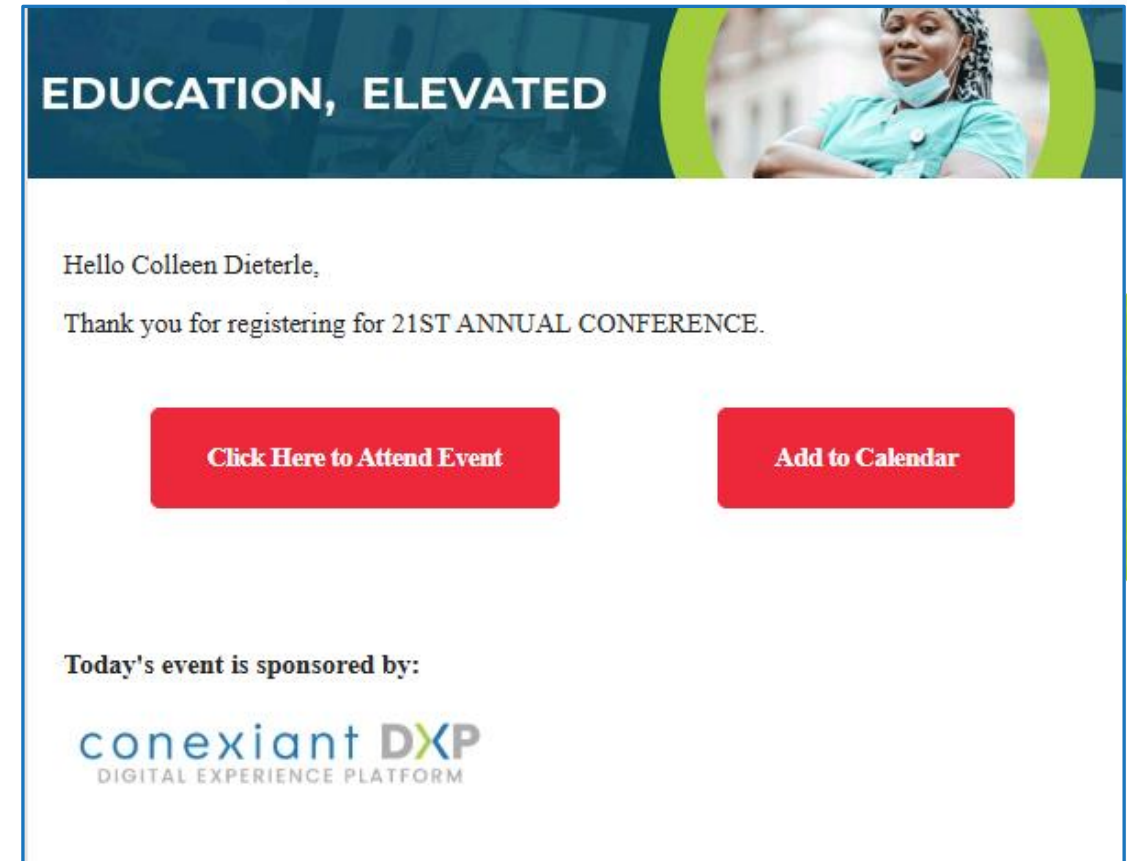# Sponsorship Opportunities

Pre/Post Event – Emails

Deploying emails from the platform before, during or after the event that provides custom verbiage, logo and/or links to the sponsorship's web page for visibility. Email examples include the following:

- Registration Confirmation
- Reminder / "Know Before You Go"
- Thank You
- On-Demand / Recorded Sessions Now Available

Customized E-Mail Template Example

Sponsorship Opportunities
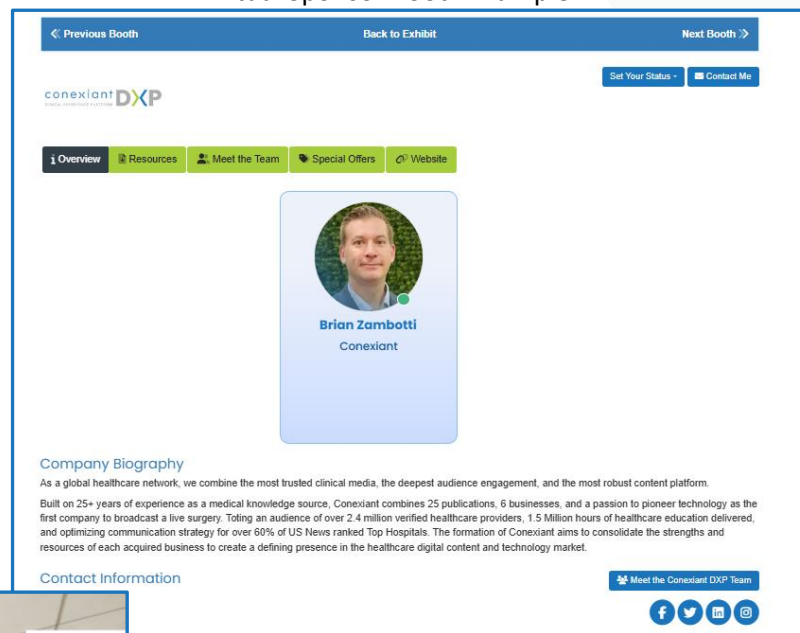## Event Platform – Event Page (Part 1)

There are ample opportunities for sponsorship verbiage, logos and links throughout the event page, many of those are listed below:

o Rotating banner top of page
o Rotating banner bottom of "home" page
o Virtual Lobby Graphics and links to sponsorship pages
o Virtual Booths
  ▪ Branding opportunities for logos, 3D booth build, handouts, links to websites, banner ad and chat feature
  ▪ Ordered or Labeled by sponsor level, for example, Bronze, Silver, Gold, Diamond or in alphabetical order
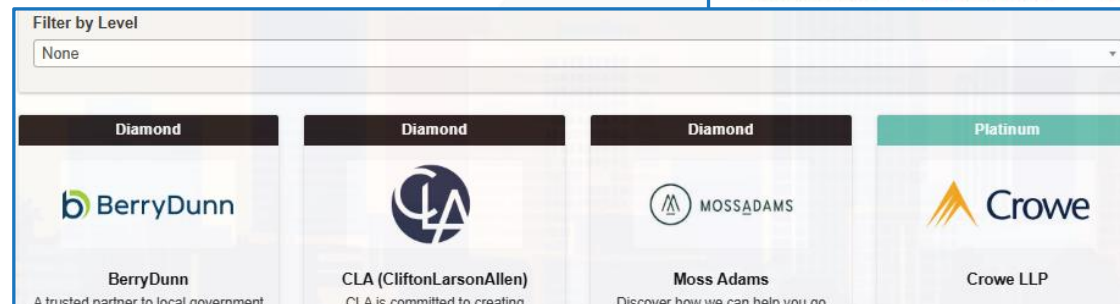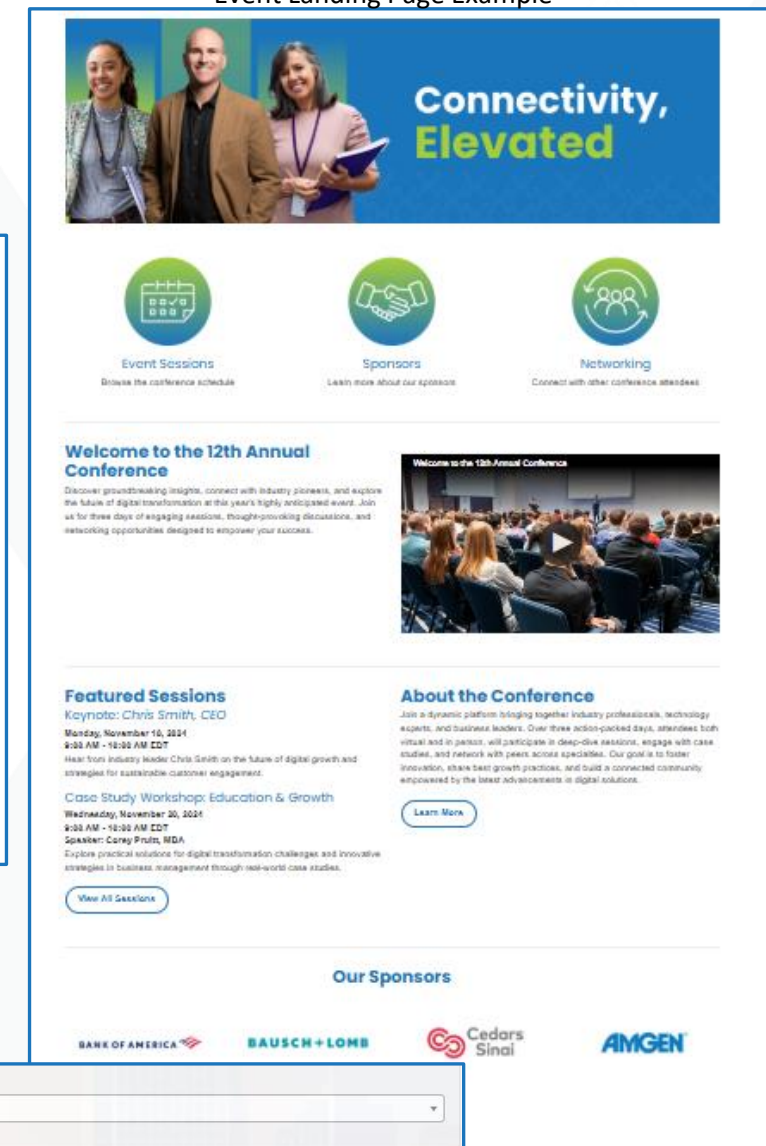
Event Landing Page Example

Virtual Sponsor Booth Example
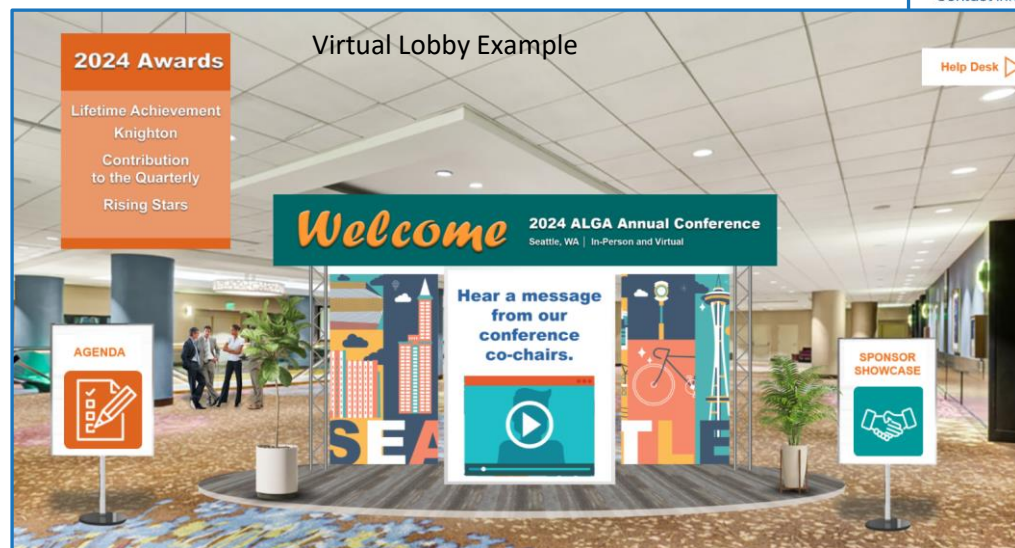
Virtual Lobby Example

Virtual Sponsor Booth Listing Page Example

Sponsorship Opportunities
Event Platform – Event Page (Part 2)

Each page pertaining to the event could include a sponsorship logo and/or custom text highlighting the sponsor, examples below:

o Dedicated Sponsor Page / Reels
o Gamification
  ▪ Sponsors can reach attendees as they go back to this page often to complete the virtual challenges of collecting badges for a prize such as an Amazon Gift Card or
o Recorded Sessions
  ▪ Sponsors can reach prospective clients as attendees re-visit their favorite sessions
o Discussion Board
  ▪ Sponsors can reach attendees as they participate in a virtual discussion board/forum
o Handouts
  ▪ Sponsors can reach attendees as they reference event materials
o Tech Support
  ▪ Sponsors can reach attendees as they check their device before starting sessions in the player and finding online support
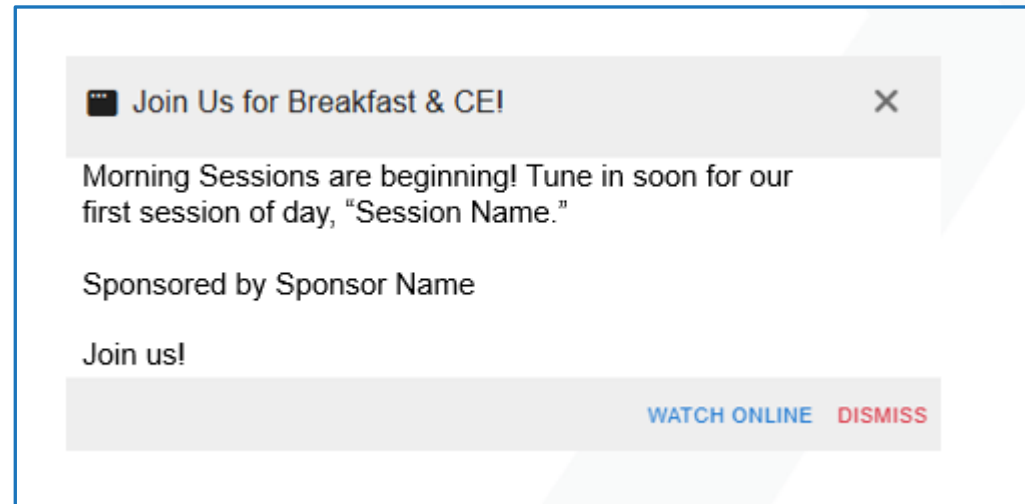
Sponsorship Opportunities

Event Platform – Event Page (Part 3)

Custom Scheduled Notifications
- o Pre-Scheduled notifications that will be delivered to the virtual attendee's "notification" bar at the top of the event page with Call to Actions that drive the virtual attendee to the landing page of the upcoming session to join easily and quickly or can be a link to the sponsored website. Notification can include such as, "Starting Soon: Lunch Session at 12:00pm, sponsored by COMPANY NAME, click here to join now."
- o Data can be shared:
  - o Sent Count
  - o Read Count
  - o Dismissed Count
  - o Link Clicked Count

My Account | Messages | Notifications | Cart | Support | Search

View All Notifications

i Contact Hours
May 4, 2025
Don't forget to complete your NCPD contact hour evaluations by June 16, 2025! If...
CLAIM YOUR CONTACT HOURS

📅 Join Us for Breakfast & CE!   ✕

Morning Sessions are beginning! Tune in soon for our first session of day, "Session Name."

Sponsored by Sponsor Name

Join us!

WATCH ONLINE   DISMISS

📅 Mailer Message #9

INFORMATION | STATISTICS | RECIPIENTS

Sent Count	1614
Read Count	845
Dismissed Count	39
Link Click Count	30

conexiant

Sponsorship Opportunities

Live Event Player

Within the Live Event session player, there are more sponsorship opportunities:

o Logo in top right of the session player

o Pop-Up, "this session is sponsored by COMPANY NAME"

o Pop-Up, "closed captions are sponsored by COMPANY NAME"

o Polling is sponsored by COMPANY NAME

o Video clip to play before a session starts
   ▪ Recommend 15-30 seconds
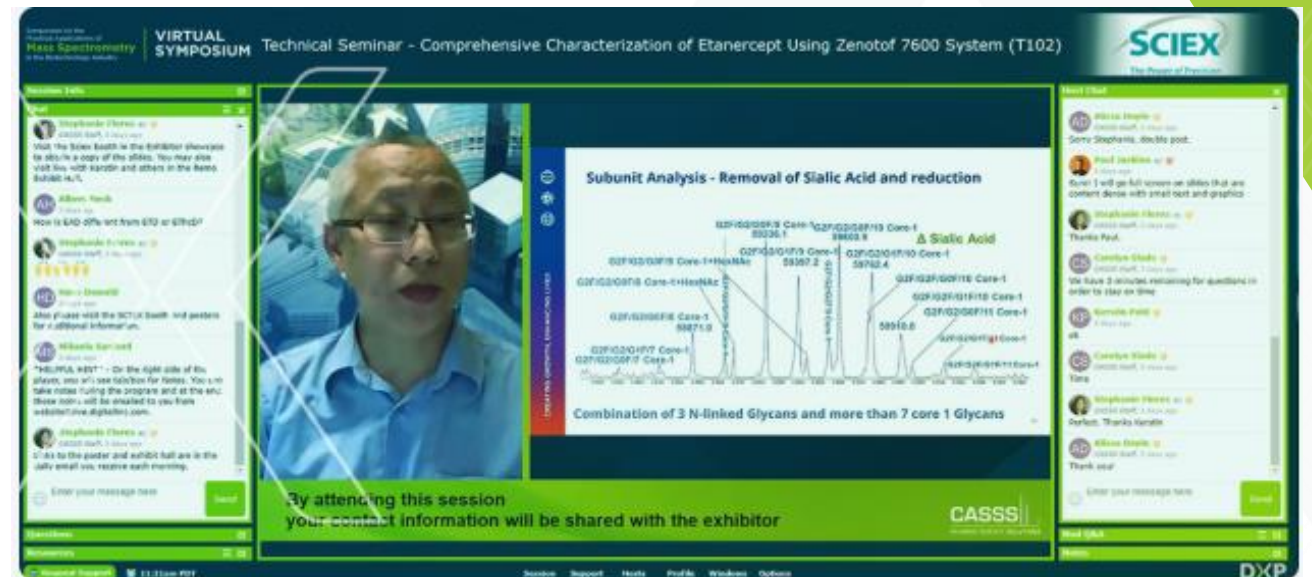
conexiant

Sponsorship Opportunities – Reporting Features

Platform, Player, Mobile App

The platform provides numerous existing reports that can be utilized to gather data but also to be shared with sponsors such as the following:
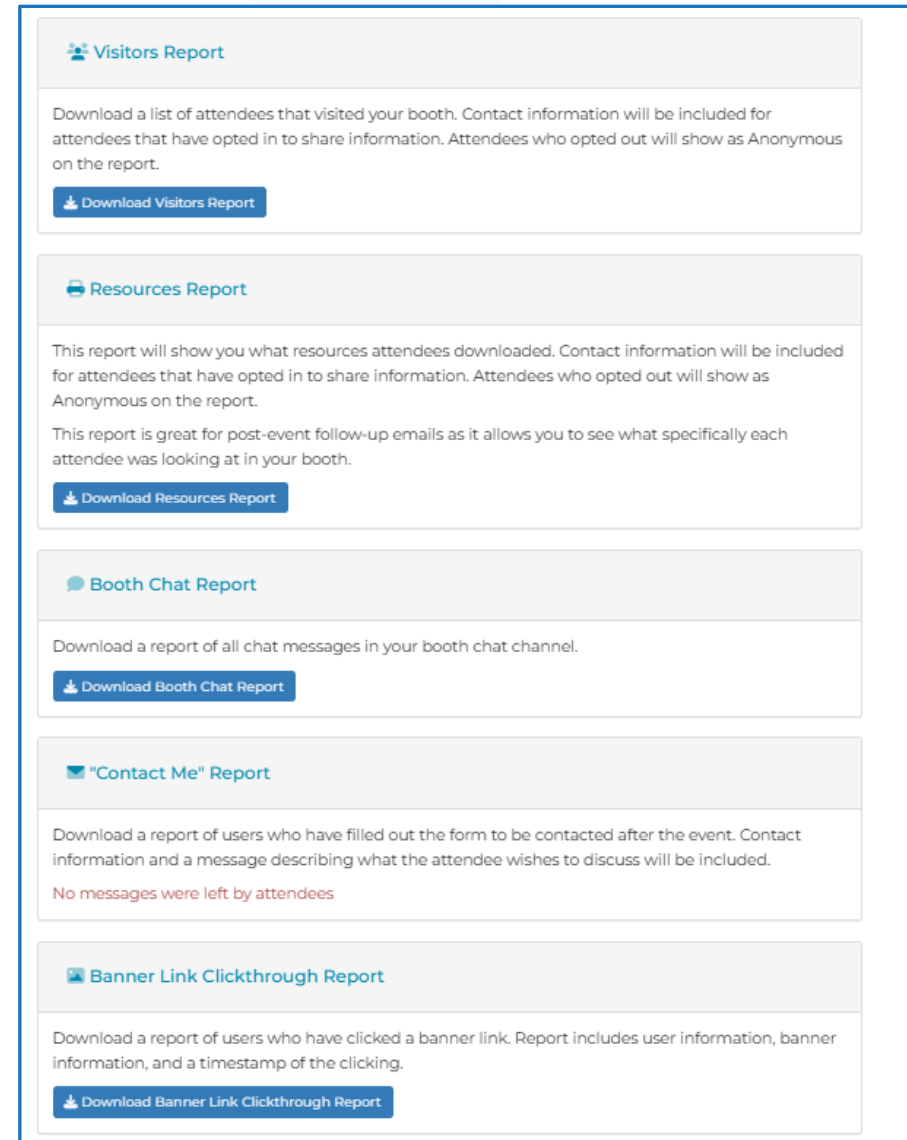
o Virtual Exhibit Engagement (opted in vs anonymous)
- Booth Chat Report
- Booth Banner Link Report
- Booth Contacts report

o Booth Summary Report (total for all booths), number of visits, unique visitors, opt-ins, resources downloaded
o Sponsor page views
o Session views
o Notification clicks
o Short URL tracking – attendee name and view counts

👥 **Visitors Report**

Download a list of attendees that visited your booth. Contact information will be included for attendees that have opted in to share information. Attendees who opted out will show as Anonymous on the report.

⬇ Download Visitors Report

🖨 **Resources Report**

This report will show you what resources attendees downloaded. Contact information will be included for attendees that have opted in to share information. Attendees who opted out will show as Anonymous on the report.

This report is great for post-event follow-up emails as it allows you to see what specifically each attendee was looking at in your booth.

⬇ Download Resources Report

💬 **Booth Chat Report**

Download a report of all chat messages in your booth chat channel.

⬇ Download Booth Chat Report

✉ **"Contact Me" Report**

Download a report of users who have filled out the form to be contacted after the event. Contact information and a message describing what the attendee wishes to discuss will be included.

No messages were left by attendees

🖼 **Banner Link Clickthrough Report**

Download a report of users who have clicked a banner link. Report includes user information, banner information, and a timestamp of the clicking.

⬇ Download Banner Link Clickthrough Report

xDXP – Event Engagement App

Increase attendee engagement by over 40%

Event Benefits:

◆ Branded Icon on Home Screen

◆ Push Notifications

◆ Agenda Management

◆ Handouts and Resources

◆ Note Taking Tools

◆ Robust CE Accreditation

◆ Integrated Sessions Chat, Questions & ARS

◆ Networking / Messaging

◆ Digital Poster Solutions

◆ Exhibit Directories

◆ Gamification / Social wall / Forums

◆ Easy Login (SSO / Registration Integrations)

conexiant
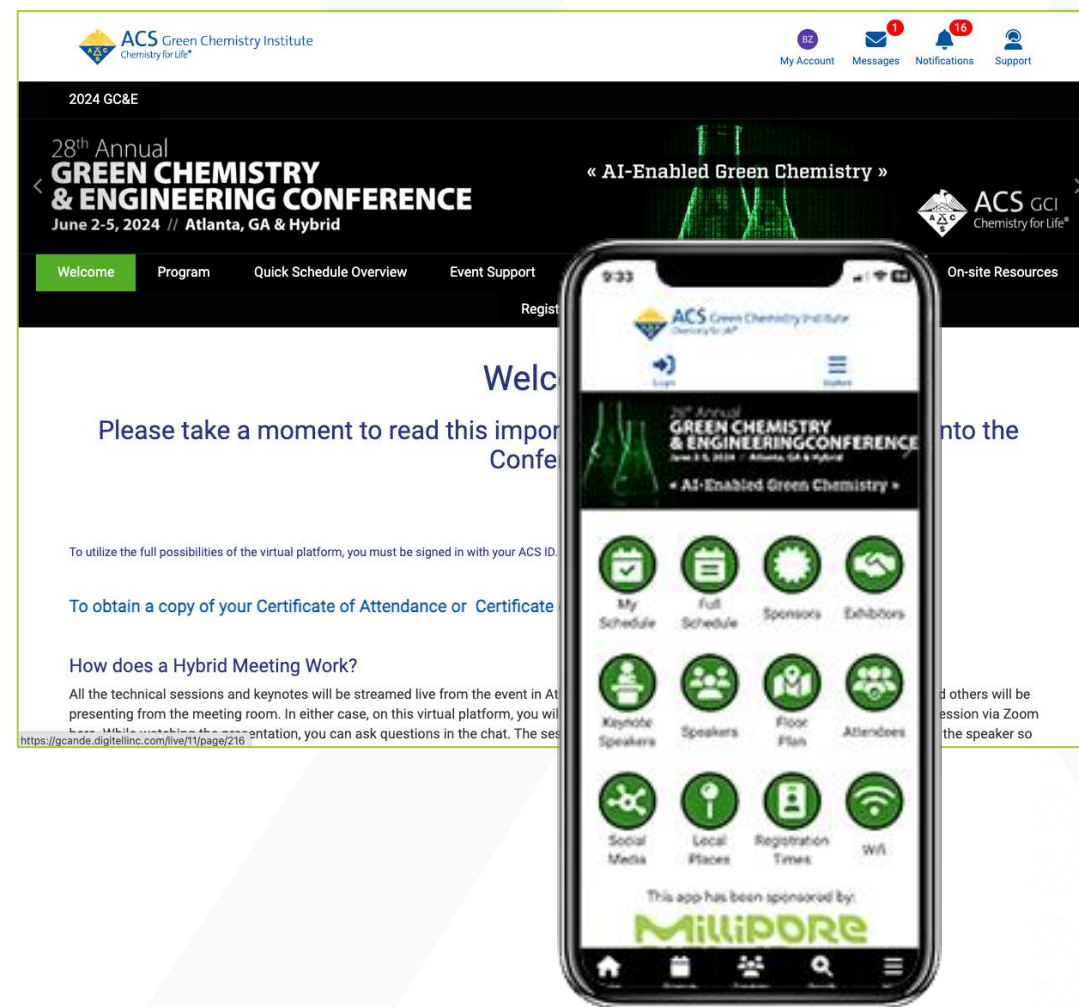
xDXP – Year-Round Solution

Create a new channel to reach your audience

Year-Round Benefits:

- Branded Icon on Home Screen
- Year-Round Push Notifications
- 365 App Engagement
- No Updates Needed / No Space Taken on Device
- Longer Connections & Engagement
- Content Subscription Models
- Revenue Generating Tools
- Product Directories
- Sponsorship Options
- Robust Reporting

conexiant