BoothCentral

Creating Value for Sponsors with Live Virtual Events

There are numerous ways that you can create value for sponsors using BoothCentral's Live Virtual Event platform. Here are four categories you can consider when reaching out to sponsors.

Remember sponsors will be interested in the number of attendees at an event, so it will be important to decide on an estimated number of attendees, with information to support your estimates.

A virtual event creates a unique opportunity for sponsors, because, unlike an in-person event, an attendee is able to click through to a sponsor's website from the event. This is different from receiving a brochure at an in-person event and immediately getting lost in the shuffle of the many other things that are occurring.

Four Ways to Provide Value to Sponsors

1. **Banner at top of event.**
    a. One of the first things attendees will see is the banner across the top of your page. This is a great place for a sponsor's brand as it will be one of the first things the attendees sees upon entering the event.

2. **Sponsor Tab**
    a. You can create a tab on the page specifically for sponsors, which includes sponsors logos and links to their webpages.

3. **Sponsor Vendor Tile**
    a. Sponsors could have their own Vendor Tile/Video Chat (mixed in with the vendors or on a Sponsor tab, see previous point). This would include the following.
        i. Up to 5 Images
        ii. One Video
        iii. Description of business
        iv. Website link
        v. They could have someone available during the event in a video chat to talk to anyone interested about their product.

4. Livestream

    a. There are a variety of ways that sponsors can be involved in the event's livestream, including the following.

        i. Ticker across the bottom

        ii. Overlay

        iii. A video/commercial

        iv. Interview

        v. Introduce segment

        vi. Include periodic links to the sponsor's website in the livestream comment section.

    b. Remember, new attendees will join throughout the hours of your event, so you may want to give a repeating time slot to a sponsor (for example, the top of every hour).

Post Event

After your event you will have access to the number of attendees which will give you more information about the number of people who saw the sponsor's brand.