Sponsor and Exhibitor Options in the Virtual Event Platform

The virtual event combined with some creative programming can provide some excellent opportunities for those looking to invest in our conference. Here are some ways Sponsors can be elevated throughout the platform:

1. **Create your own virtual booth.** Use tools like virtual meeting room integration and 1:1 meetings to connect with attendees. One-click email for attendees makes it super-easy to request additional information.

   - **Make any page yours.** Let attendees know that a sponsor is providing this content.
• **Brand the lobby billboard.** Be front and center when attendees come into the virtual experience.

• **Bring the fun.** Allow sponsored sessions like a fitness hour (yoga is popular,) or gameshow. It is instantly memorable and creates association with the sponsor.

• **Subject Matter Experts.** Allow sponsors to have their own session

• **Experts on Call.** Provide “Experts” to facilitate meetings. Facilitators have a captive audience to talk about sponsor’s product or service.

• **Meet in a moment.** Have your own persistent virtual meeting room making it possible for instant face-to-face meetings with attendees.

• **Showcase your brand.** Run your own showcase videos on the Expo landing page.
• **Sponsored Entertainment Breaks.**
  Underwrite a mini concert by a live musician or a 15 minute stand-up session by a comedian.

• **Sponsor gifts to attendees.** Virtual attendees don’t have to miss out on the swag experience. Consider shipping branded gifts to attendees to help them feel a part of the event.

• **Be a part of the show.** Run a :30 or :60 second bumper spots directly before and after sessions.

• **Polling provided by your sponsors.** Kick off sessions with a series of fun polling questions with your logo and tag line.

• **Giveaway prizes in a virtual scavenger hunt of the event space.** Encourage attendees to hunt for clues throughout the exhibitor booths. Have them interact with sponsor team members to get the special codes.

• **Wear and Share.** Get added social boost from branded swag. Attendees can be sent t-shirts and ball caps to wear throughout the event. Then host a social media competition where attendees share themselves wearing swag and use sponsor hashtag for a chance to win a laptop or TV.
• **Drinks on Us.** Offer a virtual cocktail hour complete with bartender making custom themed drinks. Attendees can receive a “bar in a box” delivery and then get ready to interact with their congenial host. Or opt for Scotch or Wine Tasting sessions with an expert.