WEB DEV/DESIGN TEAM

SERVICE LEVEL AGREEMENT

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Web Dev & Design Service Level Agreement (SLA)

The following chart defines types of requests and their respective turnaround times. All support must be identified as one of the categories below with a defined numeric turnaround. The status of every support request will be pro-actively communicated on an ongoing basis until it is completed.

All requests will be prioritized based on these values entered in the Jira ticket ↗. Please note, Jira is NOT a staging environment. Only complete requests will be worked on and incomplete requests will be cancelled.

TYPES OF UPDATES AND TURNAROUND TIMES:	TYPICAL (3)	PRIORITY (2)	EMERGENCY (1)
BASIC Minor changes to content, graphics, and links on 1-2 pages (ex: adding a press release; SEO maintenance; fixing typos; copy updates)	within **12 business hours** Timed* **+ 1 business day**	within **4-8 business hours** Timed* **+ 1 business day**	within **2 business hours** (show damaging info is on website, or website is down)
INTERMEDIATE Changes that impact 3-4 pages of a site (ex: adding multiple press releases; creating forms; modifying graphics)	within **3-4 business days** Timed* **+ 1 business day**	within **2 business days** Timed* **+ 1 business day**	**These will be evaluated per request** **(show damaging information is on website, or website is down.)**
BLOG ARTICLES Adding a new article to an Atlas Blog site	within **2-3 business days** Timed* **+ 1 business day**	**These will be evaluated by request**	
TICKET/BADGE PAGES Creating the newest iteration of a tickets/badge page (updating YOY)	**10 business days**		
SITE AUDITS & CUSTOM FUNCTIONALITIES Extensive changes to a site that will impact 5 or more pages **and/or** require advanced resources and expertise (ex: Leap, e-manuals, pixels, rebranding, Showclix widgets, Shopify edits)	**At least 15 business days** (dependent upon complexity of updates)		
WEBSITE REDESIGN Implementing new keyart/creative	**Approx 30 business days** (see page 5)		

***TIMED:** Plan at least one working day in advance. **Add one business day to the regular turnaround time.** See the examples on the next page.

Web Dev & Design SLA Guidelines

GENERAL SPECS

Provide a link to the page to be updated, not page name. If it is a new page please inform your Specialist where you would like that page to “live” EVEN if it’s not visible in the site navigation.

Proper file naming convention

- text, numbers, hyphens only no spaces or underscores
- include brand acronym
- Ex. NYCC-new-file-name.pdf

Bad examples:

- IMG0925.jpg
- BookCon show logo.png
- PAXW_image_4.jpg

Good example:

- C2E2-2026-Show-Floor.jpg
- MCM-2026-Sponsor-Acme.jpg

COPY UPDATES

Major copy updates need to be provided in electronic format (In Jira description or separate attached/linked document)

WEB FORMS

Provide all info for forms

- title
- confirmation page content
- indicate required fields
- field category headings
- submission email recipient (if needed)

META INFO (SEO REQUIREMENTS)

- title, page descriptions, alt text for each image, etc.

GRAPHICS

Preformatted graphics
web format, .jpg or .png

- send in proper pixel dimensions
- Assume the Specialist doesn’t have the image.
- If you don’t have the image, provide the link to a page on the site where it can be found.

TIMED UPDATE INFORMATION

If an update needs to happen at a specific date and time please note that in the field in Jira

Note the extra business day doesn’t mean the update is requested 1 business day ahead of launch

- Please add an additional business day to the normal turnaround time.
- Include the timezone in your request
- You will receive confirmation from the specialist

TL;DR

- Resize imgs to proper dimensions (for known images)
- Provide page URLs
- Use SEO Friendly file names
- Provide form required fields & confirmation page content
- Add an extra business day for timed edits

Web Dev & Design SLA On-call Coverage

Regular business hours for the each member of the Web Dev & Design Team are outlined on our org chart on the last page.

Coverage will be provided on a rotation basis during non-business hours **ONLY FOR EMERGENCIES**, as explained below.

✅ **EMERGENCIES ARE:**

- The website is down
- When there is something show/brand damaging that needs to be addressed.
- Your show occurs within the next 2 weeks

❌ **EMERGENCIES ARE NOT:**

- normal content updates
- typos
- anything that can wait until the next business day

In the above situations or when your assigned Specialist is out please select **Send to On-Call Specialist** from the **On-Call** dropdown in Jira.

PLEASE NOTE:

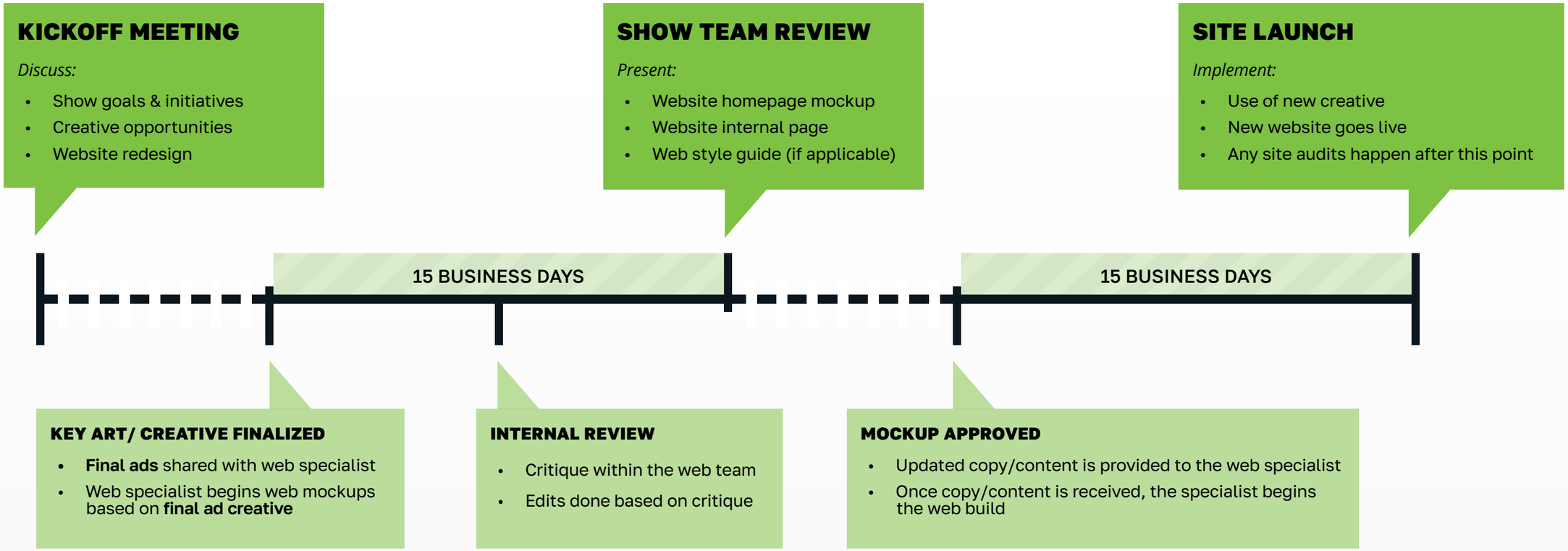
- During **non-business hours**, the on-call Web Dev & Design team member will **respond within 25 minutes**.
- The on-call Web Dev & Design team member has mobile access to Outlook that will receive Jira notifications.
- Milton also receives a copy of these Jira tickets as they come in.
- When making a request during non-business hours, you **MUST** provide a contact number where you can be reached in addition to being available for a return call.

TL;DR

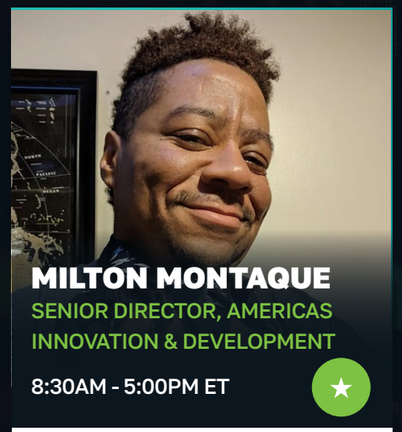
Only contact on-call after hours if the website is down, there is a show damaging emergency, or if the event takes place within the next 2 weeks.

Website Redesign Process

The website redesign process starts with a kickoff meeting to dicuss new idea, initiatives, and creative. Once the creative has been finalized and established, the web team will begin creating a website mockup. The website mockup is then reviewed internally with the web team and then with the show team. Once the mockup is approved and updated content is provided, the web specialist will begin building the site, and finally publishing with approval.



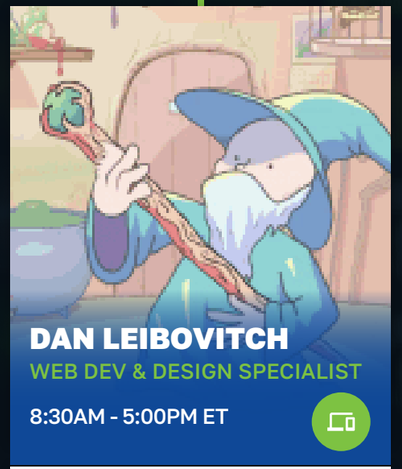
The Web Team Organization Chart



MILTON MONTAQUE
SENIOR DIRECTOR, AMERICAS INNOVATION & DEVELOPMENT
8:30AM - 5:00PM ET
milton.montaque@rxglobal.com



OÑAY SHEARD
FRONT END DEVELOPER
8:00AM - 4:30PM ET
onay.sheard@rxglobal.com



DAN LEIBOVITCH
WEB DEV & DESIGN SPECIALIST
8:30AM - 5:00PM ET
daniel.leibovitch@rxglobal.com



JAIRUS MATIAS
WEB DEV & DESIGN SPECIALIST
M-TH 5:00AM - 1:00PM ET *
TH - 9:00PM - F 5:00AM ET *
jairus.matias@rxglobal.com



IVAN PESA
WEB DEV & DESIGN SPECIALIST
5:00AM - 1:00PM ET *
ivankate.pesa@rxglobal.com

* SHIFT TIME FORWARD ONE HOUR DURING DAYLIGHT SAVINGS TIME