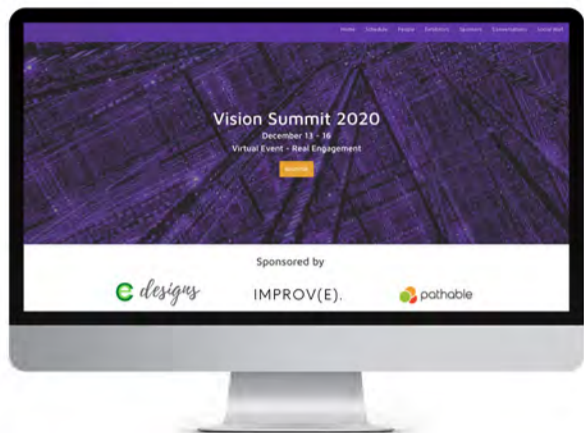


EXHIBITING & SPONSORSHIPS AT VIRTUAL EVENTS

Think beyond traditional signage sponsorships and static trade show booths. A virtual event experience not only offers real-time data and exposure, but year-round engagement between attendees and your brand.



BANNER AD PLACEMENT

Make a great first impression with home page logo placement.

Reserve a banner ad to catch attendees' eyes. Work with your host to secure placement above or below the menu header. Grab space in the footer for attendees to see, shown at the bottom of any static content pages of the event website.

THE VALUE:

Get year-round brand exposure in the event platform, where attendees are visiting tradeshow booths, exchanging messages and holding video meetings. If you sponsor a session, attendees see and interact with your brand as they engage with content.

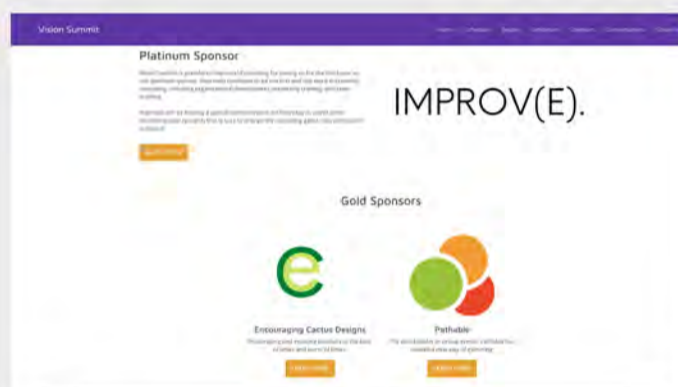
DEDICATED SPONSOR PAGES

Stand out as a sponsor on a dedicated page highlighting your support level. Highlight your branding and information with event attendees.

Pique attendee interest to follow up with you at your virtual tradeshow booth and beyond.

THE VALUE:

You get additional exposure in the platform, all driving traffic back to your rich exhibitor or sponsor booth.



SPONSORED COMMUNICATION

Sponsor a branded message, including pre-scheduled email blasts, to attendees. Include your logo, messaging and other support materials.

Garner attendee attention through scheduled notifications in the virtual event platform linking back to your landing page.

Set your brand apart with additional recognition - sponsor a meet-up, a speaker session, or the event agenda.

THE VALUE:

Unlike throwing your brand onto collateral and signage for an onsite event, you can be certain your brand is reaching attendees' eyes in a targeted way that is tailored to you, your messaging and your products.



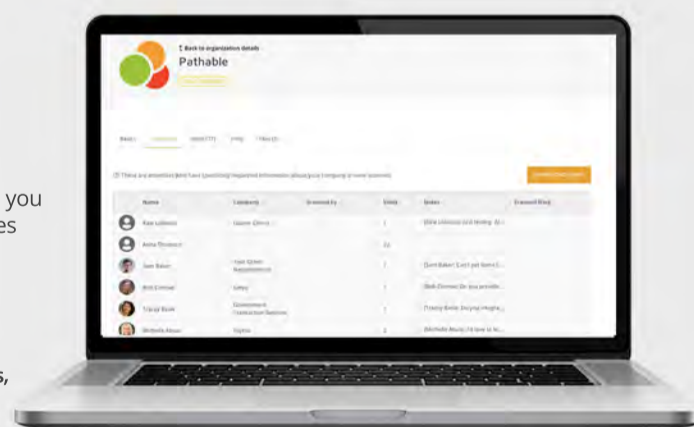
LEAD GENERATION

Get maximum value out of the event through gaining your most valuable resource: Leads. Up-to-the-minute lead requests mean you quickly know who wants information and how to reach out.

Receive leads and contact information from attendees who message you to learn more about your products and services. View event attendees who visited your booth and message them via the platform during the event.

THE VALUE:

Go beyond just lead capture and download to analyze your booth traffic. Gain insights into not just who has visited your booth, but how many times, so that you can craft a thoughtful outreach message to anyone who may be sitting on the fence.



VIRTUAL TRADE SHOW BOOTH

Maximize your booth's personalization and interactivity through your "booth staff." Use messaging capabilities and real-time video demos to interact with attendees during specified "Exhibit Hours" and beyond.

Give your brand and product the chance to shine in your own "virtual tradeshow booth." Your booth is entirely customizable - bring your brand to life with your logo, descriptive information, keywords, documents and multimedia content.

THE VALUE

You don't lose the interactivity of an in-person event - connect immediately and personally with attendees. You gain immediate visual and informational elements that go beyond signage in a traditional booth, and give attendees an immediate snapshot into who you are and what you offer.

