

**VIRTUAL EVENTS:**

**REIMAGINING  
YOUR EXHIBIT  
& SPONSORSHIP  
PROGRAMS**



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# EXHIBITORS BRING VALUE TO YOUR ATTENDEES & EVENT

Exhibitors are the lifeblood of any trade show and play an integral role in the health and sustainability of a meeting.

For attendees, exhibitors are a great source of information, providing innovative products and services to meet their business needs.

As more live events adopt virtual and hybrid formats, companies have expressed interest in virtual trade shows to stay connected with the industry, associations and their members.

Corcoran has created this guide highlighting key features to consider when choosing a virtual event platform and developing your exhibits program.

A strong program with robust benefits will attract companies to your event and help maintain an important source of revenue for your association.

# WHAT EXHIBIT FEATURES DO I NEED FROM A VIRTUAL EVENT PLATFORM?



## BOOTH CUSTOMIZATION

Opportunities to upload product images and videos, in addition to other promotional materials, will allow exhibitors to create an engaging virtual presence that attracts potential customers.



## LIVE CHAT & MESSAGING

Encourage communication and promote business transactions between attendees and exhibitors with an easy-to-use chat and/or messaging function within virtual booths.



## MATCHMAKING & NETWORKING

AI or data-driven matchmaking algorithms can connect attendees with exhibitors based on product categories, services, industry and more, encouraging 1-1 meetings and generating business.



## REPORTING & ANALYTICS

Detailed booth performance reports, including total visitors and time spent in booth, popular content and download counts, demographics and more, help exhibitors measure ROI.



## GAMIFICATION & ENGAGEMENT

Apply a points system to different booth interactions, including popular chats, downloads and visits, with a chance to win prizes to drive traffic to the virtual exhibit hall and encourage engagement with exhibitors.



## PROMOTIONAL OPPORTUNITIES

Advertising and branding within the virtual event platform can help exhibitors maximize their visibility amongst attendees and generate additional revenue for the association.



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# VIRTUAL EXHIBIT BOOTH BENEFITS

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*After choosing a platform for your virtual event, you will need to develop a virtual exhibits program.*

*We have put together a list of key benefits to include in a basic virtual booth package to help attract exhibitor investment.*

## COMPANY LOGO & DESCRIPTION

Exhibitors should also have the opportunity to include contact information for a company representative.

## PRODUCT CATEGORIES

The ability to search and/or filter exhibiting companies by product category can be a valuable tool for attendees looking for specific business solutions.

## VIDEO & DOCUMENT UPLOADS

In a 2D or 3D virtual exhibit hall, promotional videos, images and documents can help exhibitors create a more engaging virtual presence.

## CHAT & MESSAGING

Encourage business transactions between attendees and exhibitors with an easy-to-use live chat and/or messaging function.

## VISITOR LIST & REPORTING

Automatic lead capture and detailed booth visitor reports help exhibitors measure ROI.

## DEDICATED EXHIBIT HOURS

Incorporating exhibit hours into the official conference schedule can help drive traffic to the virtual exhibit hall.

## POST-SHOW ACCESS

Make the virtual exhibit hall available on-demand for up to 30 days after the event, maximizing opportunities for attendees to connect with exhibitors.

# SPONSORSHIP IS BENEFICIAL TO YOUR EXHIBITORS, YOUR MEMBERS & YOUR ASSOCIATION

Branding and advertising opportunities allow exhibitors to maximize their visibility amongst your members, helping extend their reach and generate business.

From contests to giveaways to networking activities, sponsorship can also enrich the conference experience for your members and create goodwill for exhibitors.

Sponsorship is an important source of revenue and choosing a virtual platform with wide-ranging sponsorship features will help monetize your event. Additionally, a strong sponsorship program can foster extended partnerships with exhibitors and help gain yearlong support for your association.

We have put together a list of branding, networking and experiential ideas to consider when developing your virtual event sponsorship program.

# VIRTUAL SPONSORSHIP IDEAS



## BRANDING & ADVERTISING

Companies can maximize their visibility with premium logo placements and banner ads throughout the virtual event platform. Popular branding & advertising locations include:

- Event Homepage or Virtual Lobby
- Exhibit Hall Homepage or Virtual Lobby
- Event Registration/Login Page
- Keynote Speaker Landing Page(s)
- Education Session/Track Landing Page(s)
- Poster Session Landing Page(s)



## BRANDING OUTSIDE THE VIRTUAL PLATFORM

Logo placements or banner ads on **Registration Confirmation Emails, Conference Updates** and the **Post-Event Survey** allow sponsors to reach your members before and after the event.



## EDUCATION SESSIONS

Companies can sponsor a specific keynote or education session that aligns with their brand, products and/or services. Benefits can include logo placement and name recognition on the session description page, as well as logo placement next to the video screen during the session.

Sponsor recognition can extend to the interactive session features commonly offered by virtual platforms, such as live chat and polling.

**Video Advertisements** shown before, during and/or after a sponsored keynote or education session could be offered at a premium, if supported by your chosen virtual event platform.

Additionally, reserve time in your education schedule to offer **Spotlight Sessions** or **Bitesize Learning Sessions**—opportunities for sponsors to conduct a live product demo or share a case study during the event. Sessions can be offered at a premium and promoted in the official conference schedule.



## ACCESSIBILITY

**Live Captioning** helps create an inclusive and accessible event for all attendees. Sponsorship of this important feature can generate goodwill for the sponsoring company and help your association cover the costs of implementation.



## NETWORKING BREAKS

Schedule activities between education sessions where attendees can unwind and network in a casual setting. Provide a theme and description for each virtual networking break to attract attendees and potential sponsors. Leverage your platform's matchmaking features and invite attendees to sponsored networking breaks based on their interests. Break ideas include:

- Games (Trivia, Quizzes, Bingo)
- Guided Meditation
- Yoga Sessions
- Expert Q&As
- Coffee Catch-ups
- Virtual "Happy Hour"

Sponsorship benefits can include logo placement and name recognition on the break description page, as well as a video advertisement before, during and/or after the break. Sponsors can also choose to host the break or provide opening remarks.



### CONNECTIONS WITH A TWIST

Spark conversations and connections between your attendees with networking sessions focused on fun, everyday topics unrelated to the conference programming, for example: *Book Club: What are you reading and recommending?*, *Out of Office: Share your summer vacation plans* and *What's Cookin'?: Share your best recipe.*



## GAMES & GIVEAWAYS

Gamification can help drive traffic to different areas of your virtual event, including the exhibit hall, and encourage engagement with sponsors. Develop a **Leaderboard Game** by assigning points to various activities during your virtual event. Attendees will earn points with every completed activity for a chance to win prizes. Companies can pay a sponsorship fee to be included as an activity in the game.

Create an interactive **Swag Room** where attendees can enter to win prize giveaways and raffles from sponsoring companies. The Swag Room is a fun perk for attendees and a great promotional and lead capturing tool for sponsors.



## ONLINE SPONSORED CONTENT

Give companies the chance to reach your members before, during and after your event with sponsored content on your **Social Media** channels. Promotional posts on Facebook, Instagram, LinkedIn, Twitter and more can help sponsors increase brand awareness and provide attendees information about new products and services.

Sponsored content could also be included in planned **Email Marketing Messages** to your membership. Or, a personalized email message to your members could be offered as a premium sponsorship.

# READY TO GO VIRTUAL BUT NOT SURE WHERE TO START? CORCORAN CAN HELP.

Our team has the expertise and the resources to help you evaluate virtual event platforms and develop a virtual exhibits and sponsorship program that works for you.

Contact us today to get started:

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