The PAAB does not endorse any specific platform. The following platform outline was developed in a collaborative effort to meet advertising regulations.

VIRTUAL EXHIBITS

PREPARING FOR YOUR PAAB APPLICATION

THE STREAMING NETWORK

Welcome & Notice

Welcome! We're excited for you to begin preparing your Virtual Exhibit for your event. We hope that you'll find the building process easy and that it leads to a successful event for you. As part of your preparation, you may need to seek approval from the Pharmaceutical Advertising Advisory Board (PAAB) for your virtual exhibit.

To help support your Virtual Exhibit preparation, The Streaming Network, in partnership with the PAAB have developed this guide that can be submitted with your application and explains some of the common features of our platforms Virtual Exhibits.

Four (4) common areas will be reviewed:

- The Feature Area
- Navigation & Linkages
- Chat and Networking Features of Your Virtual Exhibit

Please note that this guide does not replace official guidelines and instructions from the PAAB.

Before we begin, we'll clarify the different areas of the virtual exhibit.
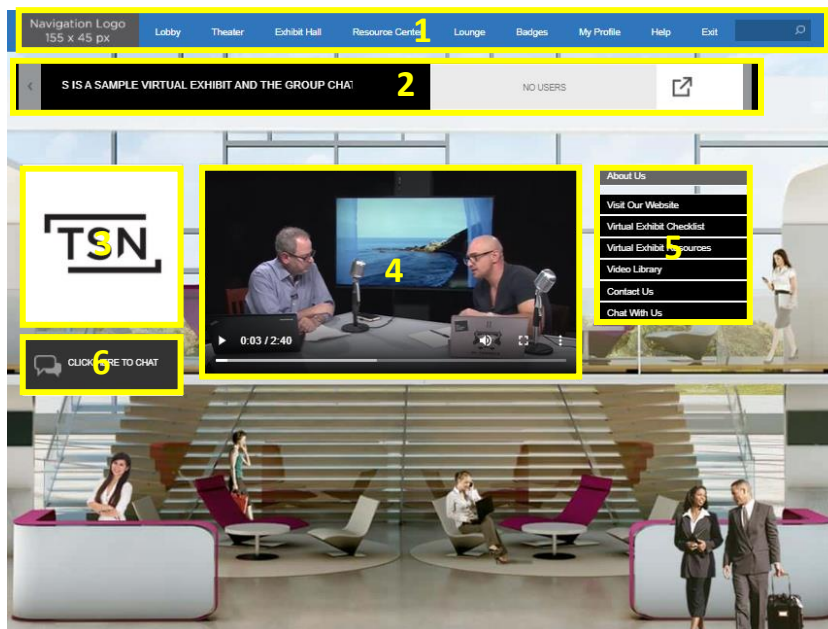
1. Event Navigation Menu & Universal Search
2. Virtual Exhibit Header
3. Your Company Logo
4. Feature Area
5. Content Tabs
6. Chat Icon

The Feature Area

This area of your Virtual Exhibit can feature either a promotional image or video.

Items in this area can be a maximum of 484 x 272 pixels. Videos can be expanded for viewing. Images can not.

Videos in the feature area play automatically and from the beginning the first time an attendee visits your Virtual Exhibit. During each subsequent visit the attendee must manually trigger the playing of the video by clicking on it. When this happens, the video will play from the beginning.

PAAB consideration:

If the surface of the exhibit contains therapeutic claims, it is recommended that the video in the feature area begin with the indication on screen for a sufficient time for the average person to read). If the Feature Area is an image, it should contain the indication at sufficient prominence that the attendee can read the copy.

Navigation & Linkages
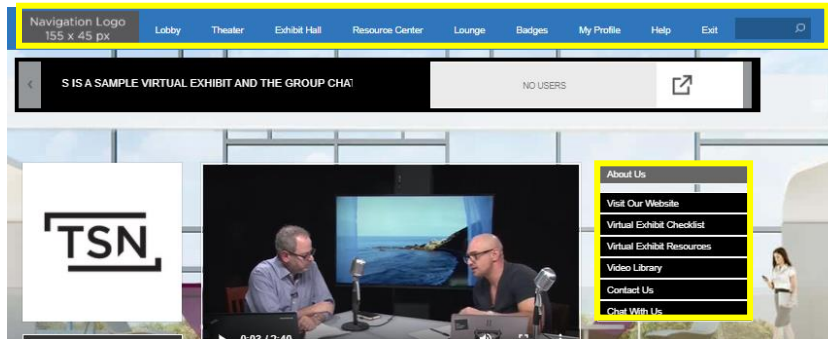
There are two types of navigation visible when your Virtual Exhibit is on screen: *Event Navigation Menu* and *Content Tabs.*

Event Navigation Menu

This is the navigation menu for the entire conference. This menu is the same for each page of the virtual event platform. It can not be controlled or modified by individual organizations, only the virtual event hosts.

Content Tabs

This menu houses all of the content an exhibiting organization chooses to include in their Virtual Exhibit. It is how attendees navigate the virtual exhibit. Content Tabs can navigate to:

- Individual files or Web pages
- Directories of files or Web pages
- Video libraries
- Customized HTML pages
- Group chat conversations

Items in content tabs may be subject to additional PAAB review.

It is important to note that the Virtual Exhibit Header should not be confused with the Event Navigation Menu. The Virtual Exhibit Header houses a Marquee message (at the exhibiting company's discretion) as well as a listing of current Virtual Exhibit staff and visitors. It also contains forward and backward arrows to navigate to the next Virtual Exhibit (in alphabetical order) but no other navigation capabilities.

Your Virtual Exhibit can only be accessed by registered event attendees. It is not publicly available. It can generally only be accessed via a Virtual Exhibit Hall page. If other sponsorship arrangements have been made which allow for access to your virtual exhibit from other areas of the virtual event platform, these may be subject to additional PAAB approvals.

Chat and Networking Features of Your Virtual Exhibit

As part of your Virtual Exhibit, you have access to two types of Networking: *Group Chats* and *One-to-One Chats*

Group Chats

Group chats are open, public chats that take place in your Virtual Exhibit. They can be accessed from one of two areas of your Virtual Exhibit: The left "CLICK HERE TO CHAT" icon or the Content Tab item which you can name at your discretion. Both access points open the same group chat. You must have both access points in order for the group chat to appear in your Virtual Exhibit.

Virtual Exhibit Representatives have the ability to:

- Participate in the group chat
- Moderate the group chat and remove messages as required

The group chat can also be disabled.

PAAB consideration:

Sponsors have the following options:

1. Disable group chat outright (All access points)
2. If the sponsor **does wish to engage in the group chat function**,
   a. For booths that **do NOT contain marketing claims** within the face of the booth (e.g. titles/descriptions of materials from the content tabs and feature area):
      i. The indication must appear on the main surface/screen. The indication should appear in the feature area in clear and prominent font. For videos, the opening screen of the video should include the indication statement.
         ▪ For booths with multiple brand mention, the indications for each of the brands should be presented in the feature area.
         ▪ The indications should remain on screen for a duration of time that allows the average user to consume all copy.
      ii. A 'Safety Information' content tab leading to the highest level of fair balance for the product(s) mentioned within the booth should be added. For booths with multiple brand mention, the fair balance for all brands may be included in one content tab. This safety tab should be added to the content tab located on the right-hand side.

> ii. The first message posted to the group chat should be the highest level fair balance or middle level fair balance directing the user to the 'Safety Information' content tab on the face of the booth.
>
> b. For booths **containing marketing claims** within the face of the booth:
>
>> i. The indication AND either middle fair balance directing the user to the 'Safety Information' tab on the face of the booth should appear in the feature area of the booth; OR the indication AND highest level of fair balance should appear in the feature area of the booth.
>>
>> ii. A 'Safety Information' content tab leading to the highest level of fair balance for the product(s) mentioned within the booth should be added. For booths with multiple brand mention, the fair balance for all brands may be included in one tab (e.g. menu item). This safety tab should be added to the content tabs located on the right-hand side.
>>
>> iii. The first message posted in the group chat should be the highest level fair balance or middle level fair balance directing the user to the 'Safety Information' content tab on the face of the booth.

One-to-One Chats

One-to-one chats are private chats between individuals. They can be accessed by clicking on an attendee's name anywhere it appears in the virtual event platform (including, but not limited to, the group chat and the attendee listing in the Virtual Exhibit header). The one-to-one chat opens in a new window separate from the virtual event platform and the Virtual Exhibit. The one-to-one conversation begins as a text conversation, but in some virtual events may also be a video conversation.
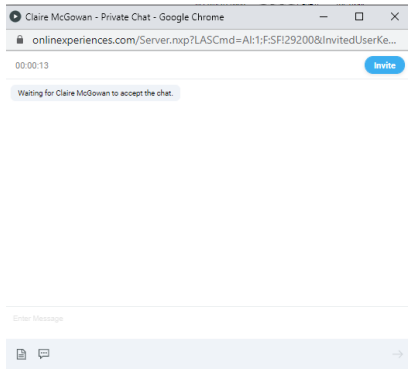
The one-to-one chat can not be disabled.