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Sponsorship Options on vFairs Virtual Events Platform

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Event Sponsorship

Sponsorship is an important component of conferences, trade shows, expos and other events.

It allows organizers to offer companies increased exposure and visibility to the incoming audience in exchange for financial benefit or access to products/services.

Sponsorship Tiers

Often, organizers create sponsorship categories or tiers that promise different levels of exposure to organizations.
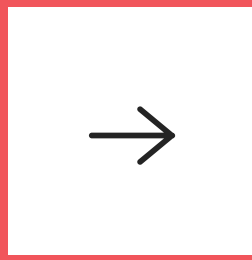
This encourages more parties to opt-in and more transactions to take place.

Promotion of sponsor brands is usually done during pre-event marketing & communication campaigns and key advertisement placements within the physical venue.

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Media and Machine Learning

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What kind of sponsorship opportunities exist in Virtual Events?

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Types of Placements Available

Exhibit Hall

Extra prominence can be delivered to online booths hosted by key exhibitors and sponsors by using exclusive designs and optimal placements.

Marketing Material

Higher tier sponsors can be highlighted in marketing and communications before, during and after the event.
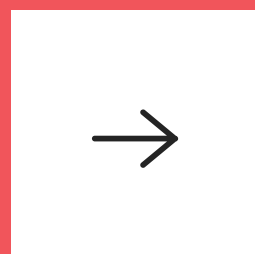
Other Virtual Spaces

Diamond or Platinum-level sponsors can be given maximum visibility by promoting their brand across virtual environments and in-event spaces.

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Let's take a look at options in the Exhibit Hall

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1

# Booth Prominence & Placement

Featured exhibitor gets a virtual booth that is considerably larger than others and consumes more real estate in the exhibit hall.

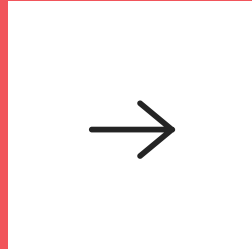Moreover, it is placed as the first booth on the primary floor.

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Exclusive Booth Design

The promoted booths are given a unique look by applying an extravagant, exclusive template & design reserved especially for sponsors.

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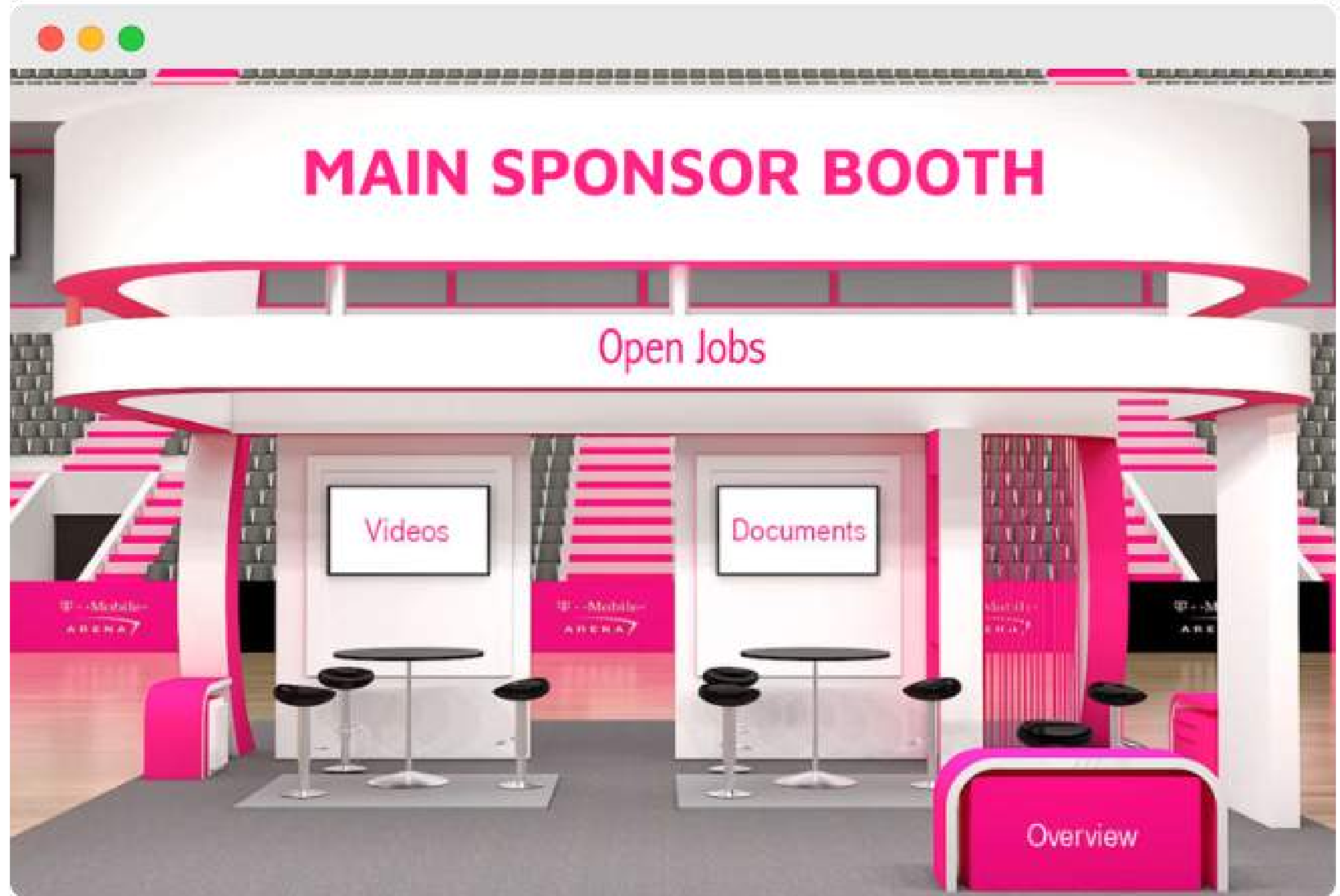
Let's take a look at branding options in the marketing material

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Logo on Landing Page

The sponsors are given exposure on the landing page of the event according to their membership tier.

Logo on Virtual Lobby

The Virtual Lobby displays branding and direct access links to the sponsor's virtual booths, resulting in higher traffic.
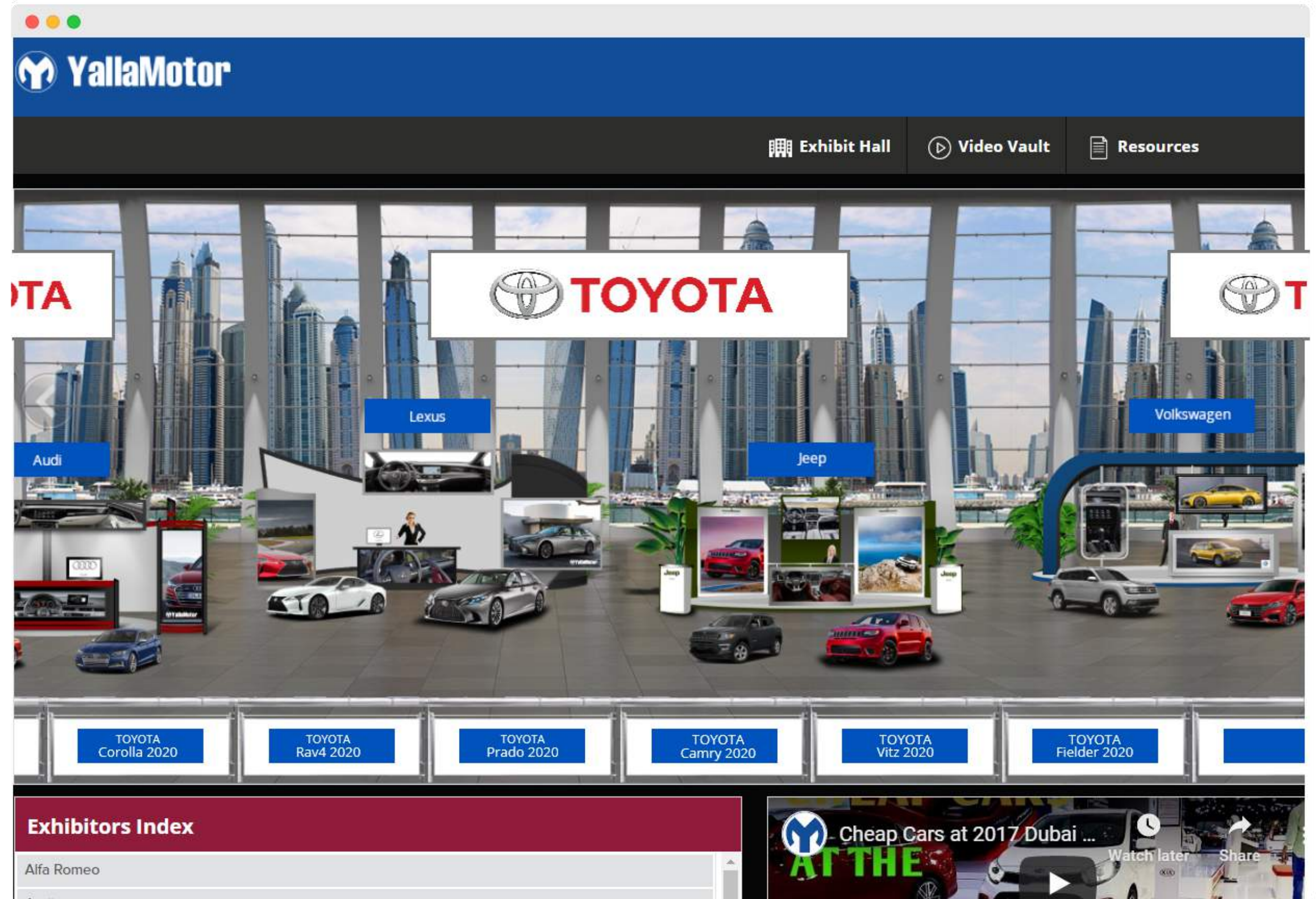
3

Logo on Virtual Auditorium

The sponsor is given prominent visibility in the Virtual Auditorium which is where all attendees arrive to watch webinars and speakers.

Logos in the Virtual Hall

The sponsor's logo is featured on hanging banners on multiple floors of the Virtual Hall.

Logo in Email Marketing

The sponsor's logo is carried in all pre-event email marketing and campaigns.

Welcome Video Spot

When attendees enter the virtual event, the sponsor's video can be made to pop-up and auto-play.
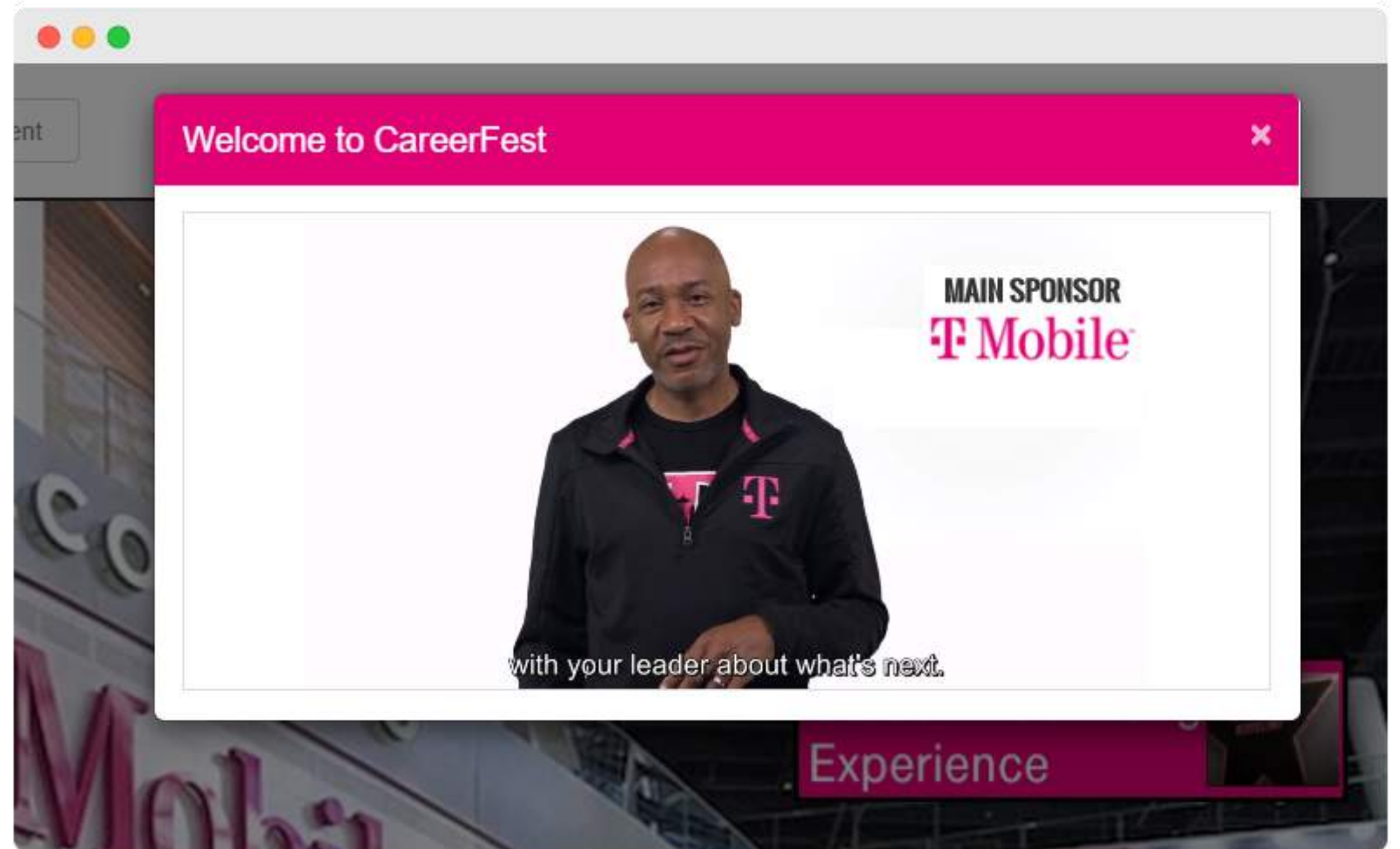
Let's take a look at sponsorship opportunities across virtual spaces in the event
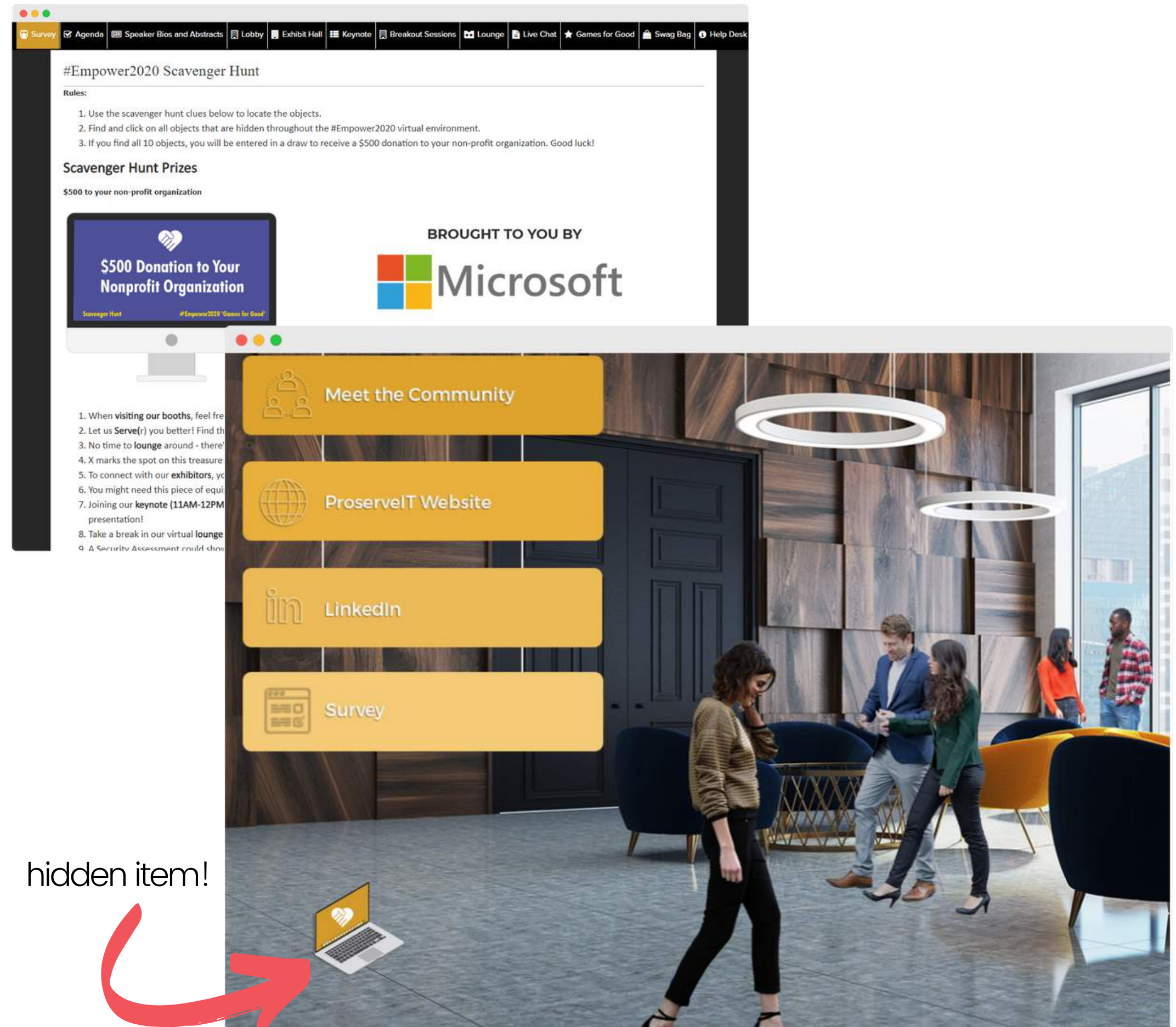
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Sponsored Gamification

Organizers can host an online scavenger hunt where attendees can be asked to find hidden objects to win points.
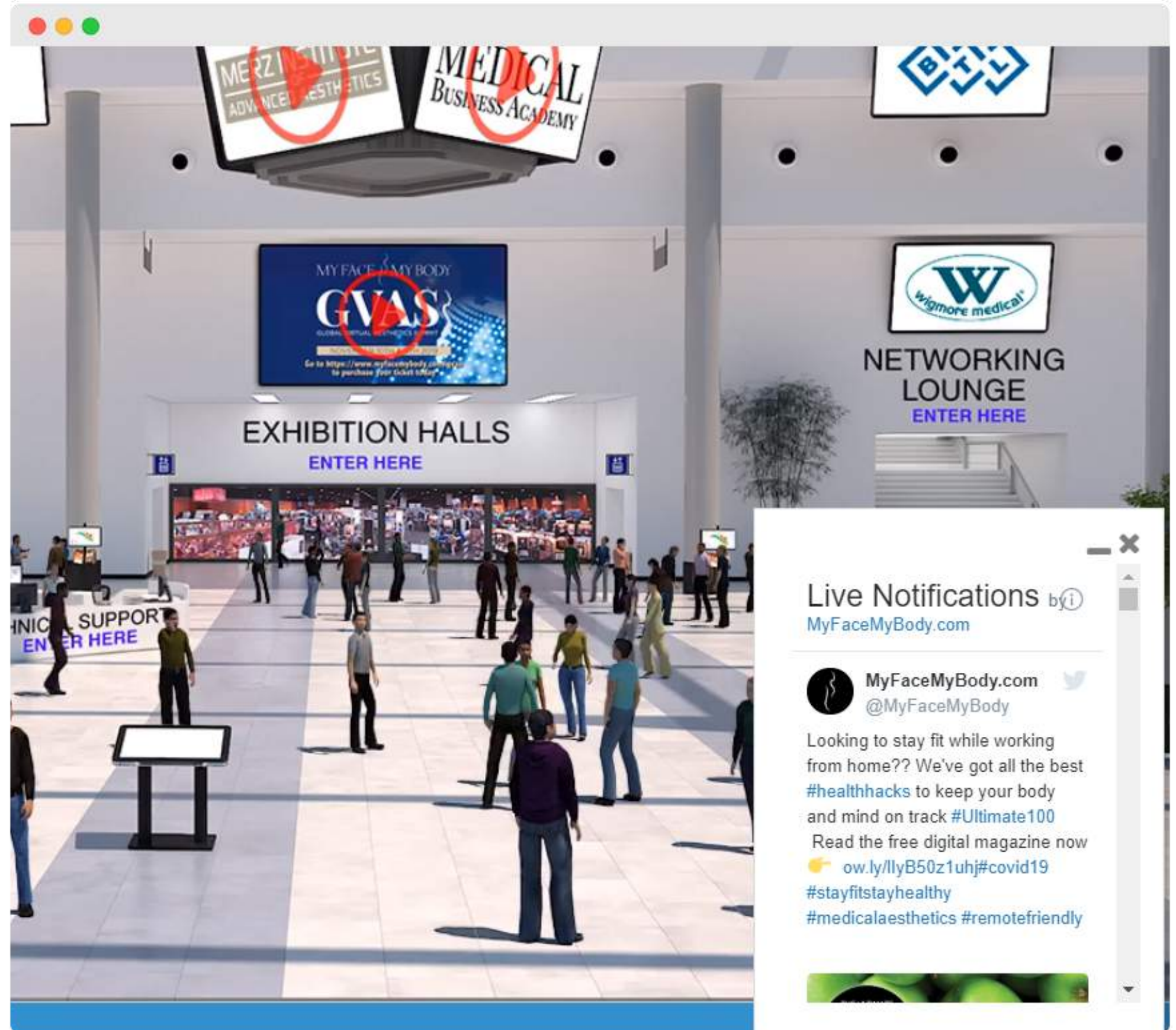
These objects can be items related to the sponsor to reinforce brand recall.

The activity and prize center pages can also be branded with the sponsor.

hidden item!

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Sponsored Push Notifications

The push notifications embedded in every virtual event can be reserved for broadcasting sponsor messages and promoting their webinars.
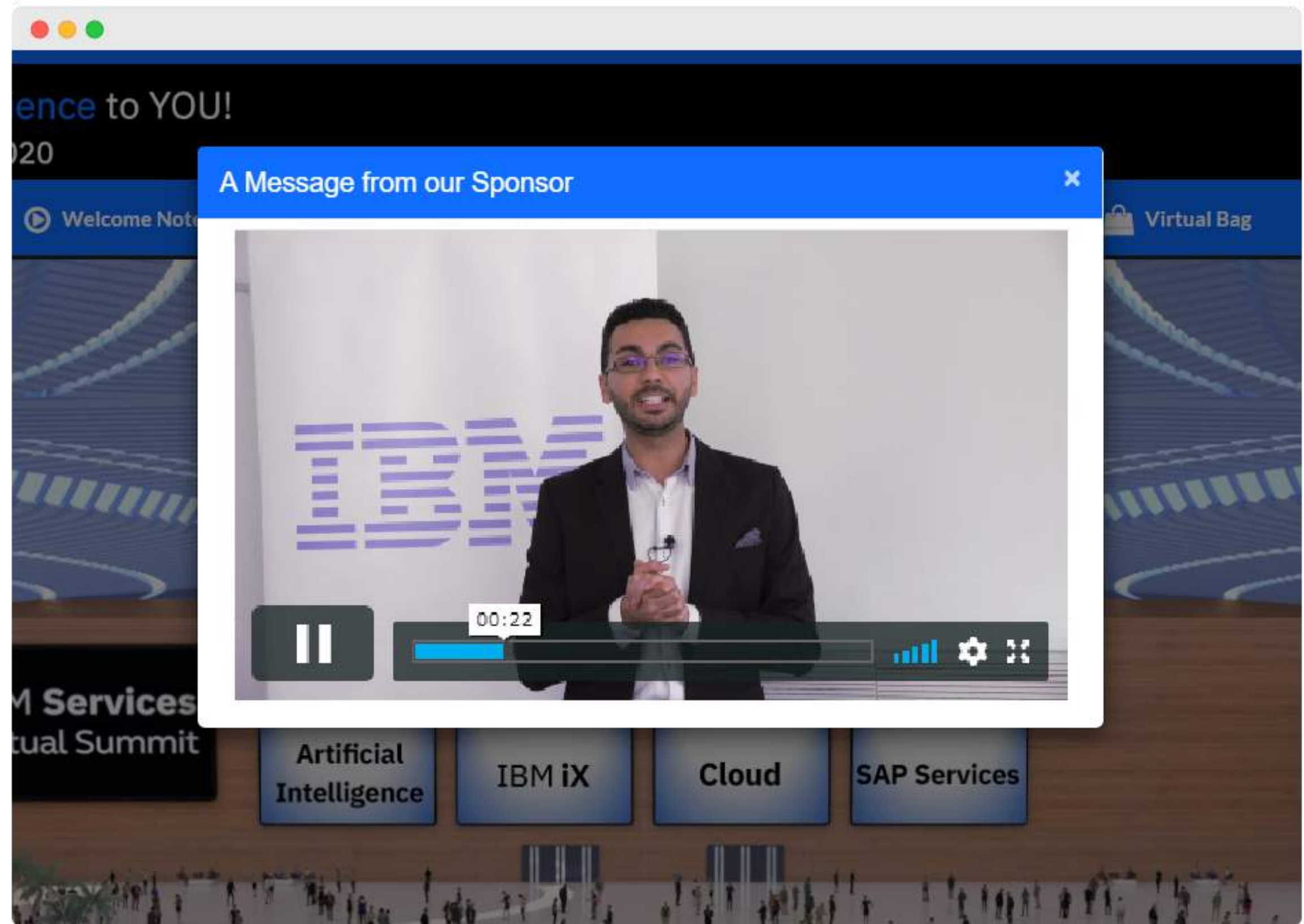
3

Exhibition Hall Branding

An entire exhibition floor can be themed (colors and logo) designed around the sponsor's brand.
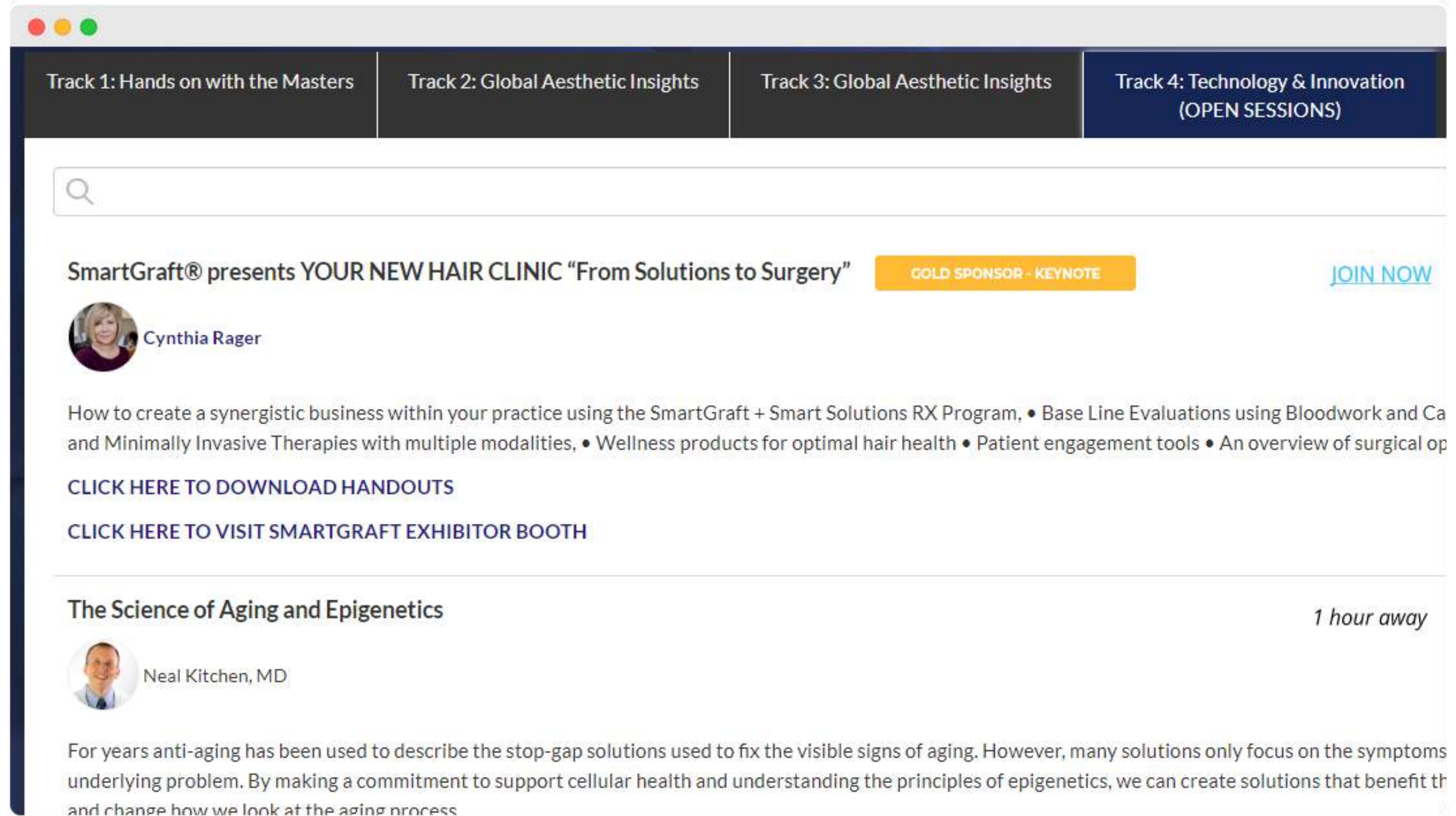

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Marketing Video in Virtual Spaces

Sponsor's TVC or promotional video can be placed in the Welcome Lobby or Exhibition Hall for maximum exposure.

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Prime Webinar Slots

The Keynote webinar can be reserved for top-tier sponsors or the agenda can be designed to give sponsors favorable, prime-time slots.

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Summary of features to differentiate sponsors

EXHIBIT HALL PROMOTIONS

✓ Larger booth in the exhibit hall

✓ Exclusive booth template or design for main sponsor

✓ Favorable placement of booth on first floor

IN-EVENT PROMOTIONS

✓ Prominent Logo on Landing Page

✓ Marketing Video across event pages

✓ Logo showcased in registration confirmation email

BRANDING IN OTHER VIRTUAL SPACES

✓ Branding in Virtual Lobby (logos & messages)

✓ Banners in the Virtual Hall with sponsor branding

✓ Banner Spaces within Virtual Auditorium

BRANDED FEATURES

✓ Keynote webinar slot

✓ In-event push notifications

✓ Sponsored Scavenger Hunts

EXTENDED LIMITS

✓ Unlimited chat users

✓ Unlimited document and video uploads in booth

✓ Access to attendee database to segment users of interest

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Membership Tiers

Here is an example of how one organizer setup their sponsorship tiers for exhibitors for their virtual event.

PAYMENT COLLECTION OPTIONS

PayPal   stripe

Standard	Bronze	Silver	Gold
$1500.00	**$2000.00**	**$2500.00**	**$3000.00**
Fully Customized Booth	Fully Customized Booth	Fully Customized Booth	Fully Customized Booth
2 Job Postings	5 Job Postings	10 Job Postings	15 Job Postings
Up to 2 Recruiter Seats	Up to 3 Recruiter Seats	Up to 4 Recruiter Seats	Up to 5 Recruiter Seats
Fourth Tier Placement	Third Tier Booth Placement	Second Tier Booth Placement	Top Tier Booth Placement
Text Chat Capability	Text, Audio, and Video Chat Capability	Text, Audio, and Video Chat Capability	Text, Audio, and Video Chat Capability
Select	Group and Panel Interview Capability	Group and Panel Interview Capability	Group and Panel Interview Capability
	Full Resume Access Pre and Post Event	Full Resume Access Pre and Post Event	Full Resume Access Pre and Post Event
	Full User Report	Full User Report	Full User Report
	Select	Branding on Landing Page	Branding on Landing Page
		Select	Select

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Offer Discounts & Coupons

Organizers can also offer discount coupons on the tier selection page to run early-bird specials.

Silver

$649.99

Up to 2 Recruiter Seats

Post up to 10 jobs

Unlimited content data upload to your booth

Training is provided for the system

Resume Search Functionality

Enter Discount Coupon code

[   ] Validate

Select

Gold

$1999.99

Up to 6 Recruiter Seats

Post up to 50 jobs

Unlimited content data upload to your booth

Training is provided for the system

Resume Search Functionality

Logo on Homepage

Enter Discount Coupon code

[   ] Validate

Select

Platinum

$2499.99

Unlimited Recruiter Seats

Post Unlimited Jobs

Unlimited content data upload to your booth

Training is provided for the system

Resume Search Functionality

Logo on Homepage

One Webinar – 30 minute session

Enter Discount Coupon code

[   ] Validate

Select

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Questions?

Contact us at sales@vfairs.com