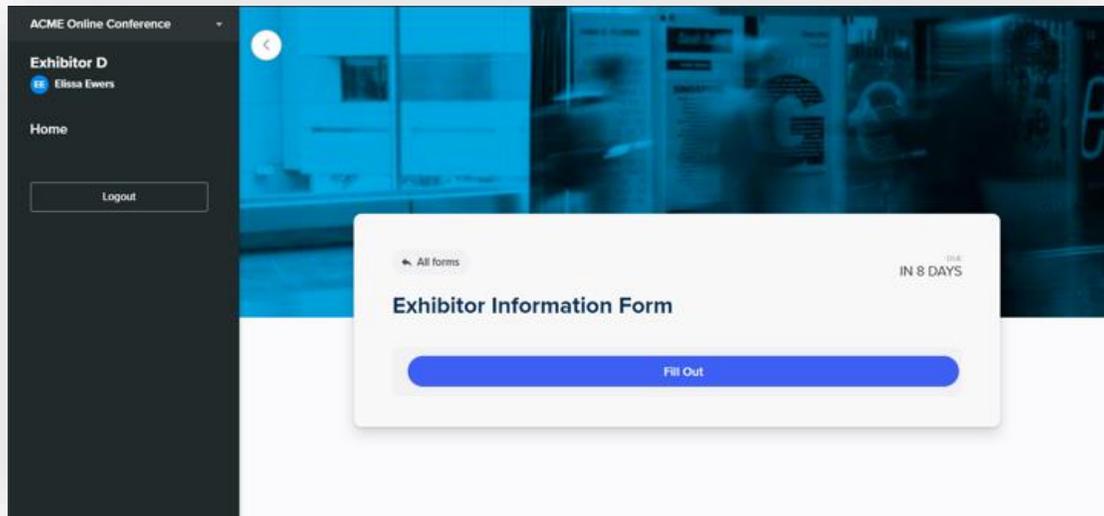


5. The portal homepage will show the list of tasks you have due for your event – click “Exhibitor Information Form” to submit assets needed for your Exhibitor Detail Page

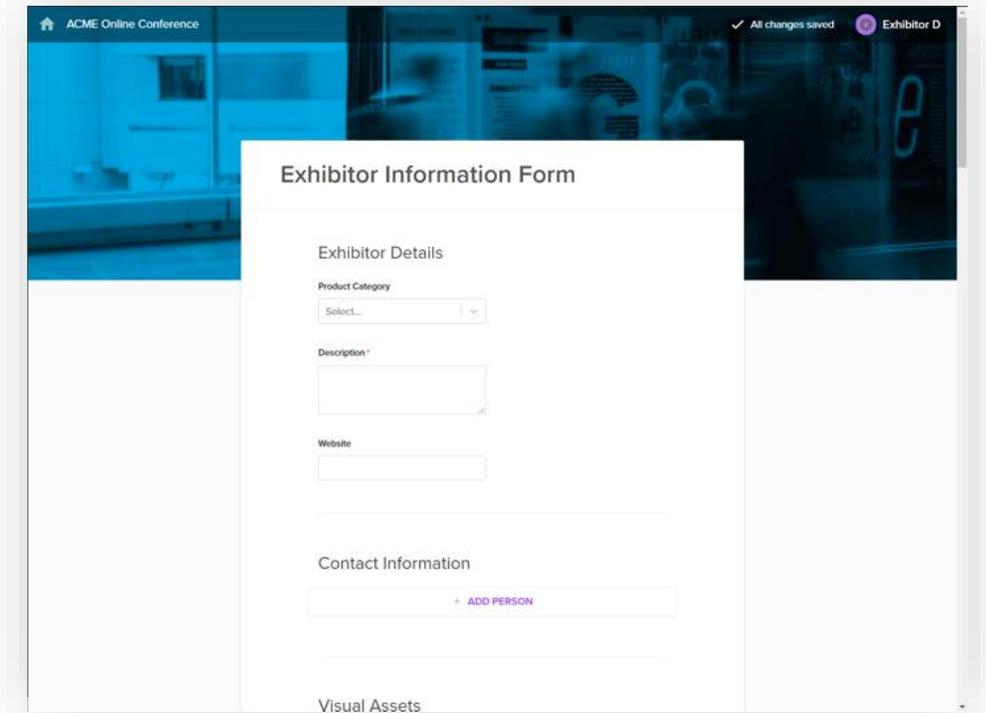


How to upload your assets (cont.)

6. Click “Fill Out”



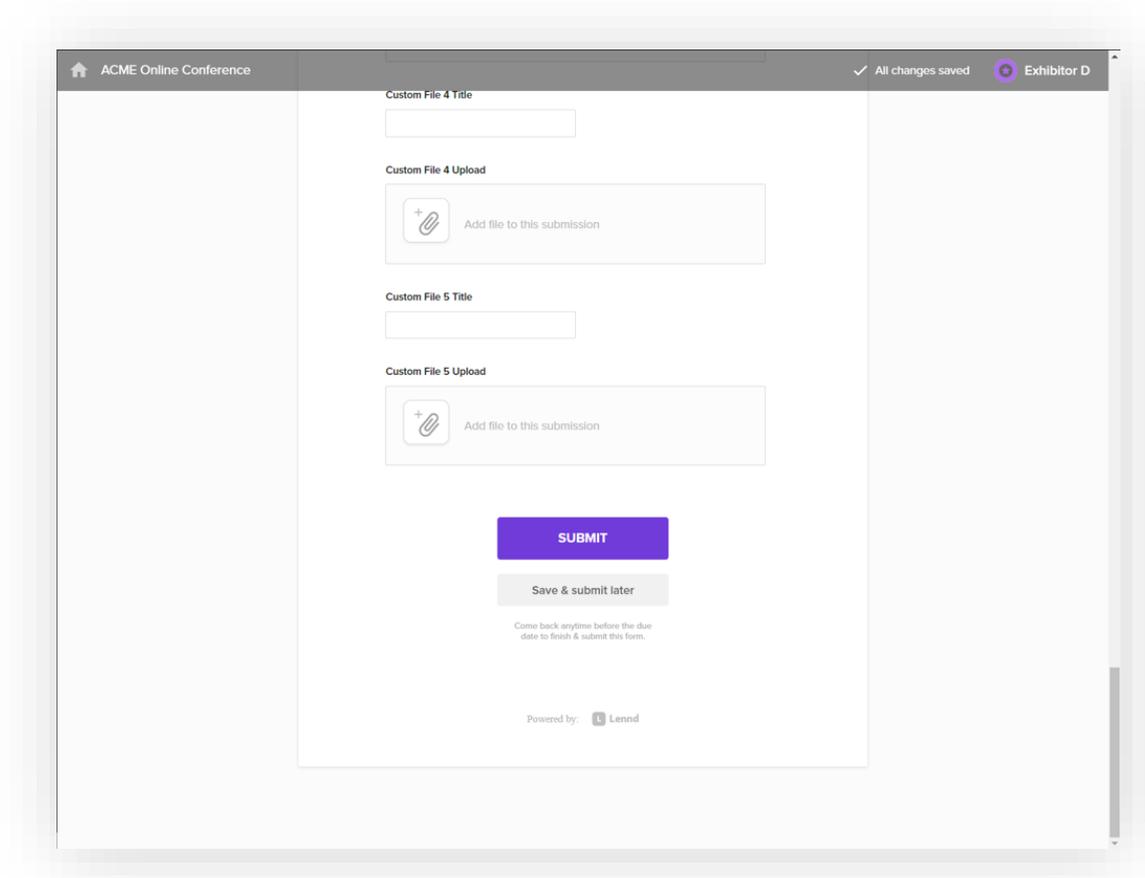
7. Fill in/select information for each field on the form



How to upload your assets

(cont.)

8. You'll be able to upload files to the form, including your company logo, hero image, and any content downloads for your Exhibitor Detail Page – as you attach files, specify the file name in the “Custom File Title” box

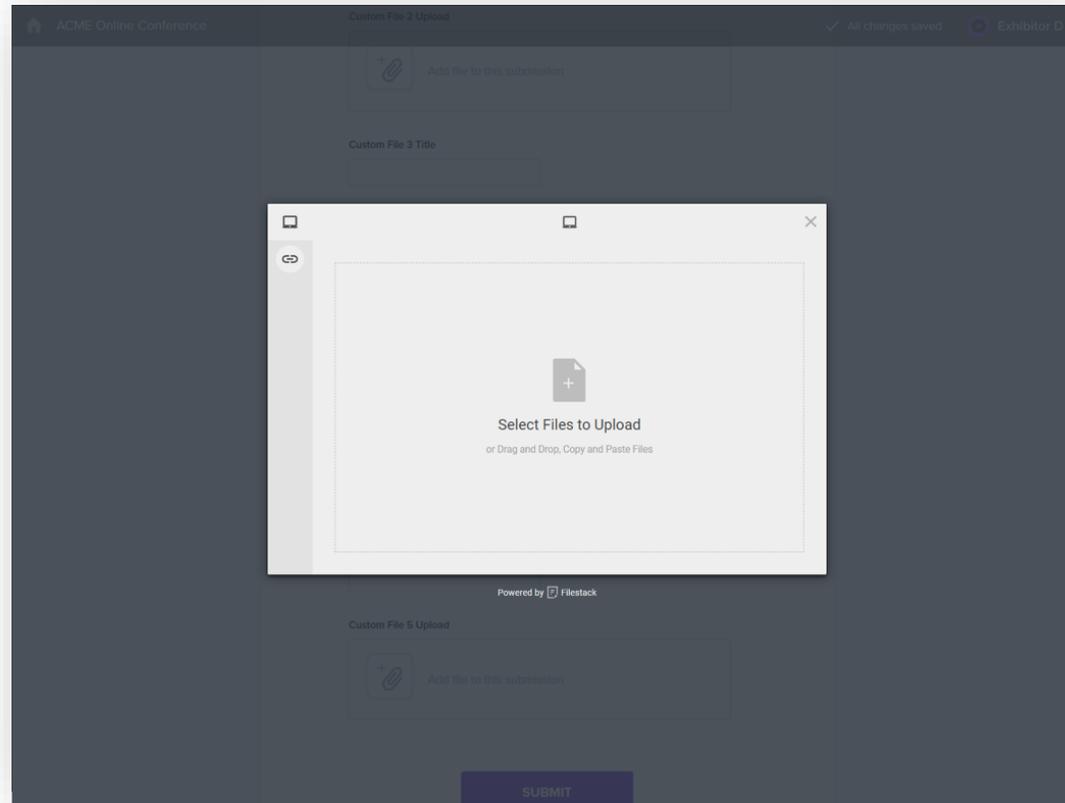


The screenshot displays a web form for an "ACME Online Conference". The form is titled "Custom File 4 Title" and "Custom File 5 Title". Each title field is followed by an "Add file to this submission" button, which includes a plus sign and a paperclip icon. Below the form, there are three buttons: a prominent purple "SUBMIT" button, a grey "Save & submit later" button, and a small note: "Come back anytime before the due date to finish & submit this form." At the bottom, it says "Powered by: Lendd". The top navigation bar shows "ACME Online Conference", "All changes saved", and "Exhibitor D".

How to upload your assets

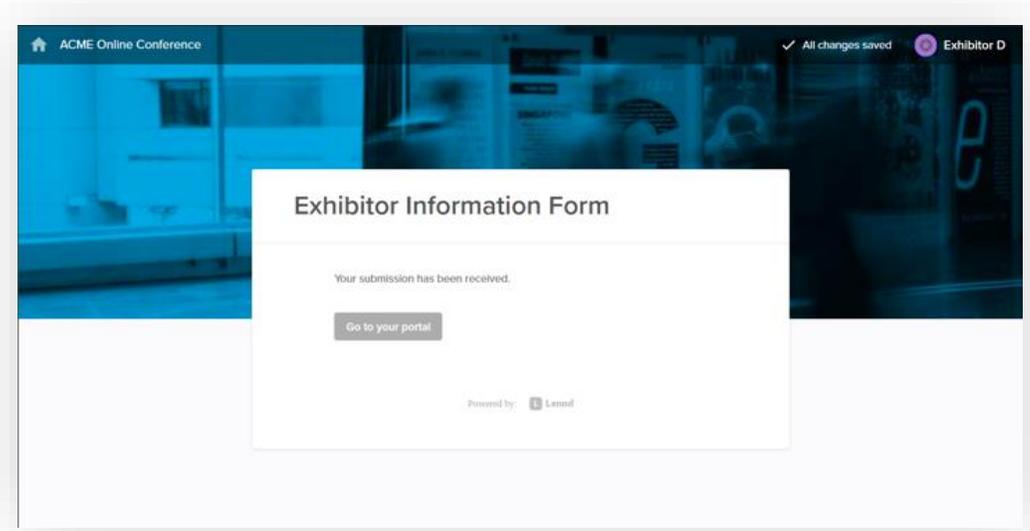
(cont.)

9. You can either click to upload files or drag files directly from your desktop to upload

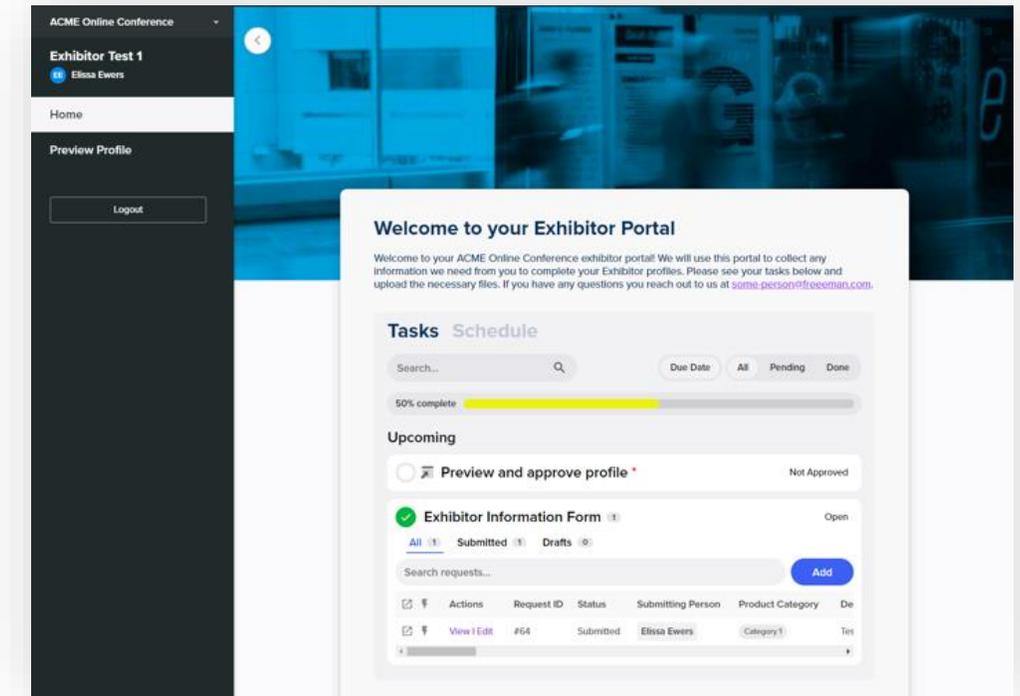


How to upload your assets (cont.)

10. Once you submit, you'll see a confirmation message on your screen – click “Go to your portal”

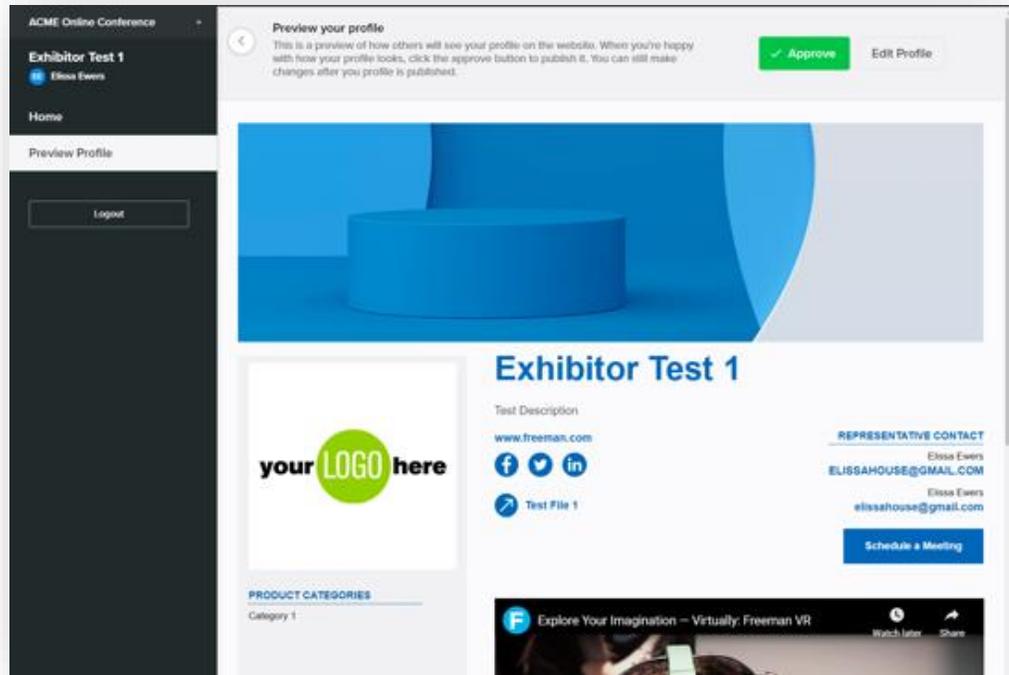


11. Once you return to the portal homepage, you'll see your list of tasks again – if your completion bar is at 100% you're all set, if the completion bar is not at 100% once all fields have been completed, you'll need to preview your page as a final step by clicking “Preview and approve profile” (*not events will require this step*)

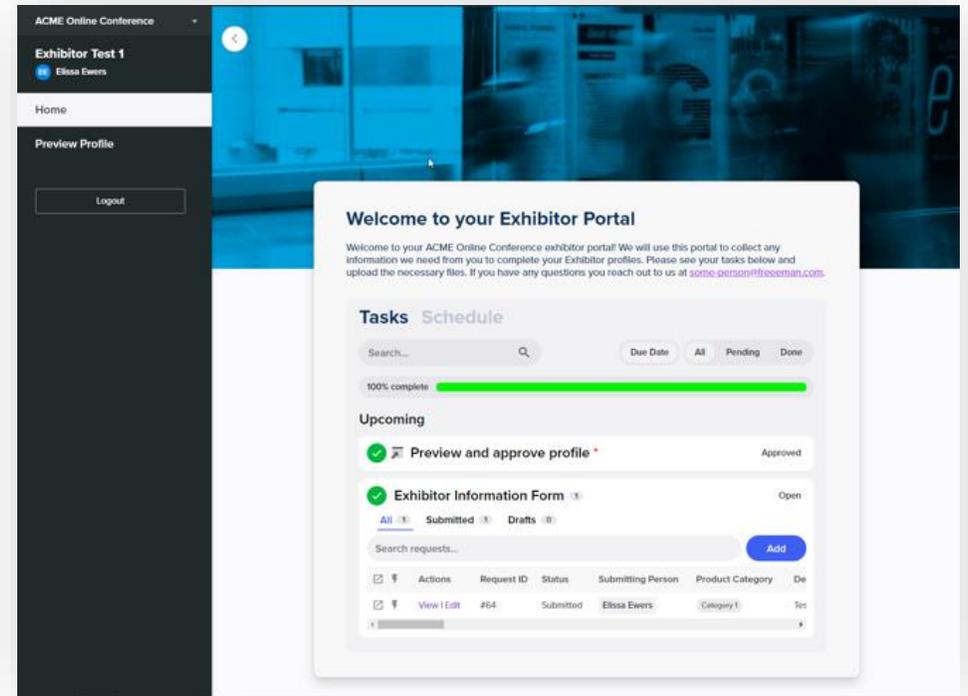


How to upload your assets (cont.)

12. Carefully review your profile and click the green “Approve” button at the top of the page if you are satisfied (if you need to make edits, click “Edit Profile”)



13. Once you return to the portal homepage, you'll see your list of tasks again – if you have successfully completed all the necessary tasks for your event, you'll now see the completion bar at 100%



Have questions?

Reach out to:

ASHG: exhibits@ashg.org

Freeman Support: DigitalExhibitorSupport@Freemanco.com

