

AHTD Sponsor Program Presentation Video Production Guidelines

AHTD is offering sponsors opting for the “AHTD Meeting Sponsor” Package the opportunity to create a Member Minute video for presentation from the stage during the sponsored meeting. This video will give “AHTD Meeting Sponsors” the opportunity to share new product offerings, news about company acquisitions, and even introduce new company initiatives to the other members of our association. Below you will find suggestions and requirements for these videos. If you have questions about any of these guidelines, please ask Leigha.

- **Video Format**
 - Preferred: MP4
 - Others Allowed: WMV, MOV, AVI, or MTS.
 - Not Allowed: FLV, F4V, or GIF.
- **Video Size**
 - Preferred: 3840 x 2160
 - Other Allowed: 1920 x 1080
 - Not Allowed: Anything below 1280 x 720
- **Audio Settings**
 - Audio Codec: AAC
 - Sample Rate: 48000 Hz
 - Channels: Stereo
 - Bitrate: 256 or higher
- **Video Length**
 - The video shall be a maximum length of 1m5s
- **Suggested Equipment**
 - Plan on using a camera with video capabilities, rather than a phone. This will ensure highest quality video footage.
 - Use a tripod or set camera on a steady surface to avoid shaky footage.
- **Camera Orientation:** Shoot in landscape mode (horizontally instead of vertically)
- **Ideal Setting**
 - Consider environmental disturbances that will affect the video (loud construction site right outside your window will play through the video).
 - Consider light source (sun shining through window may make it hard to see the subject talking on camera).
 - Keep the background simple. Use a simple background or improve it by removing as much clutter as you can. Many use solid-colored backgrounds — be it a wall or backdrop paper — and place themselves (or their subjects) a few feet away from it to avoid casting a shadow.
- **Acceptable Delivery**
 - AHTD will supply a Google Drive prior to the meeting. The sponsoring member company will upload the file 30 days prior to the meeting. Receiving the file later than 30 days prior to the meeting may result in the video not being played at the meeting. There will be no reduction in sponsorship fee for a missed deadline as we will post the sponsoring company logo in lieu of the member minute video.
- **Approval Required**
 - Meeting Sponsor company will take care of all elements of this video production and will provide the finished video according to the specifications detailed above, at which point the video will be AHTD-reviewed and approved before being played one time for membership during the sponsored meeting.