Unilever
vFAIRS
TECHNOLOGY NETWORKS
CRDN
Partner Pavilion
SPONSORSHIP OPPORTUNITIES
through the vFairs Platform

EVENT SPONSORSHIP

Sponsorship is an important aspect 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 and/or exclusive access to products/services or preferred rates.

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 & communications campaigns, and through key placements within the physical venue.

WHAT KIND OF SPONSORSHIP OPPORTUNITIES EXIST WITHIN VIRTUAL, HYBRID & MOBILE EVENTS?

POPULAR PLACEMENT AREAS

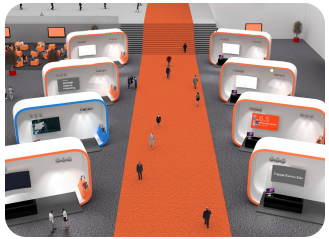
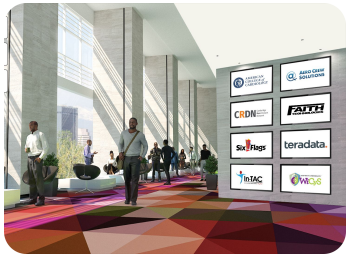


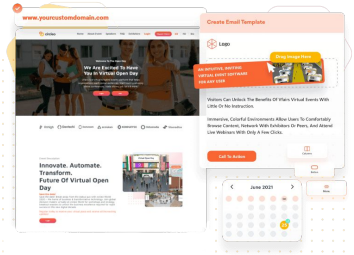
EXHIBIT HALL

Exhibit halls offer your sponsors a place to conduct conversations and transactions with interested parties through a customizable interactive virtual booth and other priority placement.



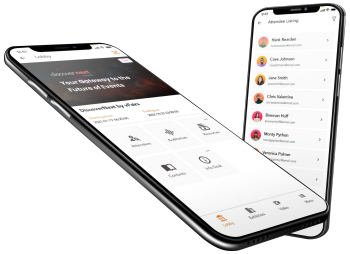
VIRTUAL VENUES

Ample advertising space and motetizable activities throughout the virtual platform offer your sponsors multiple opportunities to get in front of your attendees.



MARKETING MATERIALS

Pre and post-event marketing features give your sponsors even more opportunities to get in front of the audience, and allow you to prioritize sponsor visibility by sponsorship tier.



MOBILE APP

Get more mileage out of sponsorships at virtual, hybrid or in-person events with our unique mobile app placements.

EXHIBIT HALL

Sponsorship Options

EXHIBIT HALL BRANDING

The entire virtual exhibit hall can be designed around a sponsor's branding and logo to help increase brand awareness to all exhibit hall traffic.

EXHIBIT BOOTH PLACEMENT

Organizers can offer prominent placement within the virtual exhibit hall, increasing the amount of traffic said booth will attract during the live event.

Additionally, virtual ad placements and signage can be sold within the exhibit hall to draw attention to specific booths.

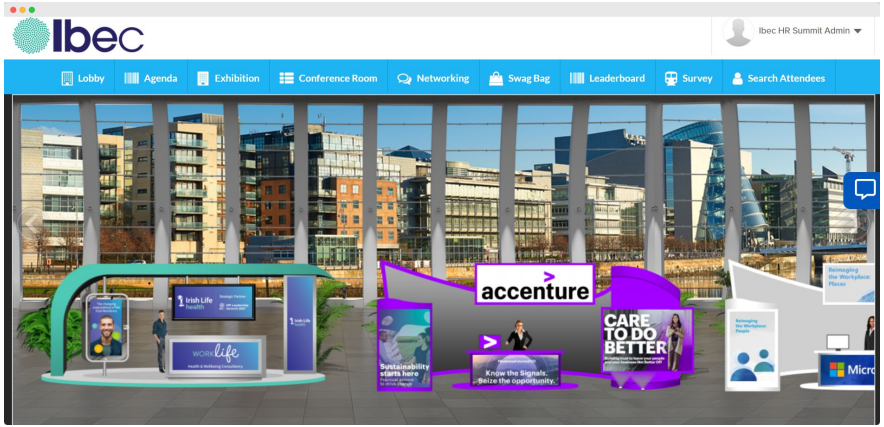
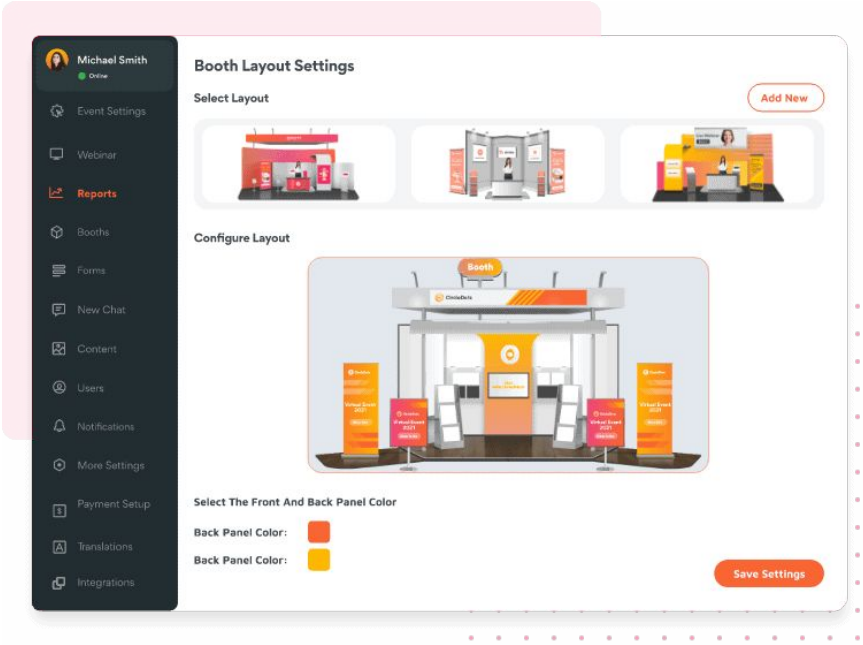


EXHIBIT BOOTH DESIGN

Exhibitors can choose from a variety of customizable virtual booth designs and self-select diverse avatars. They can also upload custom imagery in order to fully brand their booth.

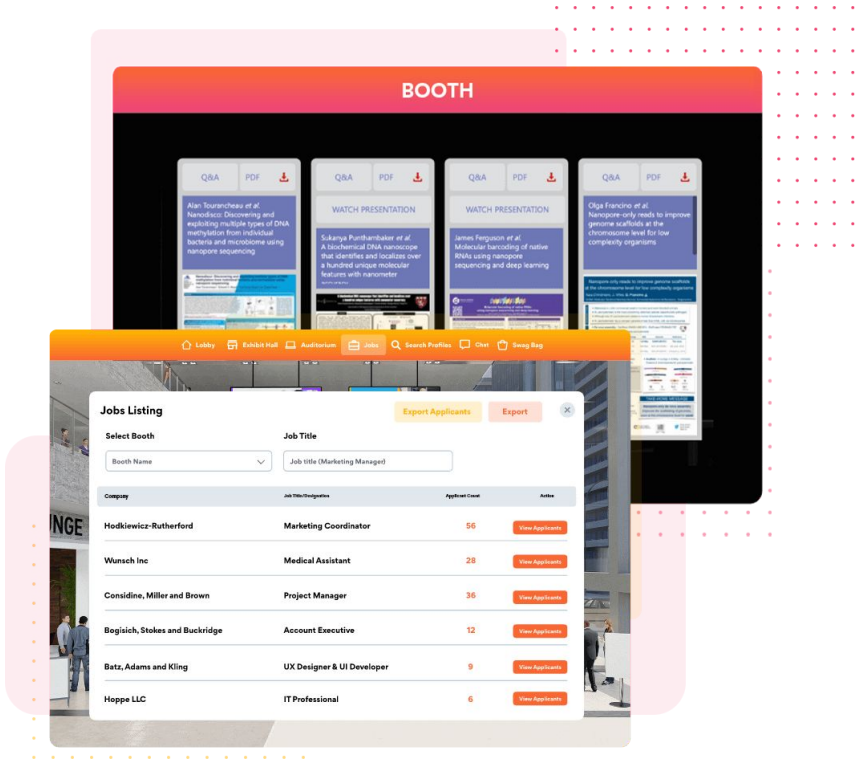
Organizers can provide access to exclusive designs for more high-end packages.



CUSTOM BOOTH CONTENT

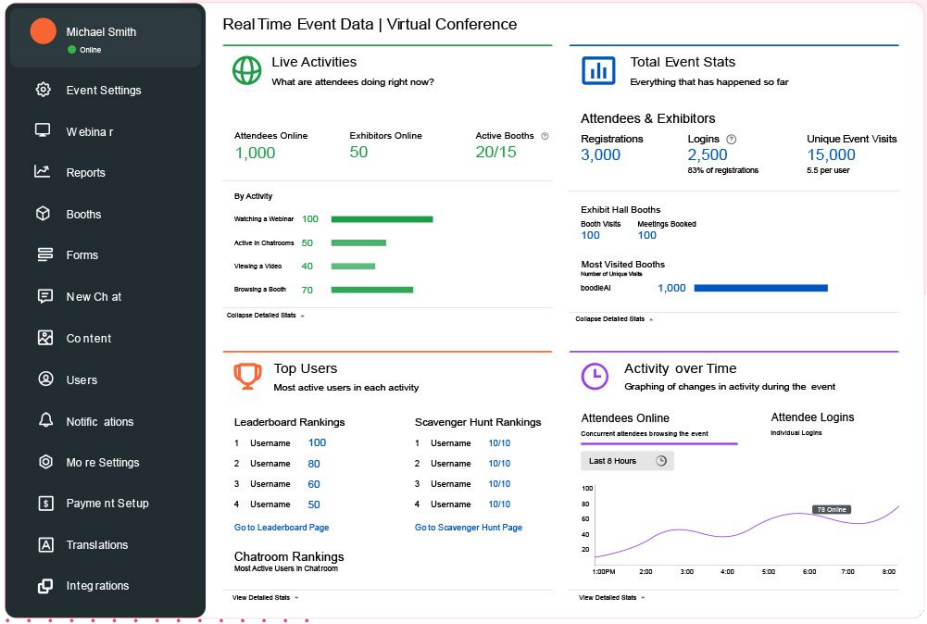
Exhibitors can be granted full control of the content they upload into their booth. Reps can upload PDFs, videos and other documents to their booth, and can link out to important pages on their own company site.

Solution-specific features are also available. Job postings and product sheets allow attendees to apply for roles or order products right within the event.



REPORTS

Exclusive access to reports for lead generation and to be able to track how they performed at the event (visitors, sales if selling products, etc.)



VIRTUAL VENUE

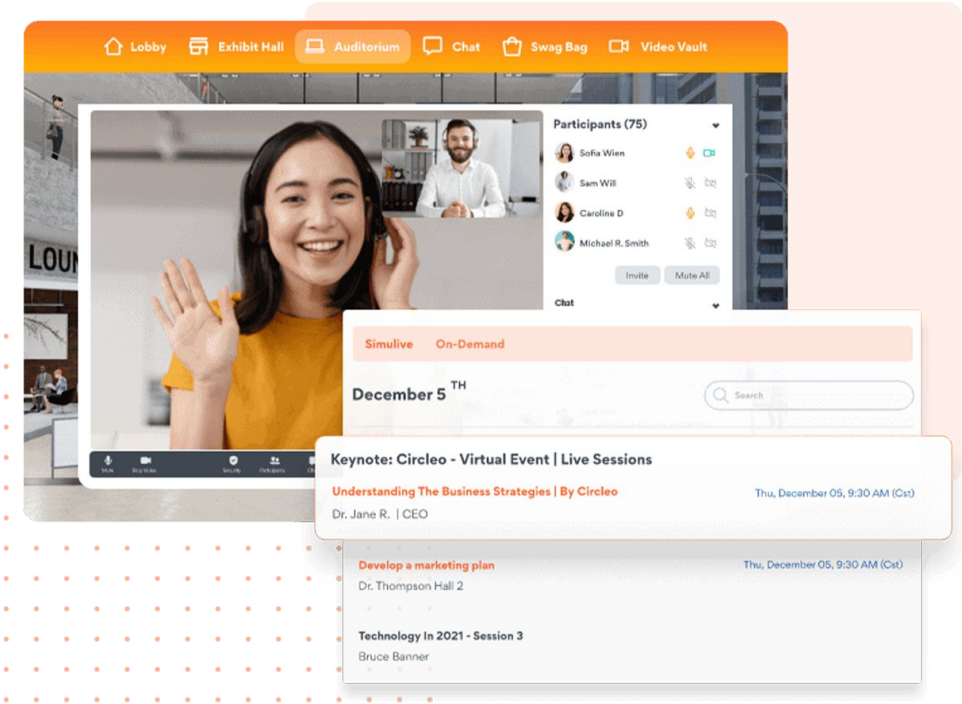
Sponsorship Options

SPONSORSHIP OPPORTUNITIES

SPONSORED WEBINARS

Sponsors can purchase the opportunity to host a fully-branded webinar session, participate in a virtual panel or host sponsored breakout sessions during the event.

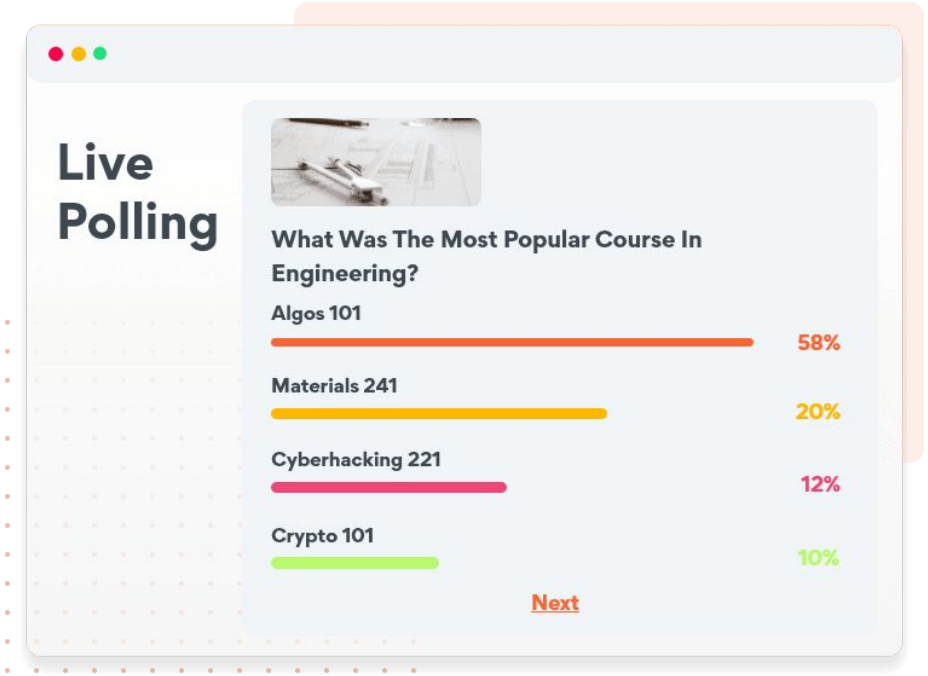
Higher-tier packages could also offer more prominent placement on the virtual schedule so that more attendees are aware of the session, thus potentially increasing traffic to their webinar.



SPONSORED SURVEY, POLLS

Sponsors could purchase the ability to customize an embedded surveys or polls within sessions that are shared during the event.

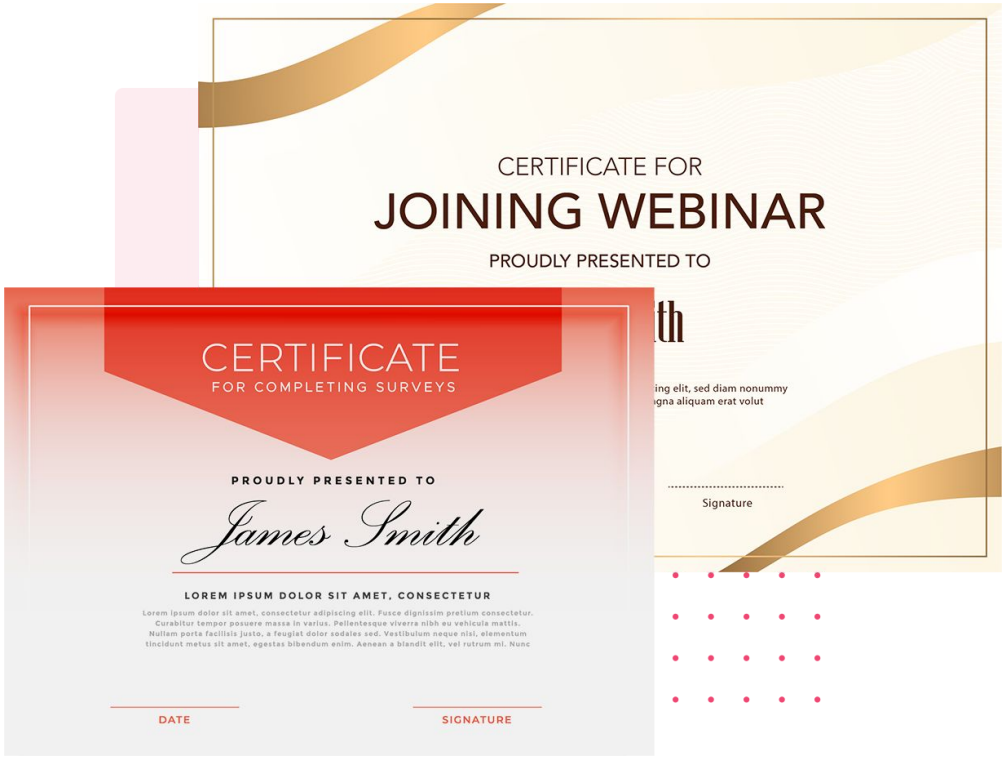
This helps them increase brand visibility and get valuable feedback from attendees about specific topics related to your event.



CUSTOM CERTIFICATES

vFairs can issue personalized certificates to attendees who accomplish certain tasks such as logging in, attending specific webinars or completing surveys or quizzes.

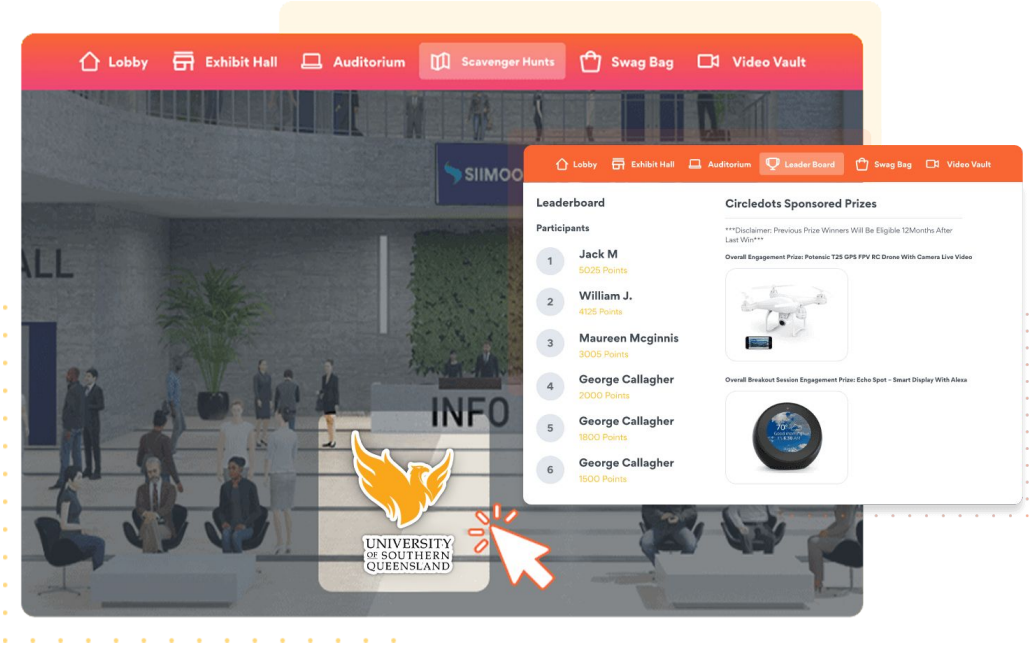
Sponsors could offer custom certificates to attendees who joined their webinar or completed their sponsored survey.



SPONSORED GAMIFICATION

Sponsors can place their logo within a virtual scavenger hunt to increase their brand visibility within the event.

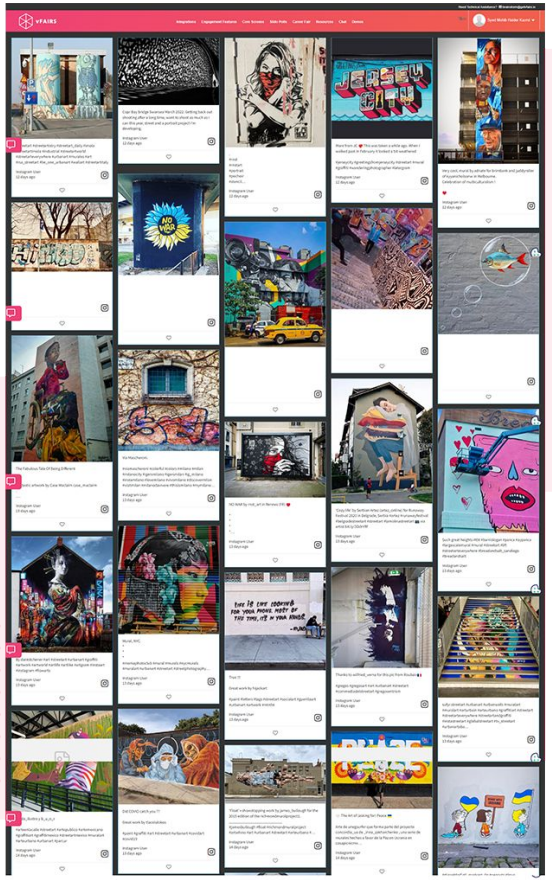
They could also add a leaderboard activity that leads people to their booth, purchase a space on spin the wheel, or sponsor a prize for game winners!



SPONSORED SOCIAL WALL HASHTAG

Sponsors can create a custom-branded social wall or Tweet feed, host a dedicated wall for their own posts, and/or add their accounts to track social media mentions during the event.

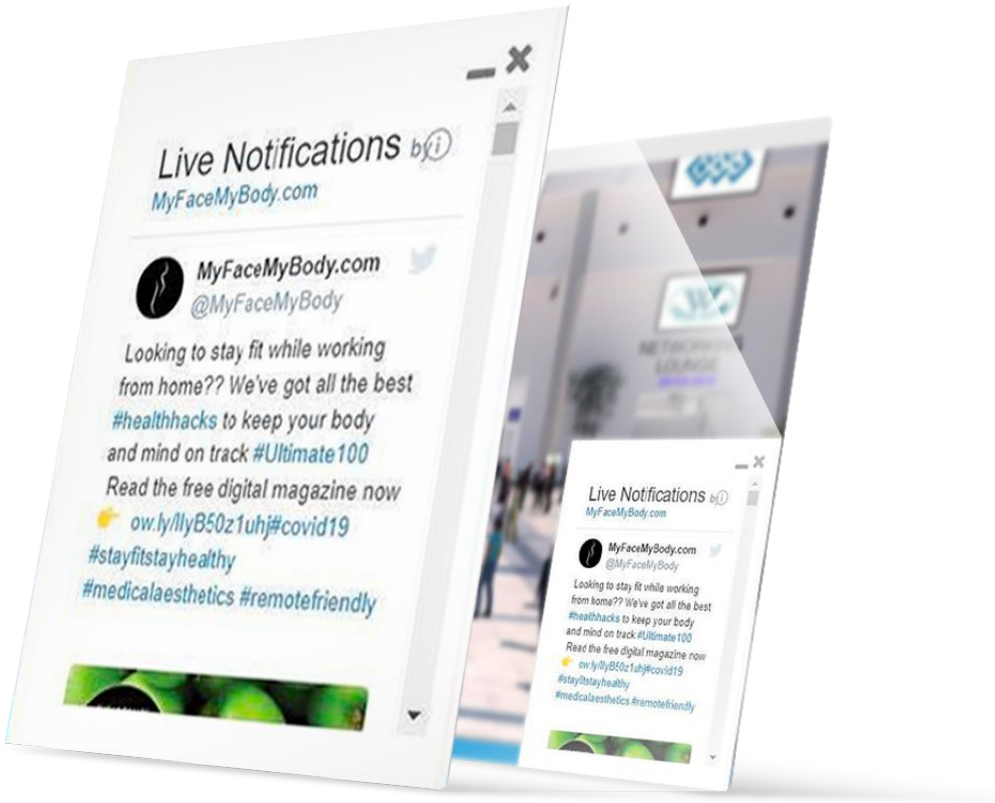
They can also increase their own reach by tracking their own event-specific hashtag. Any posts that include that hashtag will show up on the social media wall for all attendees to see!



SPONSORED PUSH NOTIFICATIONS

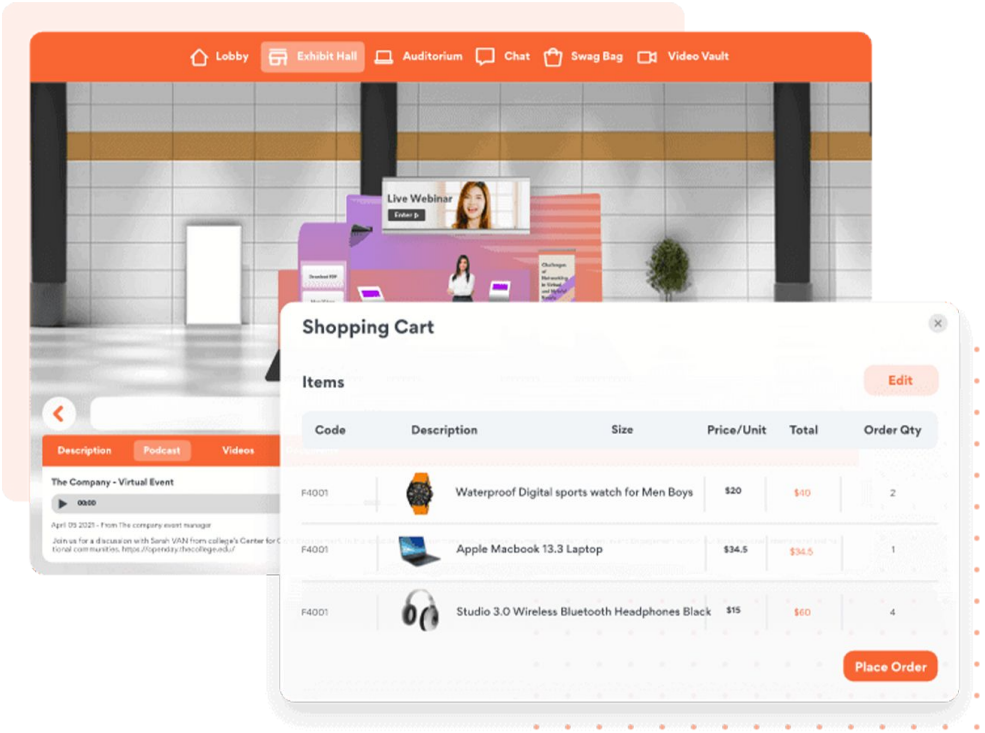
In-event announcements give sponsors the opportunity to make their brand more visible and offer attendees a call-to-action.

Announcements will pop up for everyone logged in to the virtual event at a scheduled time, and can be in text, audio or video format!



MARKETPLACE

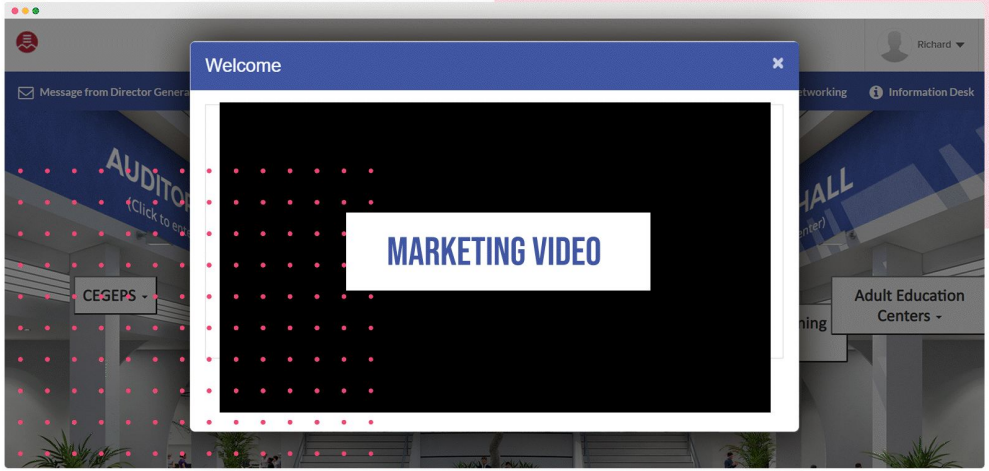
Showcase your products and services at your booth and receive orders! Add pictures, videos and allow customers to make orders and pay. Offer featured promotions of the day.



MARKETING VIDEO IN VIRTUAL SPACES

Sponsors could create an entire video that pops up for attendees anytime they log into the event or enter a specific hall within the event.

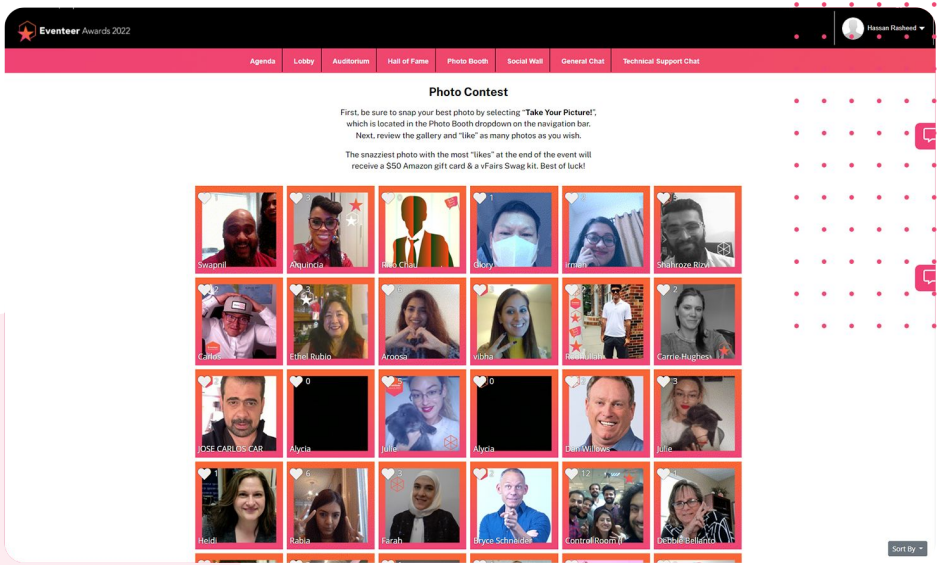
This ensures all attendees will be reached with the video, and those who log in multiple times may watch it through more than once.



PHOTOBOOTH BRANDING

Sponsors can create custom stickers or backgrounds with their brand colours and logos, which attendees then post on social media and share with their networks.

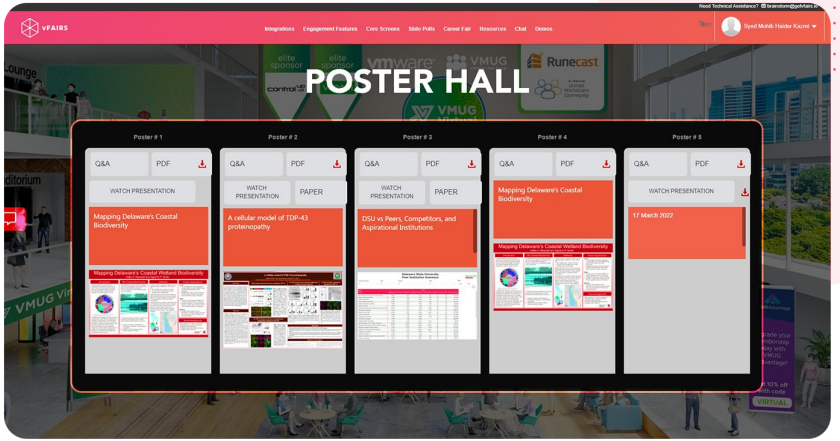
This helps increase sponsor brand awareness beyond just the virtual event, but to all attendees' networks.

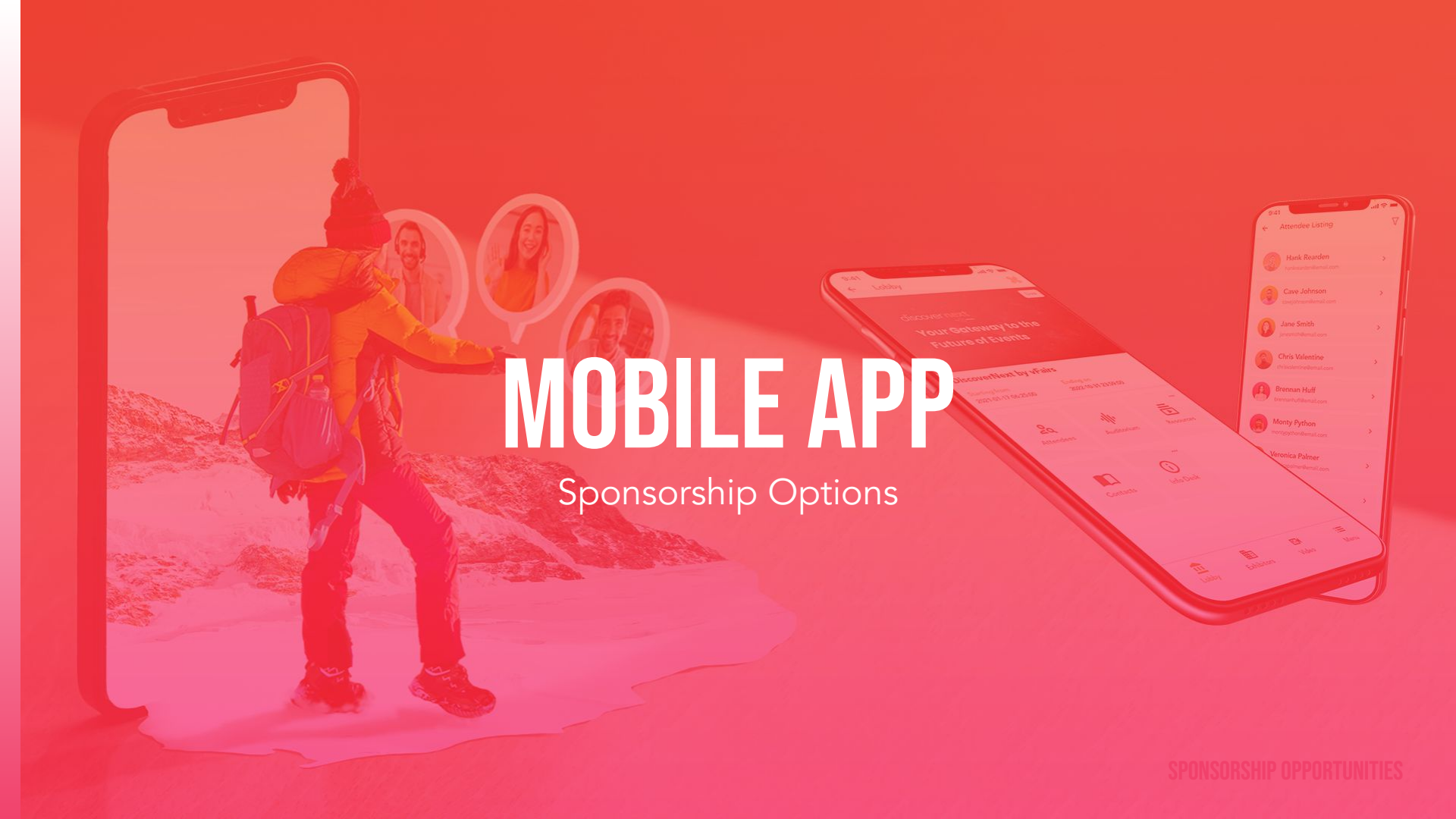


POSTER HALL PLACEMENT

Poster halls are scrollable, and therefore there are only a few spots available that guarantee visibility to everyone who enters that hall.

Sponsors could purchase a prominent spot within the poster hall to place their product brochures, 1-pagers, white papers or any other collateral they'd like.





MOBILE APP

Sponsorship Options

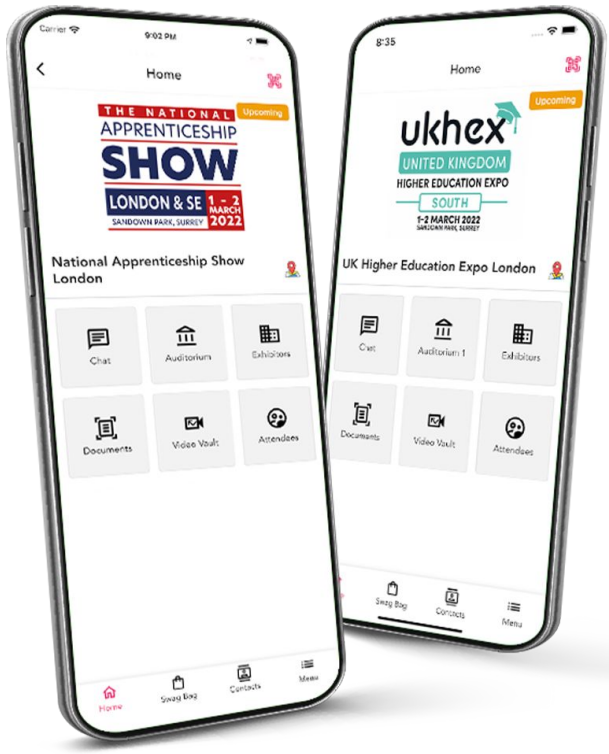
(MOBILE) SPLASH ADS & BANNER ADS

Exclusive features to our mobile application include splash ads and banner ads.

Splash ads are custom graphics that pop up for every new user who logs into the event. Banner ads are static graphics that continually roll at the bottom of the app as people navigate through.

(MOBILE) WHITE LABELLING

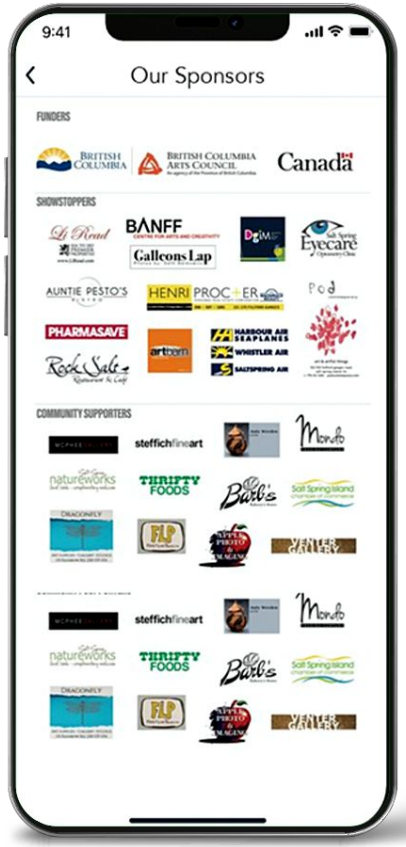
Sponsors could have the opportunity to white label aspects of the mobile app to fit with their logo and colors, thus creating a more immersive branded experience within your event.

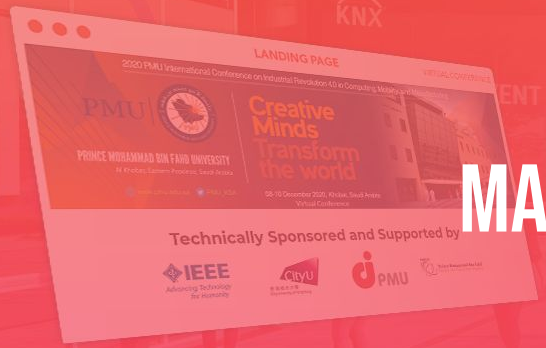


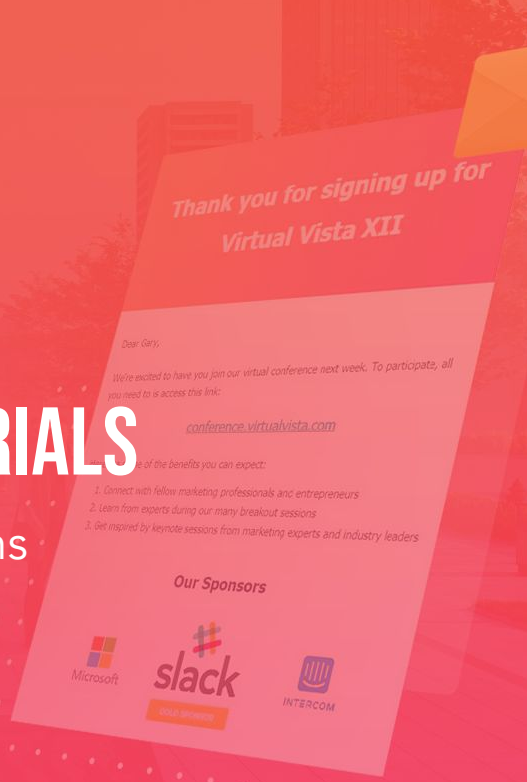
(MOBILE) LOGO PLACEMENT ON SPONSOR PAGE

We now offer a dedicated sponsor page, which provides space for each sponsor's logo.

Prominence on the page can be determined by sponsorship tier.







MARKETING MATERIALS

Sponsorship Options

LOGO PLACEMENT ON LANDING PAGE

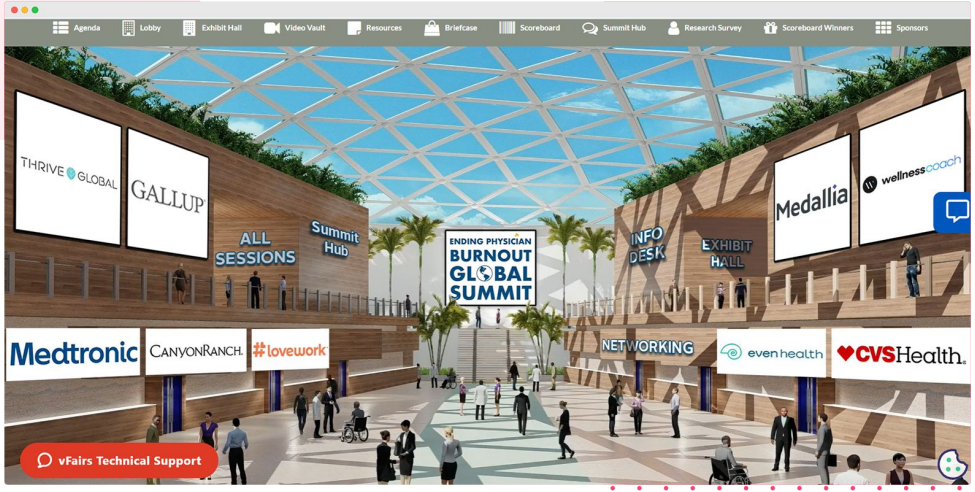
The landing page will get the highest visibility out of everywhere in the event. Even those who see the page but don't register will likely see sponsor logos as they're researching.

Logo prominence can be offered by sponsorship tier.

LOGO PLACEMENT IN VIRTUAL LOBBY

The virtual lobby is the area within the event that will get the most traffic, as everyone entering the venue lands here first.

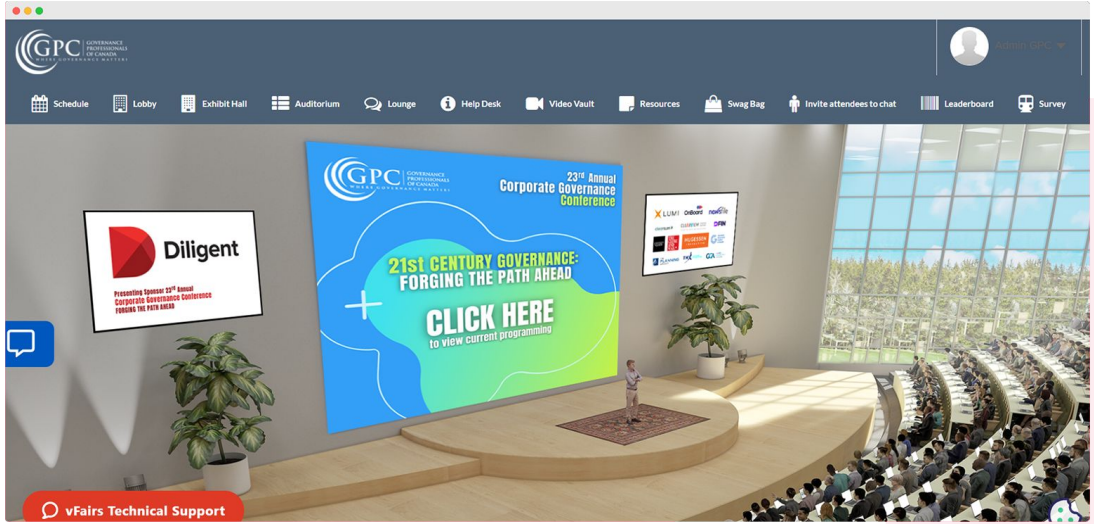
The lobby offers lots of areas where sponsors can show their logos. Bigger ad spaces within the lobby can be offered to higher-tier sponsors.



LOGO PLACEMENT IN VIRTUAL AUDITORIUM

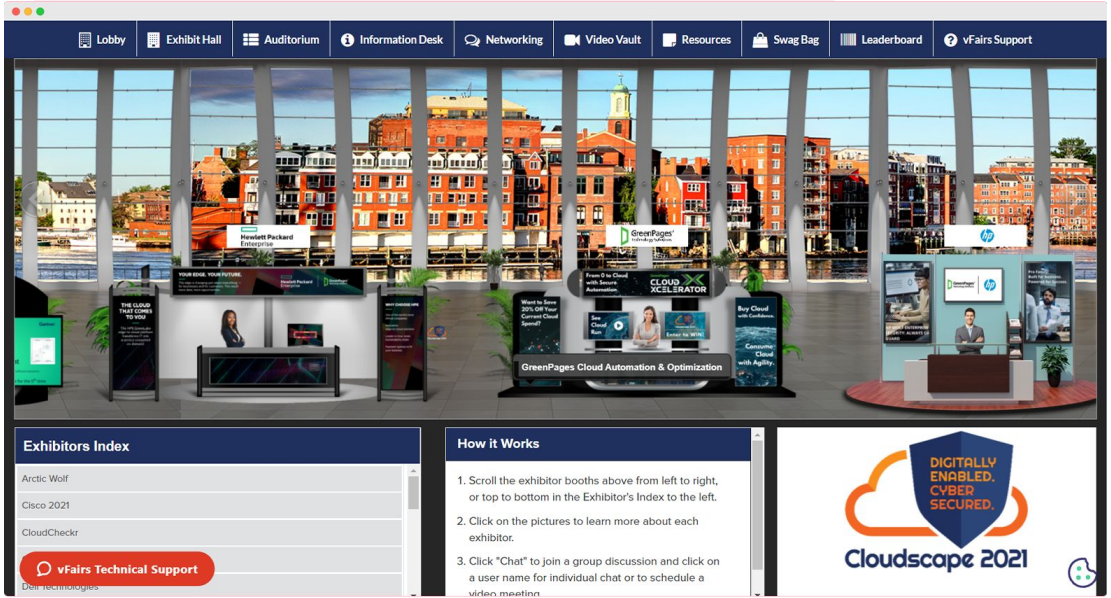
Any attendees navigating to a virtual webinar will travel through the virtual auditorium. This space gets lots of virtual traffic, and therefore high visibility for sponsors as well.

Sponsors can show their logos or custom graphics within this room.



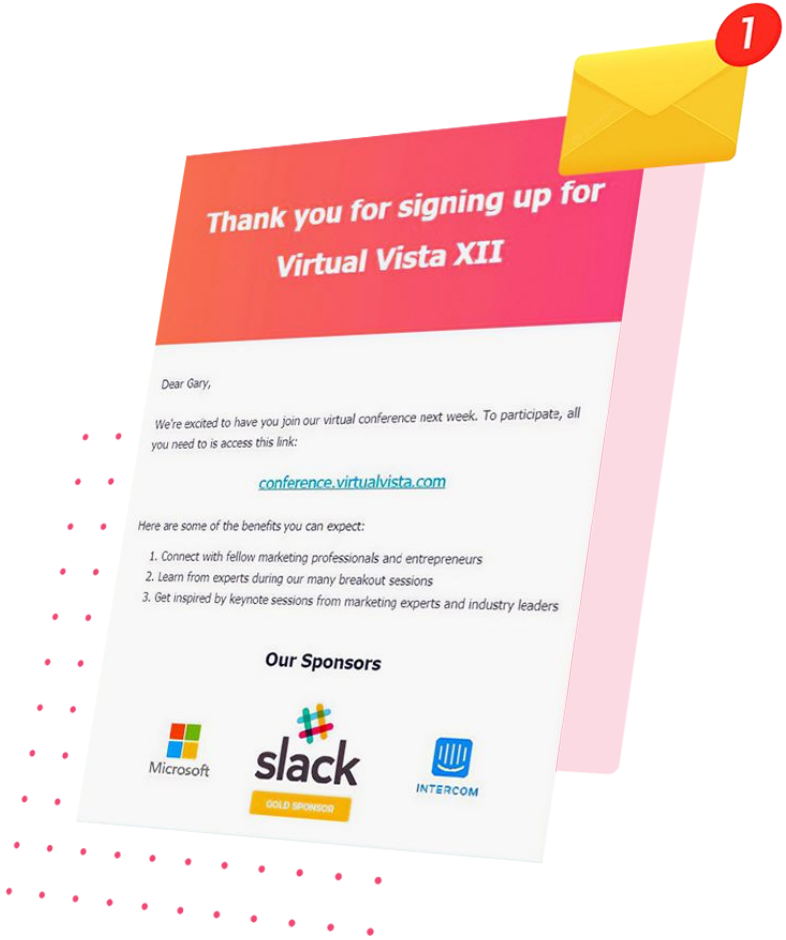
LOGO PLACEMENT IN VIRTUAL EXHIBIT HALL

The virtual exhibit hall has space for sponsors to share their logo or custom graphics. All traffic to the booths will see these as they navigate from exhibitor to exhibitor.



LOGO PLACEMENT IN EMAIL MARKETING

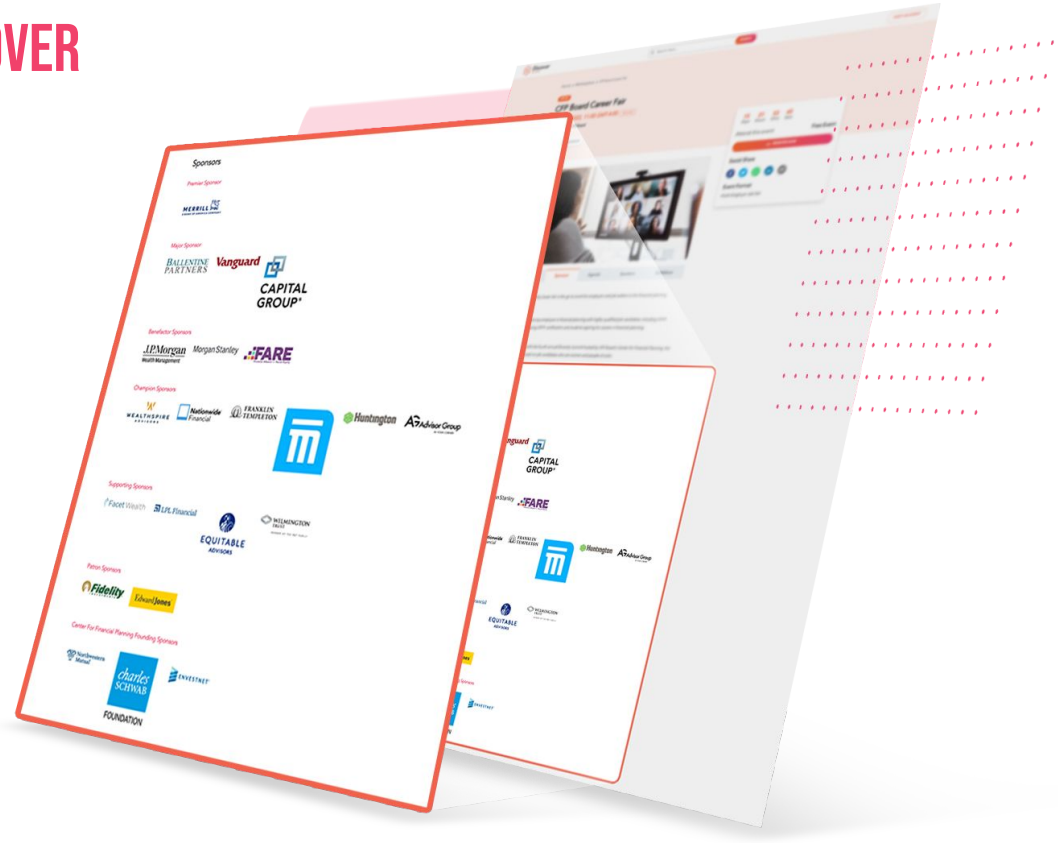
Sponsors will be able to place their logos in a variety of different emails leading up to and following the virtual event. These include pre-event invitation emails, reminder emails to those who have registered, and post-event thank you emails sent by hosts.



LOGO PLACEMENT ON VFAIRS DISCOVER

The vFairs Discover platform offers space for sponsor logos to be showcased to a wider network than the event landing page may offer.

Placement on this page will help increase visibility to new audiences looking to attend events like yours.



SUMMARY OF FEATURES TO DIFFERENTIATE SPONSORS

EXHIBIT HALL

- Exhibit hall branding
- Exhibit booth placement
- Exhibit booth design
- Custom booth content
- Event specific booth features
- Booth networking tools

VIRTUAL & MOBILE VENUES

- Mobile white labelling
- Sponsored webinars
- Sponsored survey, poll, quiz
- Custom certificates
- Sponsored gamification
- Sponsored push notifs
- Marketing video
- Photobooth elements
- Poster hall placement

MARKETING MATERIALS

- Logo placement on landing page
- Logo placement in virtual lobby
- Logo placement in virtual auditorium
- Logo placement in virtual exhibit hall
- Logo placement in email marketing
- Logo placement on vFairs Discover
- Mobile logo placement on sponsor page
- Mobile Splash & Banner ads

SAMPLE SPONSORSHIP TIERS

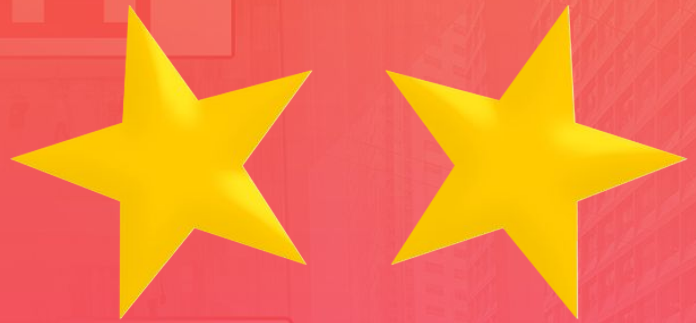
Logo on the landing page
Logo on virtual lobby
Logo on marketing emails
Branded booth
Booth functions (external links, pop up videos and documents)

SILVER

$2500

SAMPLE SPONSORSHIP TIERS

Logo on the landing page
Logo on virtual lobby
Logo on virtual hall
Logo on marketing emails
Fully branded booth
5 Booth representatives
Booth functions (Business card, leave message,Q&A, external links, pop up videos and documents, live audio/video/text chat)
Standard size Virtual Booth with 3 banners to promote your brand



GOLD

$3000

SAMPLE SPONSORSHIP TIERS

Logo on the landing page	Logo on the landing page
Pre recorded video ad on the landing page of the event	Logo on the landing page
Logo on virtual lobby	Logo on the landing page
Logo on virtual auditorium	Logo on the landing page
Logo on virtual hall	Logo on the landing page
Logo on marketing emails	Logo on the landing page
Logo on welcome video of the platform	Logo on the landing page
Sponsored push notifications	Logo on the landing page
Fully branded booth	Logo on the landing page
Complete booth functions (Business card, leave message,Q&A, external links, pop up videos and documents, live audio/video/text chat) Larger size booth with up to 6 banners to promote your brand	

PLATINUM

$4500

Larger size booth with up to 6 banners to promote your brand
Unlimited booth representatives
Opportunity to pre-record a 30 minute Webinar that will be featured as part of one of our LIVE! Day programmes in 2022 and available for view on demand in the Resource Centre
Promotion of your events in Regional Calendar (Up to 5)
Posting of your materials in Resource Centre (Up to 3)