

## Specifications and guidelines for films and webinars

### Guidelines for the presentation film

This is the most important film as it will be shown to all visitors (in the film sequence). We therefore recommend that you make an interesting film which will quickly grasp attention.

#### Technical requirements:

- Standard length: 20 seconds. Extended length: 30 or 40 seconds (paid alternatives).
- File format: .mov, .mp4 or .mpeg.
- Resolution: 1920 x 1080 pixels.
- Mark the file clearly with your exhibitor name.

#### General advice if recording your own presentation film:

- Think about the light, surroundings and sound.
- Remember to look into the camera – where your real audience are.
- Be creative to stand out.

#### Do you need help with making films or webinars?

Contact our partners at JJ design who can help you with this and give you a good price: [post@jj.no](mailto:post@jj.no)

### Guidelines for the webinars:

A webinar doesn't have to be a traditional lecture where you do a presentation in front of the camera. It can also be a promotional video for your institution or other videos/films that you think will be of interest for the audience.

#### Technical requirements:

- The mini webinar which is included in the basic stand can last for maximum 3 minutes.
- Additional/paid webinars can last for 15 minutes.
- File format: .mov, .mp4 or .mpeg.
- Resolution: 1920 x 1080 pixels.
- Mark the file clearly with your exhibitor name.

#### General advice for recording your own webinar:

- Think about the light, surroundings and sound.
- Invest in a simple microphone which can be connected to your mobile phone for instance.
- Have the webinar in front of a small group of people to make it seem more natural.
- Remember to look into the camera – where your real audience are.
- Be relevant, what is important for you audience?
- Be creative to stand out.

#### Title and description of webinars:

Recommended length for the title of your webinar is 60 signs. If you exceed 60 signs, the entire title will not be visible in the webinar program. Maximum length for the title is 150 signs. The description of your webinar can be up to 4000 signs, but we recommend shorter versions. Please note that titles and descriptions must be clear and concise so that the visitors understand what they can expect from your webinar.