+ EXPO IAS 2021

1-2 DICIEMBRE 2021

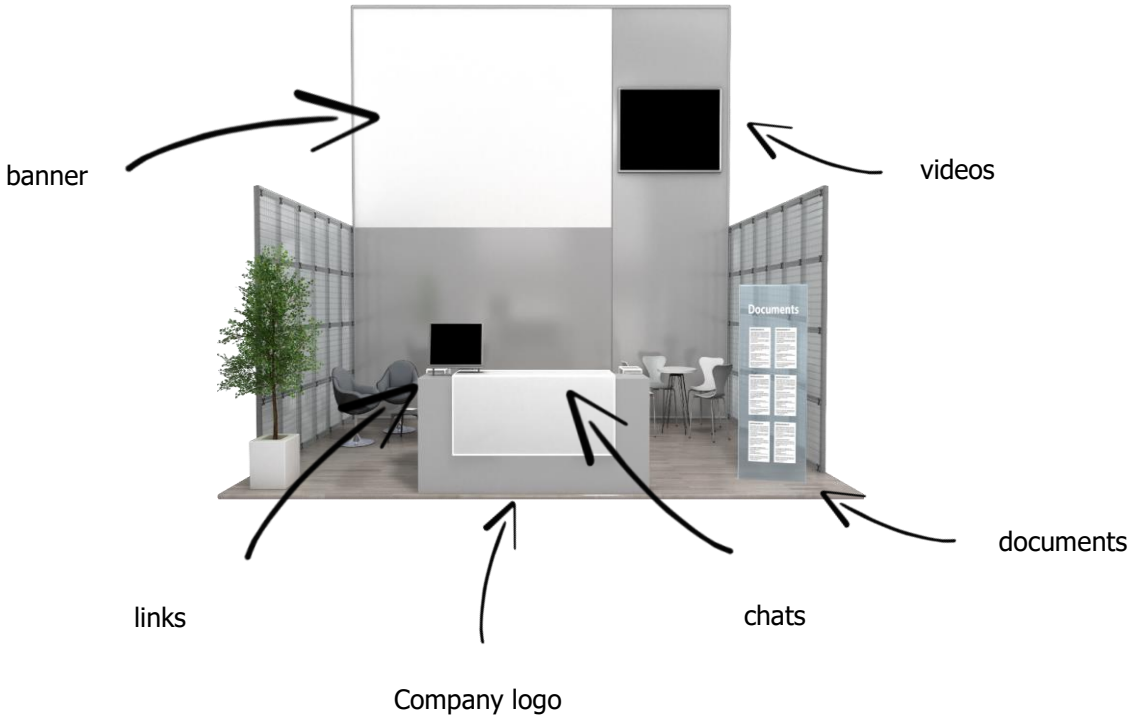
ias Instituto Argentino de Siderurgia

Información general/*General Information*

La EXPO IAS 2021 se realizará el miércoles 1 y jueves 2 de diciembre de 9am a 2pm en formato virtual.
The EXPO IAS 2021 is going virtual on 1 and 2 December from 9am to 2pm.

Todos los stands de la EXPO IAS se crean a partir de una plantilla de diseño. Los expositores también podrán elegir entre 3 colores diferentes: azul, rojo y amarillo.
All booths are created from a design template. Exhibitors will also be able to choose among 3 different colours: blue, red and yellow.

El stand se verá así:
The booth will look like this:



Información y materiales requeridos:
Information and materials required:

Material	**Cantidad** ***Quantity***	**Formato** ***Format***
Logotipo de su empresa (se encuentra siempre en el centro) *Your company logo* *(it is always in the center)*	1	440x160 píxeles fondo transparente *440x160 pixels* *Transparent background*
Banner de su empresa *Company banner*	1	1600x950 píxeles/ *pixels*
Breve descripción de la empresa *Brief company description*	1	Nombre de la empresa y una breve descripción (máximo 1-3 frases) de su empresa *Company name and a brief description (maximum 1-3 sentences) of your company*
Información sobre el personal del stand *Staff information*	5	Nombre/*name* Apellido/*surname* Correo electrónico/*email* Cargo/*Position*
Avatar del personal del stand *Booth staff avatar*	5	Ver How to make a good avatar Importante: El cuerpo completo se muestra de pie y delante de un fondo neutro (por ejemplo, una pared blanca). *See How to make a good avatar* *Important: The full body is shown standing and in front of a neutral background (for example, a white wall).*
Avatar offline	1	Indique con cual personal del stand se puede contactar por

		correo electrónico si el stand no está atendido (personal del stand "offline"). *Indicate which booth staff can be contacted by email if the booth is not attended (booth staff "offline").*
Vídeo / Presentación de diapositivas *Video/Powerpoint presentation*	1	Vídeo: MPEG 4, mín. 2 MBit / seg (hasta 3 minutos) (máx. 2 GB) Presentación de diapositivas: PDF (máx. 10 MB) *Video: MPEG 4, min. 2 MBit / sec (up to 3 minutes) (max. 2 GB)* *Slide show: PDF (max. 10 MB)*
Documentos y enlace *Files and links*	Hasta 10 *Up to 10*	Archivo pdf (máx. 10 MB) Link *Pdf file (max. 10 MB)* *Link*

Todas las empresas expositoras recibirán una capacitación por la empresa MEETYOO (proveedor de la plataforma de eventos) 2-3 semanas antes del evento.
All exhibiting companies will receive training by MEETYOO company (event platform supplier) 2-3 weeks before the event.

Política de cancelación / Cancellation Policy

En caso de cancelación, el expositor acuerda notificar al organizador por escrito antes del 1 de octubre de 2021. El organizador devolverá al expositor el monto ya pagado por la reserva del stand menos un 30% de gastos correspondientes a cargos administrativos por parte del Organizador.
In the event of a cancellation, the exhibitor agrees to notify the organizer in writing on or before 1 October 2021. The organizer shall return to the exhibitor the amount already paid for the booth rental fee in the exposition less a 30% pre-exposition expenses.

Importante: NO se otorgará ningún reembolso por cualquier cancelación recibida después del 1 de octubre de 2021, y el expositor será responsable del pago del importe total de alquiler del stand.
Important: No refunds will be granted for any cancellation received after 1 October 2021, and the exhibitor will remain liable for the total space rental fee.

Si se requiere más información sobre el alquiler de stands en la EXPO IAS 2021, comuníquese con:
If any further information is required concerning the booth rental in the Exposition, please contact:

Evangelina Tielli - Coordinadora de Eventos
Instituto Argentino de Siderurgia

Av. Central y 19 Oeste | B2900MAD | San Nicolás, Buenos Aires, Argentina
Tel: +54 336 4461805 Int.19
Email: tielli@siderurgia.org.ar

☐ Acepto estos términos y condiciones
I accept these rules and regulations.

Firma /Signature:_____

Nombre y Apellido:_____
Name and Surname:

Fecha/Date: _____

HOW TO MAKE A GREAT AVATAR

TIPS & TRICKS FOR THE PERFECT PHOTO

meetyoo conferencing

The perfect avatar image for your event

Before your virtual event can be made available online, some preparations are necessary. One of these is the creation of avatars for your booth staff, who will interact with visitors via live chat on the day of the event. Avatars add a personal touch and turn a potentially anonymous chat into an individual experience for visitors who, thanks to the additional visual support, can assign a friendly face to the person they are talking to online.

On the following pages we have summarized a few tips and instructions which you and your photographer should follow.

Points to look out for:

- ☑ good exposure
- ☑ contrast of the clothing to the background
- ☑ complete body is shown standing
- ☑ if possible a plain coloured background
- ☑ the person is shown in real size
- ☑ a friendly and open gesture
- ☑ not too little, but also not too much distance
- ☑ as little camera inclination as possible

What to avoid:

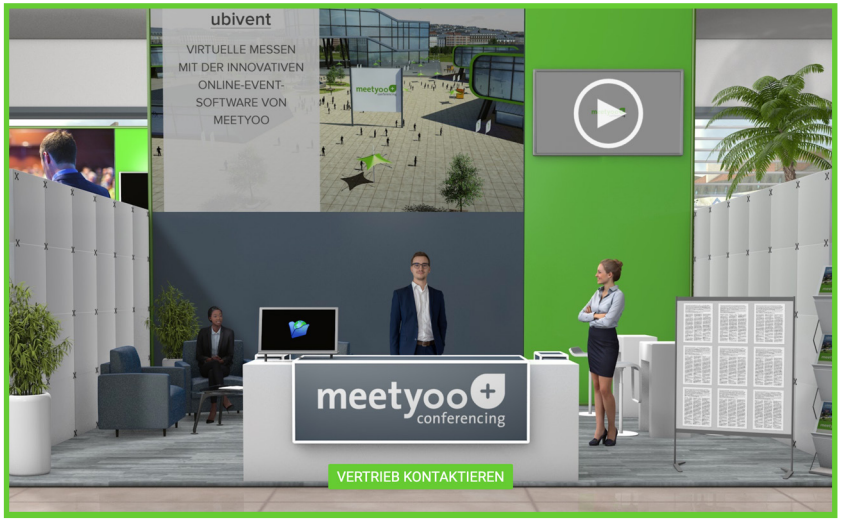
- sitting photos
- distracting backgrounds
- exaggerated angles
- crossed arms

Moving avatars for your booth

Of course it is also possible to impress visitors with a moving avatar for your digital trade fair booth.

For this purpose a file in WebM format is required. The recording must contain an alpha channel or be recorded in front of a green screen. It should have a transparent background and ideally not have a too high resolution. SD quality is sufficient (guideline: 1280 x 720 pixels or even 640 x 480 pixels). Furthermore, the video should be cropped so that there remains as little free space as possible around the avatar on the right, left, top and bottom.

Important: The moving avatar can only be displayed in certain browsers. These include Chrome and Firefox. In all other browsers the avatar will still be displayed as a still image.



Your avatar and digital booth will look similar to this image.

About meetyoo conferencing

Based in Berlin, the meetyoo conferencing GmbH is an international provider of virtual events, webcasts, and teleconferences. Whether for three or three thousand participants, and whether needed at short notice or following months of intensive planning, our services have been used by over 3,000 clients of all sizes and from all sectors. These clients rely on us to ensure seamless, multi-site communication among all their stakeholders. Additionally, the company has been TÜV-certified for 10 consecutive years – the ISO/IEC 27001:2013 certification has been awarded to meetyoo due to its outstanding data security standards.

Contact

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Awards

Bundesministerium für Wirtschaft und Technologie

Software Bundesverband IT-Mittelstand Made in Germany 100% Service Qualität Zukunft

INNOVATIONSPREIS-IT
BEST OF 2018
initiative mittelstand
INTERNET SERVICE