



## SWTEST SPONSOR & EXHIBITOR DELIVERABLES

### Virtual Conference Guide – AD Guidelines

#### *(All Sponsors)*

The Virtual Conference Guide is the online directory displayed in the Conference mobile app that contains a welcome letter from the Conference Chair and details about the schedule for technical sessions and showcases, social events, registration check-in, and a listing of all exhibitors.

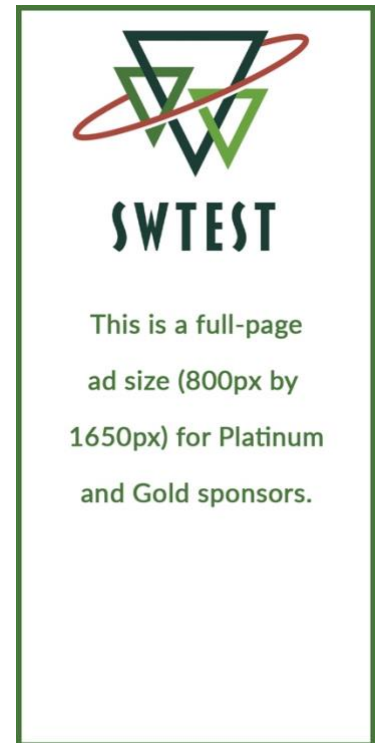
All **Sponsors** will be able to include an AD that will be displayed below the listing in the Exhibitor Directory section.

**Platinum** and **Gold** sponsors should provide an AD with the dimensions of 800px wide by 1650px high as a JPG file.

**Silver** sponsors should provide an AD with the dimensions of 800px wide by 826px high as a JPG file.

To view the previous year's Conference Guide as an example, please visit: <https://www.swtest.org/directory/>

**Deadline:** Please submit your AD for the 2026 SWTest conference guide by Tuesday, May 26, 2026, to [brittnei.favorite@swtest.org](mailto:brittnei.favorite@swtest.org)





## **Mobile App - Push Notification Guidelines** ***(All Sponsors)***

During the conference, we will send out push notifications through the SWTest mobile app to all attendees regarding the agenda, eProceedings passwords, social activities, and sponsor information.

All **sponsors** can provide a notification to be scheduled during the hours of the conference. Please indicate if you have a preference for the timing of the notification and we will do our best to accommodate your request.

The subject of the notification is at the sponsor's discretion; however, some general suggestions are company-specific details, new product information, mention of a specific technical session being presented, and a request to stop by your booth.

Please submit a Title of your notification of 120 characters or less (***including spaces***) and the body of your notification of 250 characters or less (***including spaces***) to be used in the mobile app as a push notification to all attendees (see sample below).

**Platinum** and **Gold** sponsors can provide 2 separate push notifications or 1 notification that can be sent at 2 separate times. **Silver** sponsors can provide 1 push notification.

**Deadline:** Please submit your notification text by Tuesday, May 26, 2026, to [tracy.broz@swtest.org](mailto:tracy.broz@swtest.org).





**Mobile App – AD Guidelines**  
*(Platinum Sponsors)*

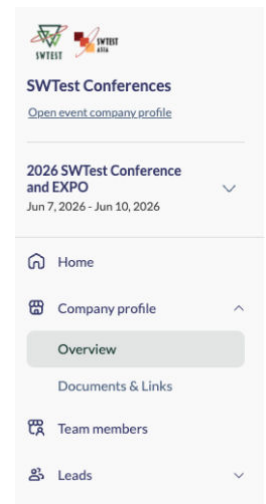


The AD within the mobile app is available to all **Platinum** sponsors. It is a graphic image (JPG or PNG) that should be 1080px wide by 360px high. This ad will be displayed below the different page icons in the app and will be linked to your company profile within the app.

**Deadline:** Please submit your AD by Tuesday, May 12, 2026, to [tracy.broz@swtest.org](mailto:tracy.broz@swtest.org).

**Mobile App – Company Profile**  
*(All Sponsors & Exhibitors)*

Each exhibitor will have a Company Profile within the Mobile App that they will be able to edit. Beginning on April 27, 2026, exhibitors will receive a link to access their profile through the web. This email will go to the person listed as the Coordinator when the Exhibitor or Sponsor Registration was completed.



Clicking on the provided link will open the Exhibitor Center within SwapCard (our mobile app platform). If you open the Company profile dropdown on the left of the screen and click on Overview, you'll see your company profile details.



From the Overview, click on Customize next to your company name to make edits to add a header image, video, background image, etc.

Scroll down to the bottom of the screen to advance to the screen to make edits to Information, Social Media, and Contact Details.




**Main information** ×

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**Header image**

Add a header image or video to highlight your page! For image, we recommend using a 1200x675px (16:9 ratio) image, no larger than 1MB. For video, first upload it on Youtube, Vimeo or any other video provider, then paste the id or src link here.




**Video platform** **Video ID**

Youtube

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**Background image**


Upload a background image to brand your company profile (desktop version only). Import a 2560x1600px (16:10 ratio) image, no larger than 1MB.



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**Logo**

Highlight your company by adding your logo. We recommend using at least a 400x200px (2:1 ratio) image, no larger than 1MB.



**Name**

Click on Documents & Links under the Company profile dropdown to add marketing materials.

Once your colleagues have been added to the app Attendee list (beginning May 11), you can add them as Team members to your profile. This will ensure that any connections made by your colleagues will be visible to export from this page after the conference ends.

**Deadline:** Please be sure to complete edits to your Company Profile by June 1, 2026 (although keep in mind that attendees will have access to the mobile/web app beginning May 18, 2026).

## Logo Submission (All Sponsors & Exhibitors)

If you have NOT already provided your logo through your registration account, please submit it with the following specifications:

**Preferred file format:** Vector graphic in EPS or AI format with any fonts converted to outline  
**Alternate file formats:** PDF (fonts must be embedded if not converted to outline prior to Distilling); TIF; JPG.

Raster images must meet the following specifications:

- minimum resolution of 300 dpi
- minimum width of 3” (216pt)

Logos should be submitted in CMYK color mode. Spot colors will be converted to their CMYK and/or grayscale equivalents for print media and RGB equivalents for electronic media.

**Deadline:** Please submit ASAP to [tracy.broz@swtest.org](mailto:tracy.broz@swtest.org)



## **EXPO Scavenger Hunt** *(All Sponsors & Exhibitors)*

The EXPO Scavenger Hunt encourages attendees to visit all participating exhibitors to win big prizes. All you need to do is donate a prize and your booth will be added into the Hunt.

### **How do we participate?**

- Submit a photo and description of your prize (minimum value of \$50, however most prizes tend to be in the \$100-\$150 range) to Linda Snyder ([linda.snyder@swtest.org](mailto:linda.snyder@swtest.org)) no later than **May 15**
- SWTest will distribute an email blast in late May announcing the EXPO Scavenger Hunt to all conference attendees and listing participating exhibitors as well as the prizes to be won.
- All attendees will have a QR code on their badges which they will need to have scanned by a participating exhibitor team member.
- There will be signage in the registration foyer and the entrances to all EXPO areas with the list of participating exhibitors, prizes, and rules on how to win.
- Exhibitor listing in electronic EXPO Directory will indicate Scavenger Hunt Participant with a star next to listing: \*SHP\* (for Scavenger Hunt Participant)
- Exhibitor listing on the SWTest Website will indicate Scavenger Hunt Participant with a star next to listing: \*SHP\* (for Scavenger Hunt Participant)
- All participating exhibitors will also be listed in the Mobile App under the Scavenger Hunt icon
- Conference attendees must visit all participating exhibitors to be eligible to win a prize. When the attendee's badge has been scanned by all participating exhibitors, they will automatically be entered in the contest drawing. (Exhibitors will be able to export all contact information from the scanned attendees).
- Winners of the Scavenger Hunt will be drawn during the Tuesday evening EXPO reception. Both winners and exhibitors will be notified to arrange for shipping if necessary.
- Be sure to join in the fun by participating in the Scavenger Hunt!

**Deadline:** Please submit a photo and description of your prize by May 15, 2026 to [linda.snyder@swtest.org](mailto:linda.snyder@swtest.org)



### ALL 2026 DEADLINES

<b>Date</b>	<b>Detail</b>	<b>Applies To</b>	<b>Questions/Submit To</b>
23-Feb-26	Golf Tournament Registrations for Sponsors begins	All Sponsors	Linda Snyder - linda.snyder@swtest.org
13-Mar-26	Notification of interest in participating in the lottery for one of two Presidential Suites	Platinum Sponsors	Linda Snyder - linda.snyder@swtest.org
16-Mar-26	Golf Tournament Registrations for Exhibitors begins	Exhibitors	Linda Snyder - linda.snyder@swtest.org
18-Mar-26	Hotel registration open	All	Linda Snyder - linda.snyder@swtest.org
27-Apr-26	Mobile App - Exhibitors will receive link to start updating Company Profile in mobile/web app	All	Tracy Broz - tracy.broz@swtest.org
8-May-26	Booth - advance shipments may begin arriving at warehouse	All	Alliance Nationwide Exposition
8-May-26	Last Day to make Hotel Reservations in the SWTest Room Blocks	All	Linda Snyder - linda.snyder@swtest.org
11-May-26	Alliance Discount Deadline for Booth Orders - See Exhibitor Kit link sent by Alliance Nationwide	All	Alliance Nationwide Exposition
11-May-26	Advance Order Deadline – Custom Graphics & Custom Table Throws	All	Alliance Nationwide Exposition
12-May-26	Mobile App Banner Ad – See Banner Ad specifications on page 3	Platinum Sponsors	Tracy Broz - tracy.broz@swtest.org
15-May-26	All Golf Tournament Registrations and team information completed	All	Linda Snyder - linda.snyder@swtest.org
15-May-26	Scavenger Hunt - provide photo/image and title/description of prize	All (Optional)	Linda Snyder - linda.snyder@swtest.org
15-May-26	LAST DAY FOR EARLY BIRD PRICING for all Registration types	All	Tracy Broz - tracy.broz@swtest.org
18-May-26	Mobile App - All Attendees will be sent the mobile/web app link to update their profiles and start making connections	All	Tracy Broz - tracy.broz@swtest.org
22-May-26	Promo Video deadline	All Sponsors	Linda Snyder - linda.snyder@swtest.org



25-May-26	Exhibit Booth A/V Order Form & Payment is due – See AV Order Form link in Exhibitor Kit	All	Pinnacle / Jason Sarmiento jason.sarmiento@pinnaclelive.com
26-May-26	Full-Color 1-page Ad for Conference Guide & EXPO Directory – See Directory Ad Specifications on page 1	Platinum & Gold Sponsors	Brittni Favorite - brittni.favorite@swtest.org)
26-May-26	Full-Color 1/2-page Ad for Conference Guide & EXPO Directory – See Directory Ad Specifications on page 1	Silver Sponsors	Brittni Favorite - brittni.favorite@swtest.org)
26-May-26	Deadline to submit logo to be included in EXPO Directory (* if not already submitted through the registration form)	All Sponsors	Brittni Favorite - brittni.favorite@swtest.org)
26-May-26	Mobile App Push Ad – See Push Ad specifications on page 2	All Sponsors	Tracy Broz - tracy.broz@swtest.org
29-May-26	LAST DAY TO REGISTER FOR ALL CONFERENCE REGISTRATION TYPES!	All	Tracy Broz - tracy.broz@swtest.org
29-May-26	RSVP to Sponsor Reception (Sunday evening) – One representative per Sponsor plus one guest	All Sponsors	Linda Snyder - linda.snyder@swtest.org
1-Jun-26	Booth - last day for advance shipments to arrive at warehouse	All	Alliance Nationwide Exposition
8-Jun-26	Marketing Materials for Sponsor Table – Bring marketing materials to on-site registration desk.	All Sponsors	Linda Snyder - linda.snyder@swtest.org
8-Jun-26	Deliver Scavenger Hunt prizes to on-site registration desk.	All Participating Exhibitors	Linda Snyder - linda.snyder@swtest.org