

VIRTUAL CONFERENCE

The **Federation's 5th Annual Conference** will have a virtual extension.

The **Virtual Conference**, provided by *Investment Executive* and powered by *Commersphere*, is an online custom-branded portal that will enhance, extend the shelf-life and reach and complement the Federation's live conference on April 26, 2016.

As a sponsor, you have the opportunity to reach, engage, and maximize sales opportunities with conference delegates via the Virtual Conference's easy-to-use portal.

BEFORE LIVE EVENT:

- **Virtual booth:** You will be provided with an easy-to-configure virtual booth template that is easily adaptable to meet your needs.
 - o **Data Upload:** As simple as attaching a document to an email, upload videos, white papers, news articles, brochures, etc. Plus, drive traffic to your website.
 - o **Virtual Networking:** Assign booth representatives avatars, so that delegates can connect with them via the portal's robust communication tools. Plus, set-up meetings -- either for during the live event or after -- using the scheduling tools.
 - o **Announcement Tools:** Engage delegates by sharing news items, promoting new content at your virtual booth and keeping them up-to-date on new offers.
- **Delegates' Access:** Gain access to delegates' company names, titles and interest areas (not emails due to CASL).

Virtual Booth



VIRTUAL CONFERENCE *(cont.)*

DURING LIVE EVENT:

- **Conference Material Access:** Delegates can use their own hand-held devices to easily access conference material online, therefore event organizers and exhibitors can save on printing. Plus, events listed in the online conference schedule can be synced to calendars.
- **Efficient Networking:** Establish meetings with delegates via scheduling tools.
- **Q&A:** Delegates will be able to email questions to exhibitors and presenters.
- **Offers:** Promote offers and draws taking place at your live, physical booth via “Announcements” and “Offers” tools.

AFTER LIVE EVENT:

- Delegates will have continued access to all conference material for 90 days
- Continued networking opportunities with delegates, including new reach
- **Measurable ROI:** Access real-time analytics to gain insight on how many delegates visited your virtual booth, most accessed documents and lots more.
- **Presentations:** Can be uploaded, so live attendees and new reach can review.

VALUABLE SPONSORSHIP OPTIONS:

- Portal homepage presence, including carousel
- Banner ads
- Announcements
- Offers, giveaways, auctions

Responsive Design



VIRTUAL BOOTH:

Below you will find an image of the Virtual Conference booth.

The arrows point to areas where exhibitors can insert the following:

A. Logo

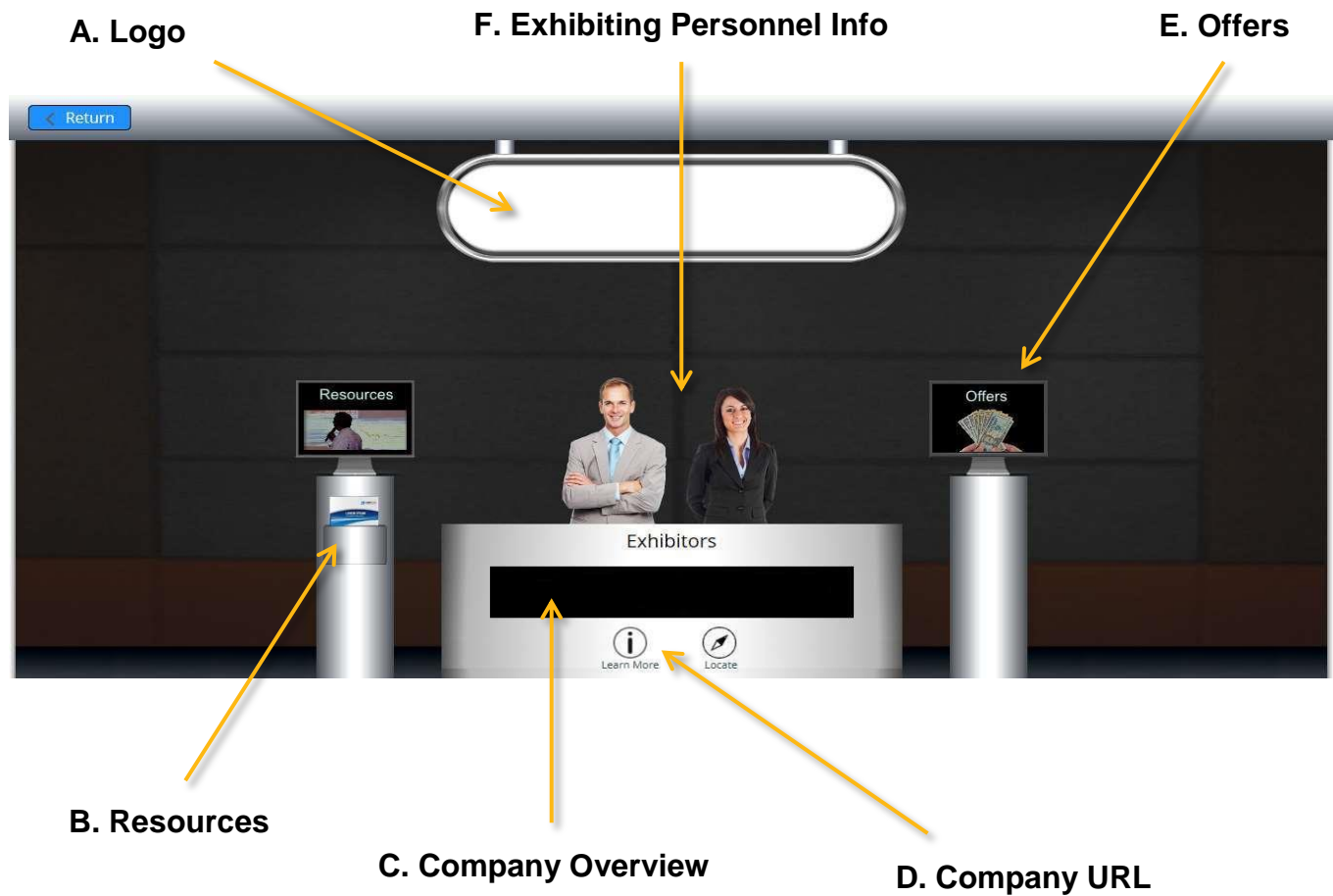
B. Resources (videos, pdf, jpg, png, and doc files)

C. Company Overview

D. Company URL

E. Offers (i.e. visit our booth for a chance to win...)

F. Exhibiting Personnel Info (Name, Title, Email Address)



VIRTUAL BOOTH: Asset and Content Requirements

VIRTUAL BOOTH	SPECIFICATION DETAILS
Company Logo	<ul style="list-style-type: none">- File Formats: .jpg; .gif; .png- Size: minimum 85 pixels (height)
Company Overview	<ul style="list-style-type: none">- 150 character maximum
URL	<ul style="list-style-type: none">- For translucent background; when users click "Learn More," will link to website
Exhibiting Personnel info (minimum of 3)	<ul style="list-style-type: none">- Name, Title- Email Address- Headshot: .jpg; .gif; .png; min. 50 pixels (height)
Information Resources	<ul style="list-style-type: none">- Video: Embed Code- Document: .pdf; .jpg; .gif; .png; .doc; max. size 2MB- URLs

CONTACT INFORMATION

For technical inquiries and support, please contact:

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**The Virtual Conference portal translates eyes
and attention to sponsors and helps sponsors get
to where attendees are.**

