

## Welcome Greeting Video Guidelines For Platinum/Gold Sponsors Only

### Welcome Greeting Video Specs\*

1. Format allowed— MP4 or MOV only\*
2. Length-- up to 1 minute
3. Tips on recorded the video:
  - Record a personalized video of one of your company representatives welcoming attendees.
  - Talk about your products/services and how it can provide solutions to government financial professionals.
  - Have fun with the video, wear logo branded clothing, or hold a logo branded coffee mug.  
Enunciate words! Be creative! Smile!
  - Record in landscape mode or horizontal portrait
  - Use the rear-facing camera, not the front-facing camera.
  - Be mindful of your background – and background noise, too.
  - Make sure light is generally in front of you and not behind you.
  - If you have a tripod, use it.

\*Greeting Videos will be played during session breaks