

Engaging Your Virtual Sponsors & Exhibitors with Eventsforce VCD

- **Eventsforce VCD (Virtual Content Delivery) is a virtual event platform that makes it easier for your exhibitors and sponsors to get value from your online events.**

From virtual exhibition profiles and smart matchmaking to targeted advertising and a wide variety of sponsorship opportunities – the platform offers all the tools they need to increase brand awareness, make valuable connections and engage more effectively with attendees.



Exhibitor Profiles



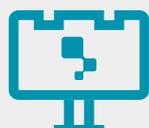
Smart Matchmaking



Lead Generation



Video Meetings (1:1 or group)



Banner Ads & Sponsored Posts



Targeted Advertising



Broadcast Messaging



Flexible & Tiered Sponsorship



Analytics & Reporting



Help Them Connect with Relevant Attendees

- Host a 'virtual exhibitors' area on the VCD platform and allow your sponsors and exhibitors to manage their own profiles with staff bios, stand collateral, product videos, podcasts, social feeds and more.
- Connect sponsors and exhibitors with relevant attendees using VCD's smart tagging tool.

Attendees can get recommendations and search through companies that best match their interests and preferences.

- Smart tagging also allows your sponsors and exhibitors to focus on connections that matter. They can create lists of the most relevant attendees, send them messages and request meetings at convenient times.
- Attendees, sponsors and exhibitors can arrange live video calls (group and 1:1) within the VCD platform for meetings, enquiries and product demos. No limits on the number or duration of calls.
- Support exhibitors with automatic lead capture - stand staff can get automatic notifications whenever someone tags their company or requests for more information.
- Access the VCD analytics dashboard to create the post-event reports your sponsors and exhibitors want. Monitor important real-time engagement data, including number of leads, meetings, page views per exhibitor and more.





Use Targeted Advertising for Better Engagement

- Help your sponsors build brand visibility with different advertising opportunities across the VCD platform - including rotating banner ads, pop ups, footers, side banners and more.
- Improve sponsor ROI by creating tailored ad campaigns that target specific attendees based on their interests and preferences.
- Increase sponsorship revenue by selling the same ad space multiple times. VCD allows you to show different ads to different people on the same page within the platform.



- Have the flexibility you need for your ad campaigns - sponsors can have their ads displayed during specific sessions or 'take-over' all ad space for a set period of time.
- Real-time data on ad engagement will help you assess important performance metrics such as impressions and click-through rates and share them with sponsors, exhibitors, and stakeholders.



Maximise ROI with Flexible Sponsorship Opportunities

- VCD allows you to run broadcast messages targeting specific people. You can create html campaigns on behalf of your sponsors and exhibitors to promote stands, products, sessions and more.
- Offer sponsors the opportunity to take 'ownership' of certain tabs on the platform (ex. content hubs and forums). Sponsors can extend brand visibility by sponsoring areas that can be accessed by attendees long after the event.
- Use the VCD to build thought leadership into your sponsorship packages. Offer speaking slots and the opportunity for sponsors to run workshops or in-session polls. Feature exclusive thought leadership content and videos on forums or content hubs.

Examples of Exhibitor & Sponsorship Packages with VCD:

VCD can help with revenue generation around your virtual events by offering sponsors and exhibitors value in different ways.

Create tiered packages with different branding, networking, thought leadership and exhibiting opportunities – while giving you all the control and insights you need as an event organiser.



Exhibitor Package

Promotion on the event website, social channels and email campaigns pre-event. During the event, company profile page in virtual exhibitor area + unlimited video meetings



Silver Package

Exhibitor package + position on panel discussion + rotating banner ad placements on homepage and exhibitor page + sponsored speaking opportunity



Gold Package

Exhibitor package + stand-alone presentation + rotating banner ad placements on homepage and exhibitor page + 1 x html broadcast message for target attendees



Platinum Package

Exhibitor package + stand-alone presentation + chairing panel discussion + 3 hour VCD ad 'take-over' on day 1 + priority weighting on homepage rotating banner + 2 x html broadcast messages for target attendees + thought leadership asset promotion on event content hub + branded sponsorship of event forum page