

IDWeek’s virtual platform, Intrado, can support clickable, rotating promotional ads in three locations of the virtual platform:

1. homepage dashboard – **RESERVED FOR [Elite Booths](#) + [Platinum & Diamond Patron Levels](#)**
2. lounge – 7 available
3. help desk – 7 available

Lounge and Help Desk Ads Cost: \$7,200 ea. IDWeek - \$3,000 ea. *Chasing the Sun*

IDWeek Ads Displayed: Beginning at 9:45 a.m. ET on Thursday, Oct. 22 through Sunday, Oct. 25 at 1 p.m. ET.

Chasing the Sun Ads Displayed: 24 hours of COVID-19, *Chasing the Sun* ads are an additional \$3,000 ea. and will display beginning at 9 a.m. ET on Wednesday, Oct. 21 through 9:30 a.m. ET on Thursday, Oct. 22.

Reporting Available: Intrado can report how many times the image was clicked only. It can be estimated that in a 24-hour period each ad in a set of 7 will show 1,542 times.

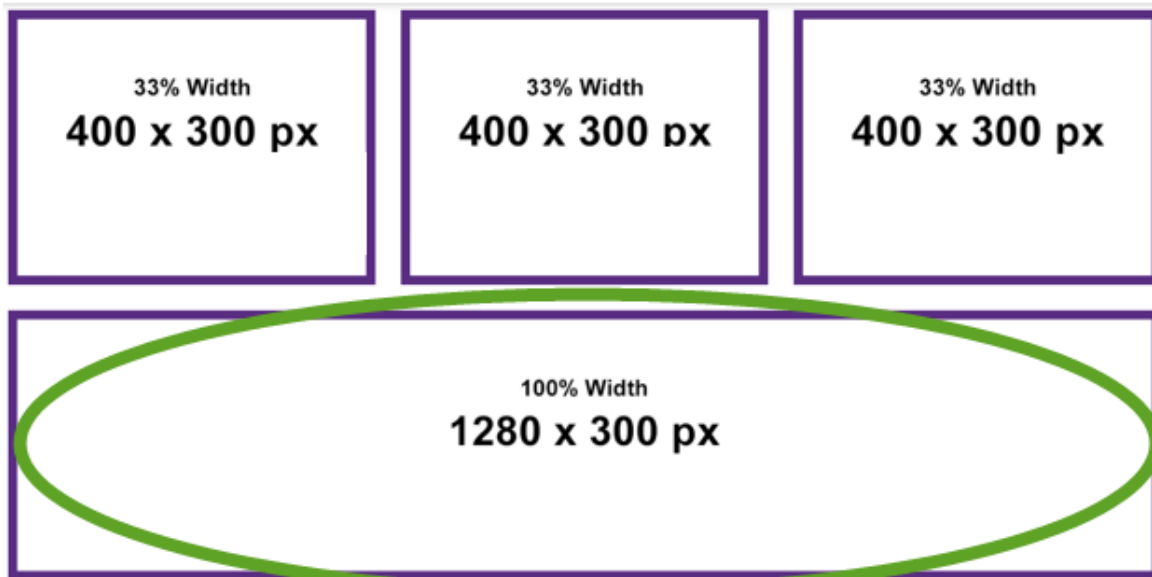
Specifications + Deliverables: 1280 x 300 px, jpg files only + also provide a URL or component inside the platform (booth, learning lounge, satellite symposium, presentation theater) to link to when clicked.

Ad + Click Thru Destination Due: Oct. 7, 2020

Next Step: [Complete an IDWeek Reservation Form](#) and email it to djohnston@idsociety.org.

For More Information Contact: Dana Johnston, djohnston@idsociety.org, 703-740-4789

Example Only – Not to Scale: IDWeek is still configuring these pages, but the promotional display ad will be in the second row of customizable content as shown below.



Reference: [Intrado Demo](#) – log in with any email address, even a fake one, to see the platform.

What are Lounge Ads? Ads will appear in the section of the platform where attendees can participate in scheduled chats with speakers.

What are Help Desk Ads? Ads will appear in the section of the platform where attendees go for support and customer service during the live event. If their audio or video isn’t working, for example, they can come to this virtual help desk for assistance.