

# Sponsors and Exhibitors Microsite Features

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## Sponsors and Exhibitors in the virtual event

Sponsors and Exhibitors have many impactful ways to connect with attendees and showcase their value within the microsite!





# Sponsors and Exhibitors in the virtual event

Exhibitors can surface in various areas of the virtual event website.

They may show up as a recommendation to relevant attendees in their attendee profile, or as a banner at the top of a sponsored session.

Home

Sessions

Speakers

Expo Hall

Roundtables

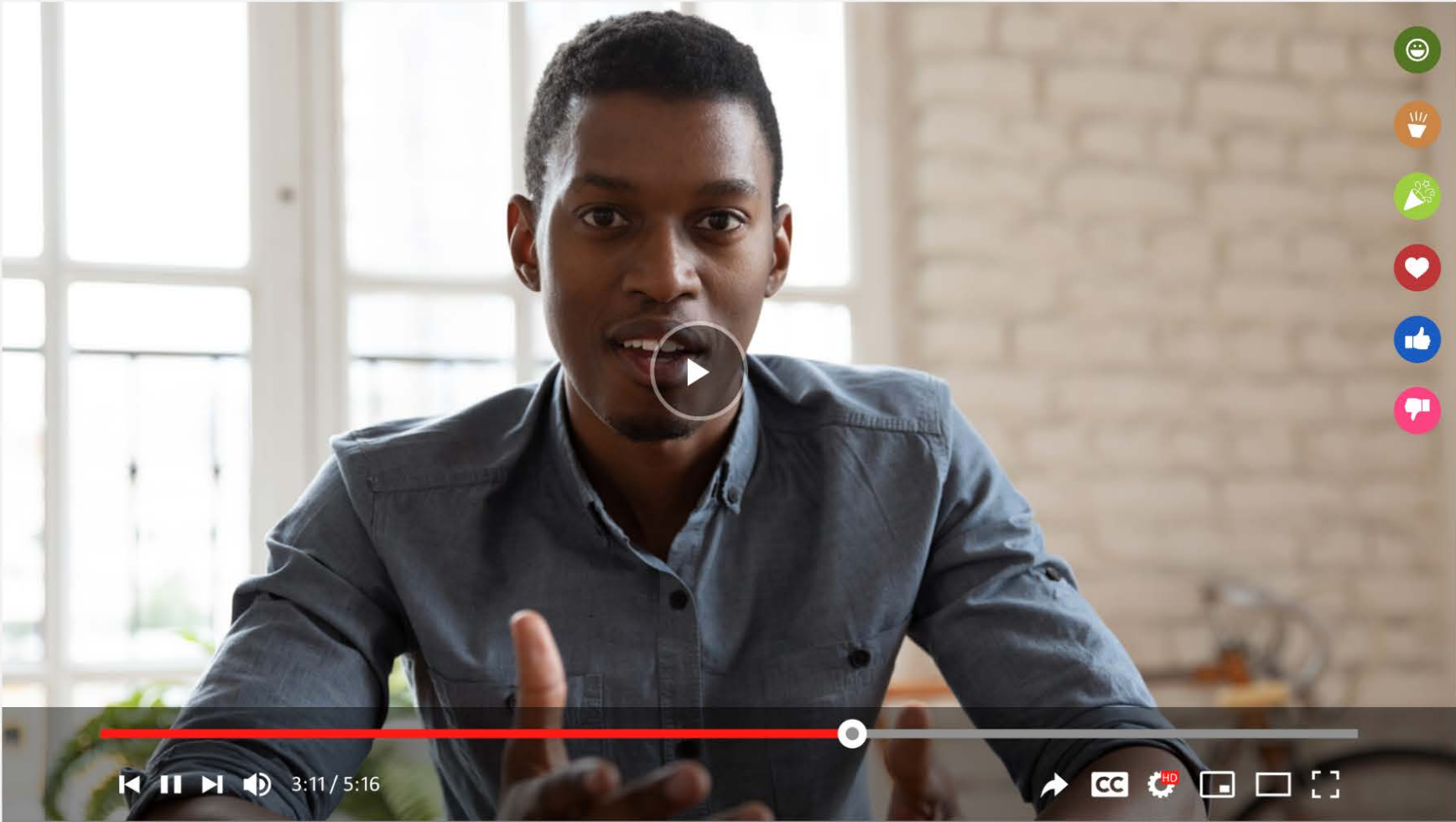
Networking Lounge

Sign Out

Go to Breakout Sessions | My Schedule

Thank you **Social27** for sponsoring this session!

Session: Welcome and Introduction



3:11 / 5:16

Session Materials and Resources

Solution Overview

Case Study #1

Solution Overview #2

Press Inquires

Sponsorship Inquires

Code of Conduct

Privacy Policy & Terms

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#Social27VirtualEvent

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My Agenda & Recommendations

My Agenda

Recommendations by us


Let's explore recommended sessions, attendee matches and innovative partner solutions

Recommended Sessions




How AI is improving quality of life in society

+ Add to Agenda



Keeping the customer at the heart of your technology decision making


+ Add to Agenda




The cognitive enterprise: data-driven and AI-driven decision making

+ Add to Agenda


Recommended Attendee Matches




Jim Johnson  
VP Marketing  
Starbucks



Mark Fisher  
IT Manager  
BECU





Dustin Brown  
CFO  
Ebay




Emily Swanson  
Director of Events  
Amazon

Recommended Sponsors





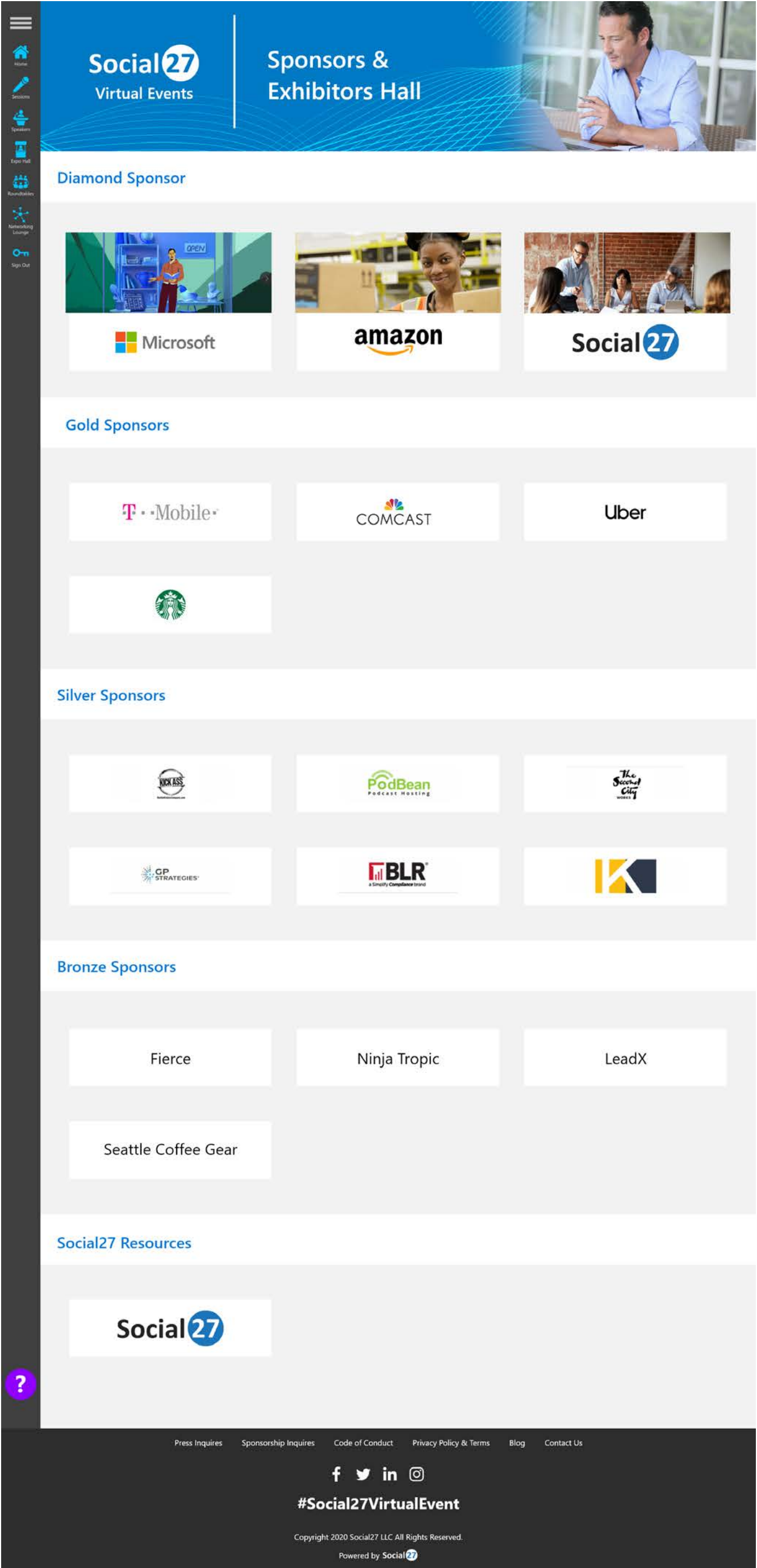


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# Sponsors and Exhibitors Page

Sponsors really shine on the Sponsor page or Exhibition Hall.

When an attendee goes to the Sponsor page or Exhibition Hall, they can see all the event sponsors listed by tier.

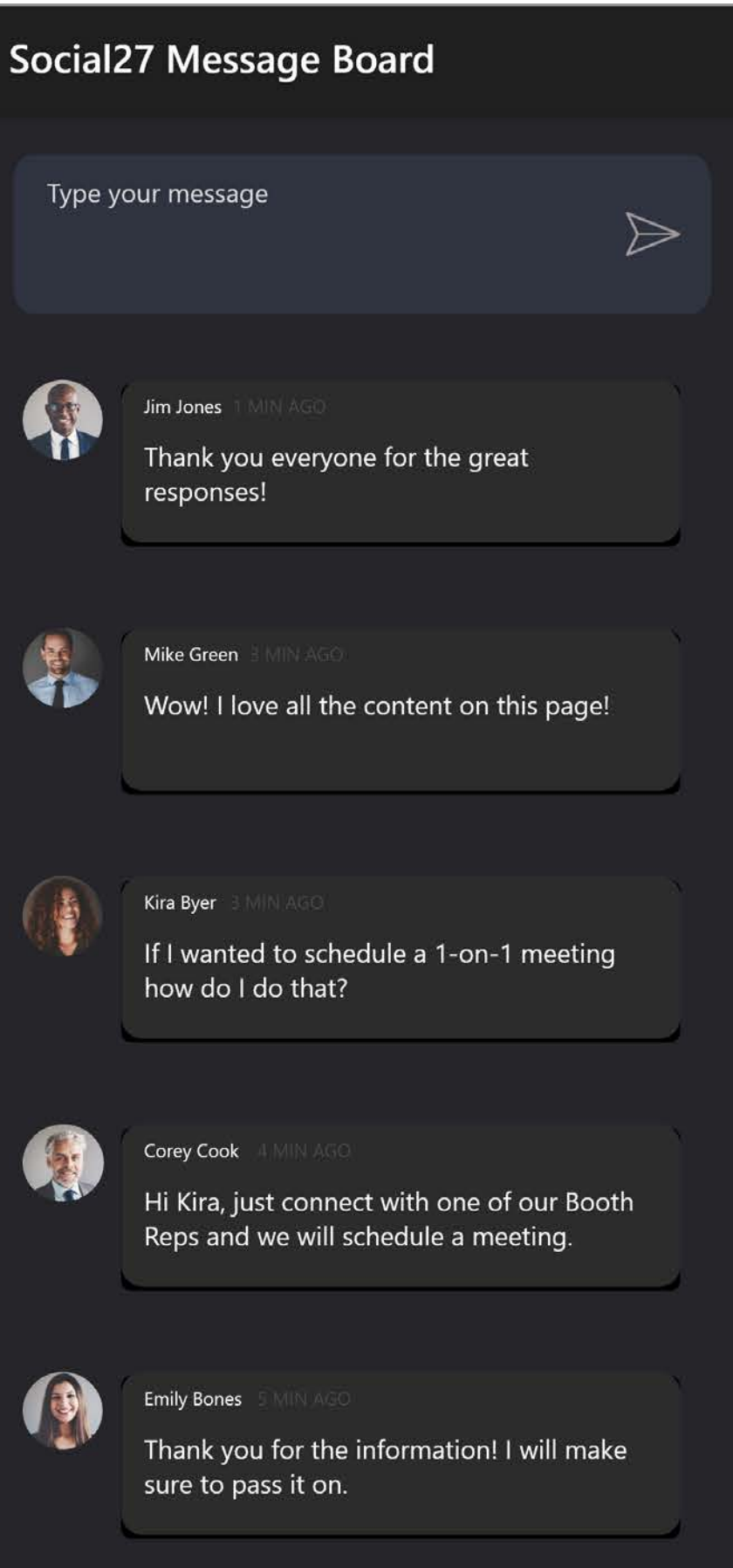
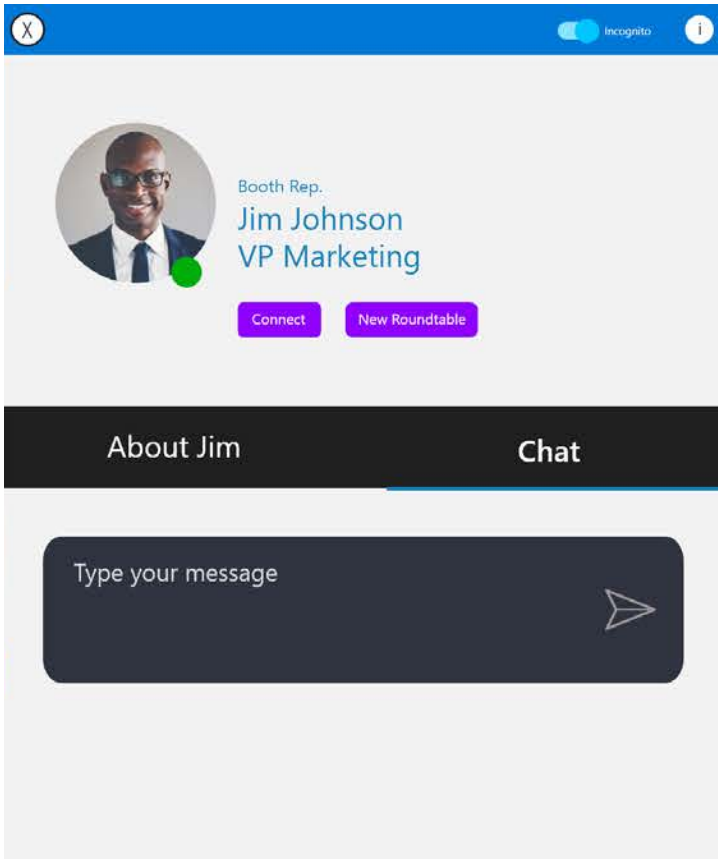
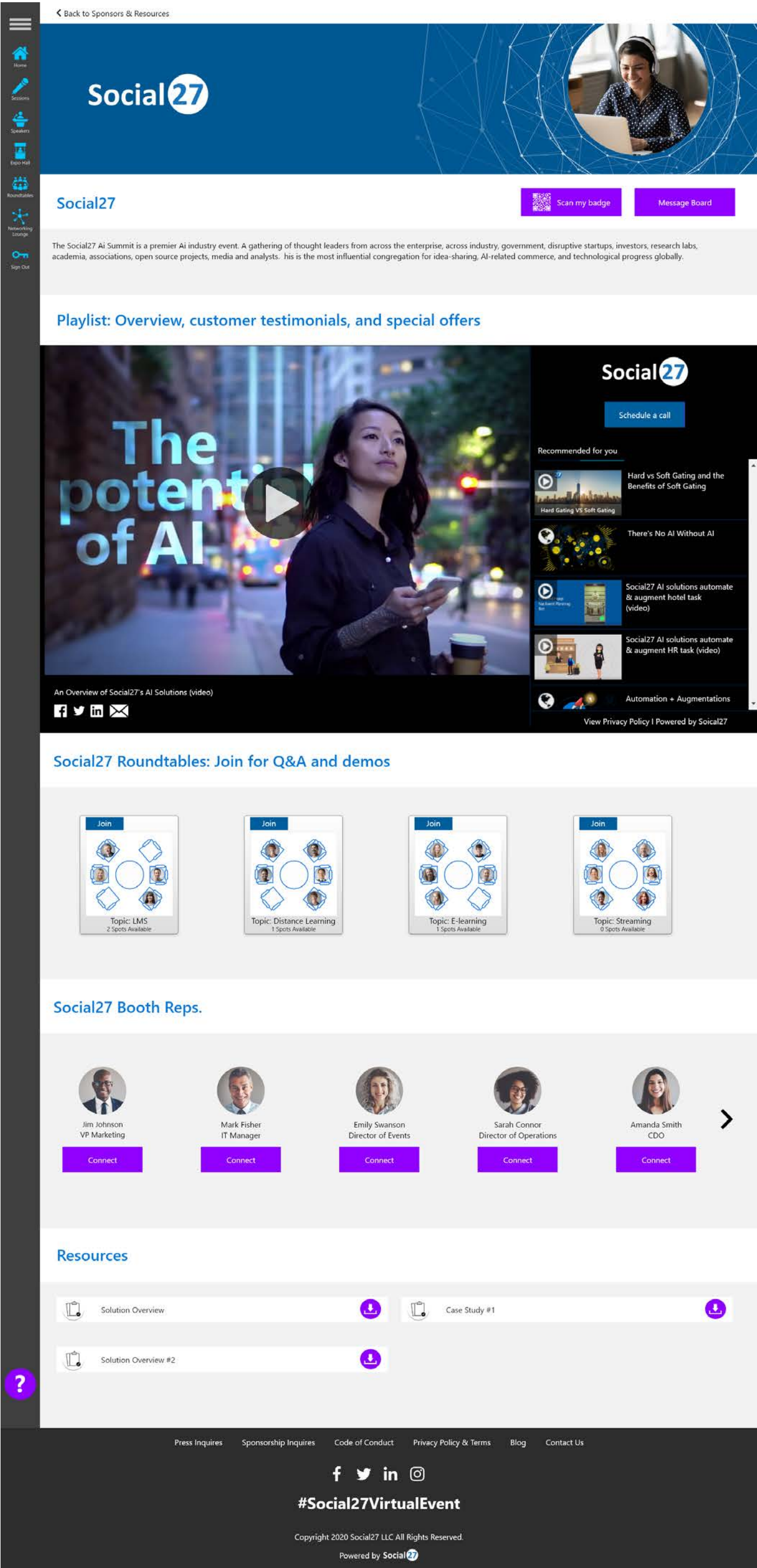




# Microsite Page: Attendee View

Attendees have many ways to connect and get more information from exhibitors when they go to their microsite, including:

- Scanning their badge
- Joining interactive, topic-based Roundtables (this will be available based on your sponsorship package)
- Checking out the content on your playlist
- Connecting directly with Booth reps.
- Downloading sponsor provided resources
- Or chatting on the microsite message board with other attendees and booth reps.

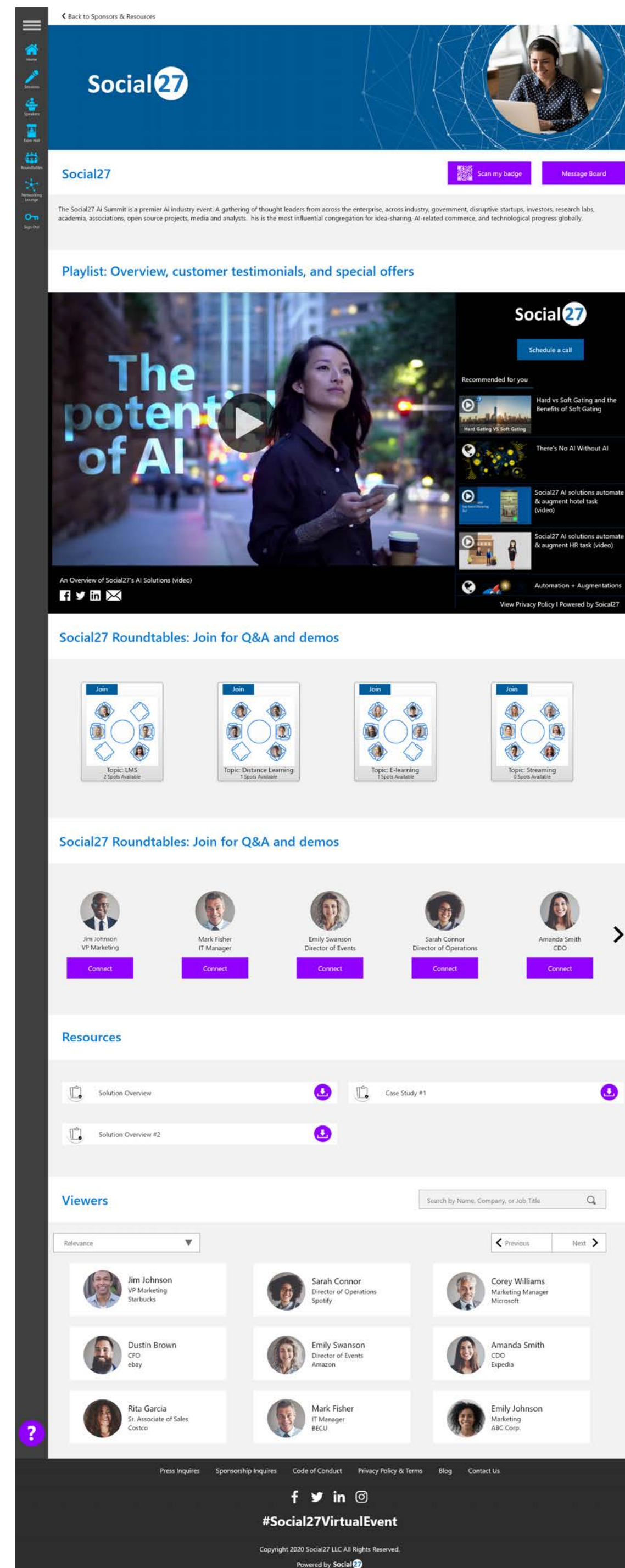




# Microsite Page: Exhibitor View

Exhibitors have various ways to connect with attendees on their microsite, such as:

- Curating the content they add to a Playlist (videos, brochures, PDFs, etc.)
- Responding to messages on the message board
- Hosting roundtables (this will be available based on your sponsorship package)
- Providing resources to for attendees to download
- Getting contact information from attendees who scan their badges
- Viewing all the attendees who have gone to their microsite and messaging them directly





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