

# CREATING HIGH VALUE SPONSOR PACKAGES



## Leverage your Virtual Destination for greater sponsor revenue.

If sponsors are an important part of your program strategy, # can help. Virtual Destinations provide a great platform for bringing together customers, prospects, partners with salespeople and product experts. You can leverage this connection and engagement to generate more revenue from your sponsors and partners.

### ✓ BOOTH SPACE

**Booth space** within the Exhibit Hall is the most common way to provide exposure for Sponsors. Sponsors will get not only logo and signage opportunities, but also numerous options for uploading content and engaging in conversations with attendees.



Just like at physical events, you can offer different Booth options for different sponsorship levels.

#### + Booth size, signage and content

- ▶ We've designed booth templates that reflect the sponsorship level. Larger booths include more signage options, for greater messaging and branding, as well as more click states for organizing and offering more content to attendees.

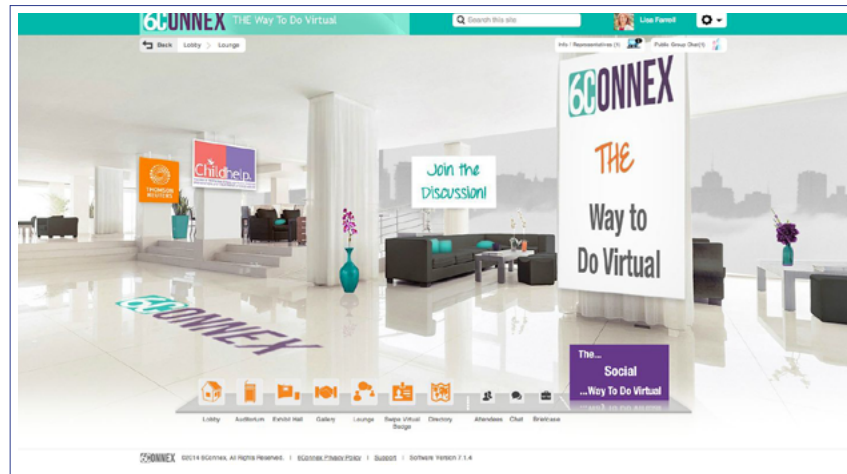
#### + Booth placement

- ▶ Your premium sponsors will have premium positioning on the exhibit hall floor or other exhibit hall entry point.

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## ✓ PROMOTIONAL ADS OR SIGNAGE

Every virtual destination includes numerous opportunities for sponsors or partners to gain exposure via ads or signage throughout the environment. These more traditional placements may vary depending upon the chosen design templates, but there are several standard options:



- + Cycling promo ads in Lobby or Exhibit Hall
  - ▶ Use the jumbotron or other placement
  - ▶ Recommended for three to six promotions in a given rotation
  - ▶ Visible only in the specific room
  - ▶ Can be time-bracketed
- + Cycling promo ads on the Navigation Bar
  - ▶ Visible throughout the entire environment
  - ▶ Recommended for up to ten promotions in a given rotation
  - ▶ Can be time-bracketed
- + Signage in specific rooms or spaces
  - ▶ Fixed position
  - ▶ Available per each template design
- + Email placements
  - ▶ Like a newsletter sponsorship, offer promotion within confirmation, reminder and post-event emails
- + Ads within pre-show promotions and an exhibitor guide
  - ▶ Based on the specifics of your program

## ✓ LEADERBOARD PRIZES

If you are using the **Leaderboard** to drive activity and engagement, consider offering an opportunity to involve your sponsors in the Leaderboard.

- + Allow one sponsor to own the Leaderboard with both name recognition and exclusive giveaways/prizes for the winners
- + Invite several sponsors to provide prizes and receive premium exposure

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## ✓ CONTENT PLACEMENT

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It's important to think about how you can integrate your Sponsors into the overall agenda and content plan for your program. A few things to consider:

- + A “main-stage” Sponsor keynote session in the Auditorium (where the Sponsor is a speaker)
- + A Sponsor spot on a main-stage panel discussion
- + A Sponsor-hosted public or moderated chat in the Lounge
- + A separate Sponsor Theater for exclusive sessions
- + A unique room or space to showcase only content from your premium sponsors

## ✓ LEADS / DATA

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Ultimately, Sponsors participate in virtual programs to connect with prospects. Providing access to leads and other registrant data is critical to a valuable Sponsor package.

A few ways to look at lead/data access:

- + Sponsors should get the details on all attendees or registrants who visit their booth or access their content throughout the environment
- + You can also provide access to the greater attendee list per Sponsor level, i.e. for a premium sponsor offer the full registrant list, but for a smaller sponsor, offer a random selection of just half the registrants.
  - ▶ Consider offering an email blast, sent out by you as the program producer, for certain Sponsor levels

## ✓ OTHER SPONSORSHIPS

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- + Entire Show
  - ▶ Depending upon your goals, you may want to offer a sole sponsorship, providing exposure for one company throughout your entire environment.
- + Rooms
  - ▶ Similar to promotional ads or signage, a room sponsorship typically provides an exclusive opportunity for one Sponsor. This can be combined with content placement for a very high-value package.
- + Giveaways
  - ▶ Offer a drawing for a giveaway provided by a Sponsor, or allow a Sponsor to include a giveaway as an incentive to speak with a representative or attend a demo.
- + Survey
  - ▶ Include a Sponsor logo and promotion in the attendee survey, i.e. “survey brought to you by...”



### **Please Note**

We've provided numerous sponsorship ideas in this document. Need help customizing packages that are right for your specific program? Just ask, we're happy to help!