



monetising  
your event



**YOUR EVENT BUILDER PORTAL IS AN INCREDIBLY POWERFUL TOOL TO CONNECT ATTENDEES TO YOUR EVENT, WHEREVER THEY ARE. YOU CAN ENCOURAGE ENGAGEMENT THROUGH CHAT, 1-2-1 MEETINGS, POLLS, QUIZZES, SURVEYS, VIDEO AND MORE.**

But don't miss out on monetising your event just because it is online. Event Builder has many ways for you to promote sponsors, exhibitors and speakers and earn money from your event production.

- Headline sponsor graphics
- Emails
- App splash screens
- In-app adverts
- Registration emails
- Push notifications
- Sponsor board
- Session logo and holding graphic
- Breakout sessions
- 1-2-1 Meetings



## Headline Sponsor

Headline sponsors can have pride of place in the desktop portal. Add their names to the event title and use the right hand image space for their promotions.

When selling to your headline sponsor, you could also add as part of their package: top place in the sponsors list, inclusion in pre- and post-event emails, app splash screens, pop-up notifications, sponsored sessions, holding screens on video, and more.

There are many opportunities for a sponsor's message to be included throughout your event so don't hesitate to ask for a large number! Their payback will be immense.

WIDGETS 2020 Widgets Conference 2020

**BILL GATES ON WIDGETS IN THE WILD**

THURSDAY 16 JULY 17.30pm

brought to you by Smiths

NEW! Pivot 1000 from Smiths. You need it in your toolbox!

FIND OUT MORE

Smiths COMPONENTS

**LOG IN**

Please enter your login key that has been emailed to you

Resend login key

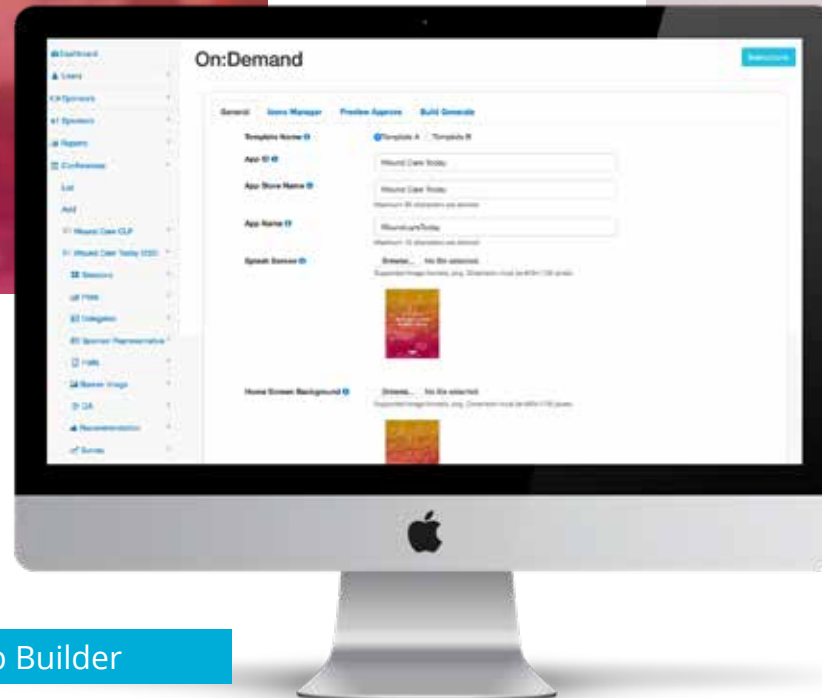
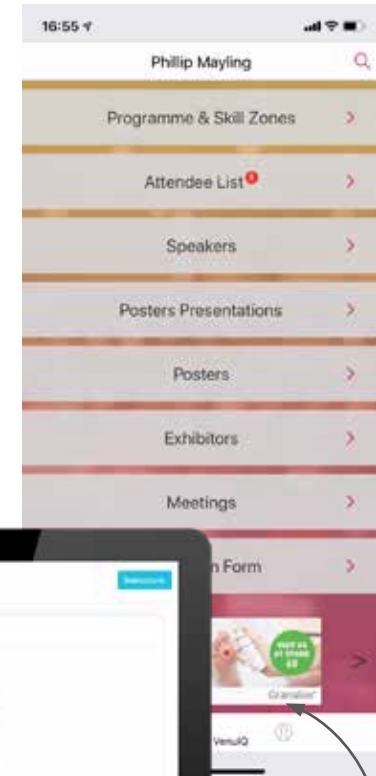
SUBMIT

Home Screen

Headline sponsor graphic

# App splash screens and adverts

Support your sponsors with added splash screen images and advert messaging in-app.



Splash Screen app messaging

In-app adverts

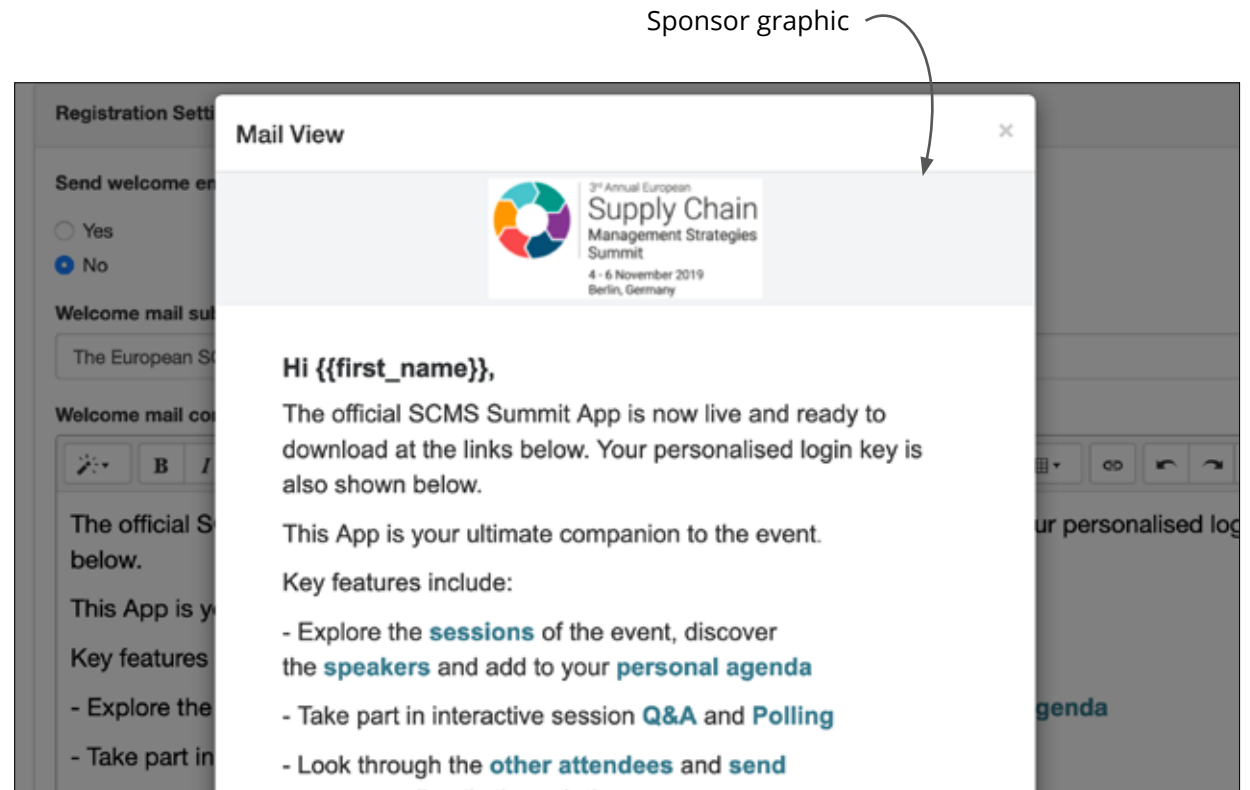
Event App Builder

## Registration Partner

Sell the space on your pre- and post-event emails to a Registration Partner.

Event Builder enables you to create emails to invite guests to your event, event reminders, thank you, and post event feedback surveys. These are all opportunities to carry sponsor messages and can be included as part of a sponsorship package.

We suggest creating a second tier **Registration Partner package** which could include inclusion in all emails alongside a headline sponsor.



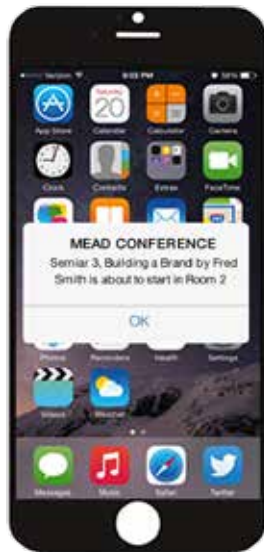
Email Builder

# Push Notifications

Event Builder incorporates notifications through Twilio, an incredibly powerful tool to remind guests in-app and on desktop of upcoming session times or important news.

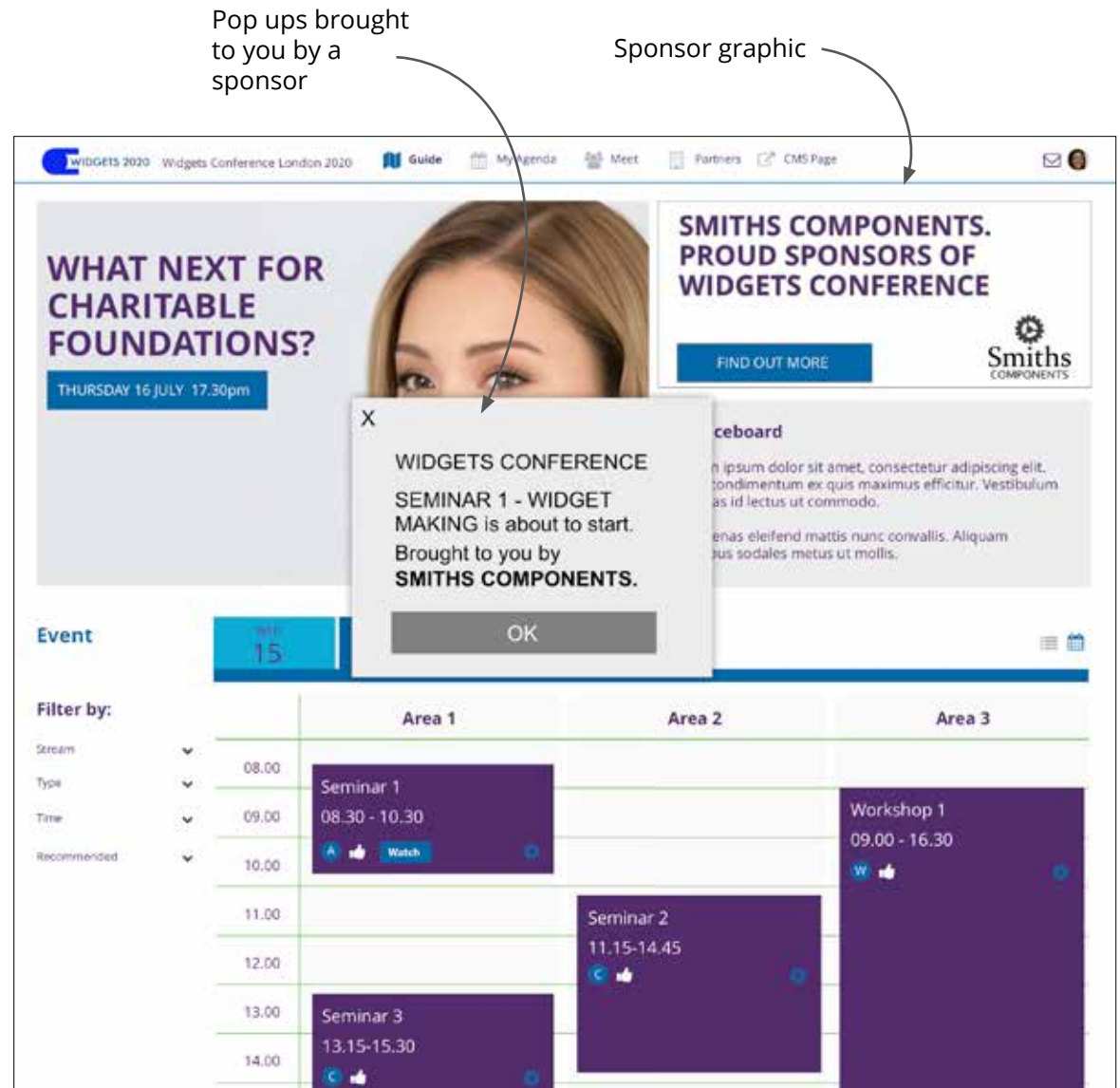
Notifications are easily built in the administration portal and can be sent to all desktop and mobile app users. A sponsors message can be included at the bottom of reminders and messages and could be sold as part of a headline sponsor package or separate **Messaging Partner package**.

We recommend keeping notifications to a minimum and encourage their use with reminders rather than straight advertising.



Pop up messaging can be reminders of start times

MOBILE NOTIFICATIONS



Pop ups brought to you by a sponsor

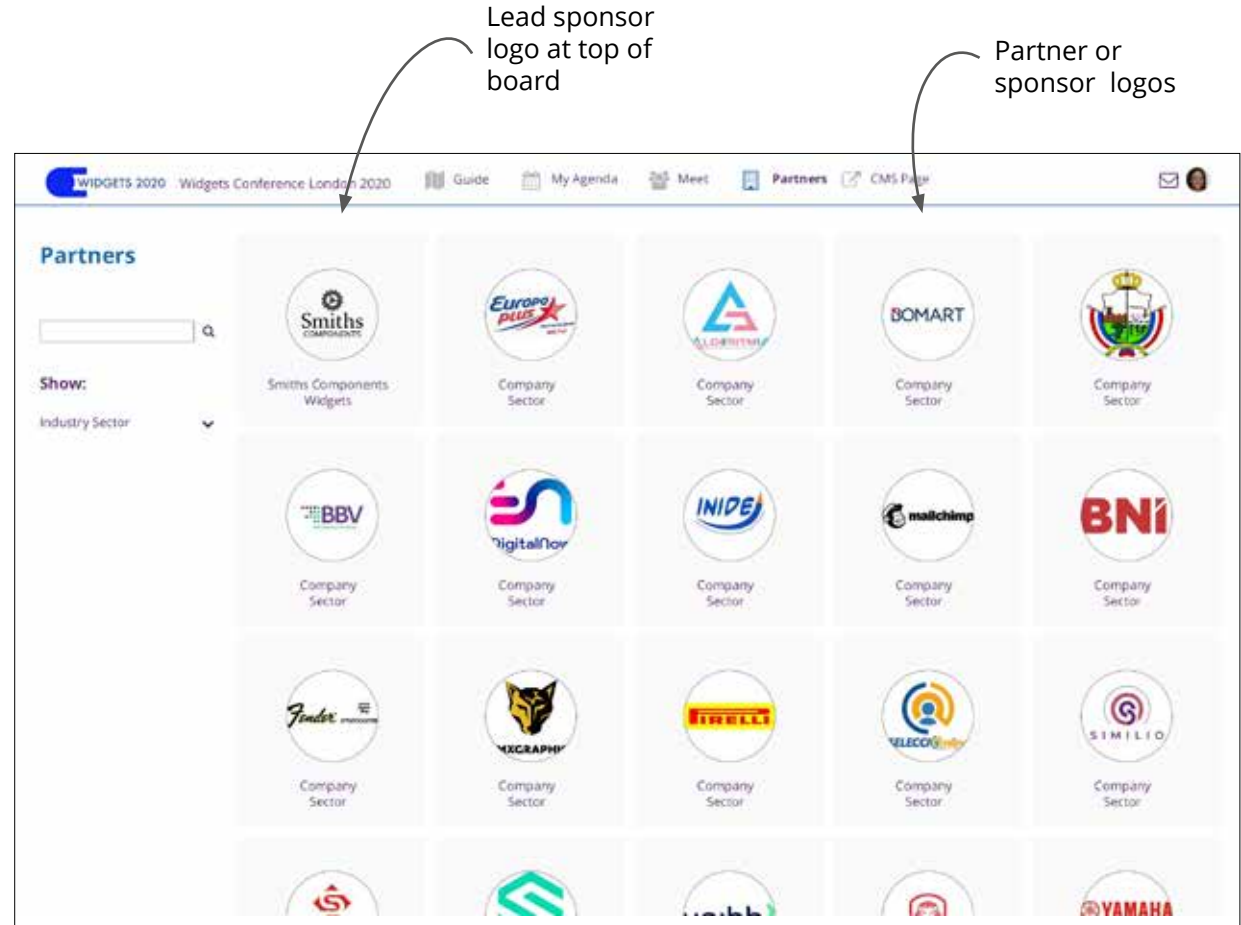
Sponsor graphic

DESKTOP PORTAL

# Sponsors Board

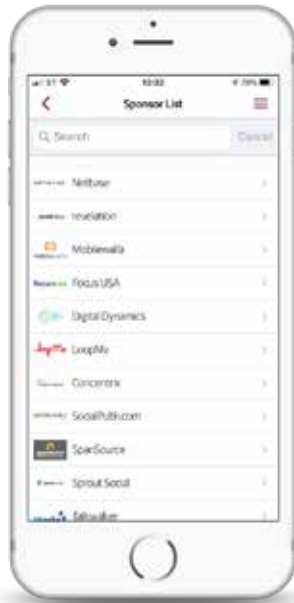
The sponsors board in the Event Builder desktop portal allows you to let your partners shine. Each space allows a logo, title and description along with links to a full partner page if required.

Keep the top position for your headline sponsor as part of your **Headline Sponsor package**. This carries the most import on the board and ensures they're always seen whatever the size of the screen the attendee views on.



Sponsors shown in event app

MOBILE APP



DESKTOP PORTAL

# Sponsor Page

The sponsor page lets your sponsor shine with plenty of room for their brand to show including logo, title, web, and a full description plus document storage if required.

Sponsor representatives are listed with title and small excerpt and these link through to full profiles. The sponsor page should be part of your **Headline Sponsor package** and other partners can have their own pages too if required.

Profile page features logo, sector, web and description

Link with key sponsor representatives



DESKTOP PORTAL

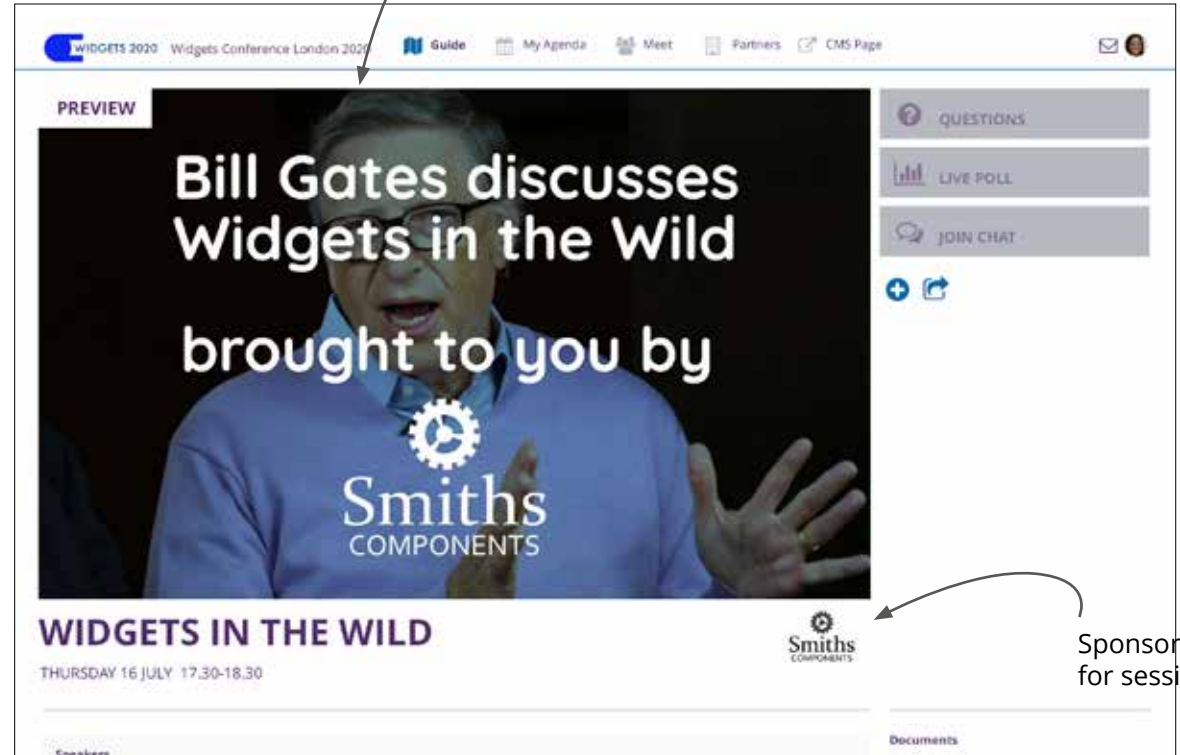


# Sponsored Sessions

Offer your partners the chance to sponsor individual event sessions.

The event session page features a holding graphic before and after the event which can be sold as part of a sponsorship package or individually. Additionally each session can carry a sponsor logo beside the title.

Holding screen graphic before session goes live



Sponsor logo for session

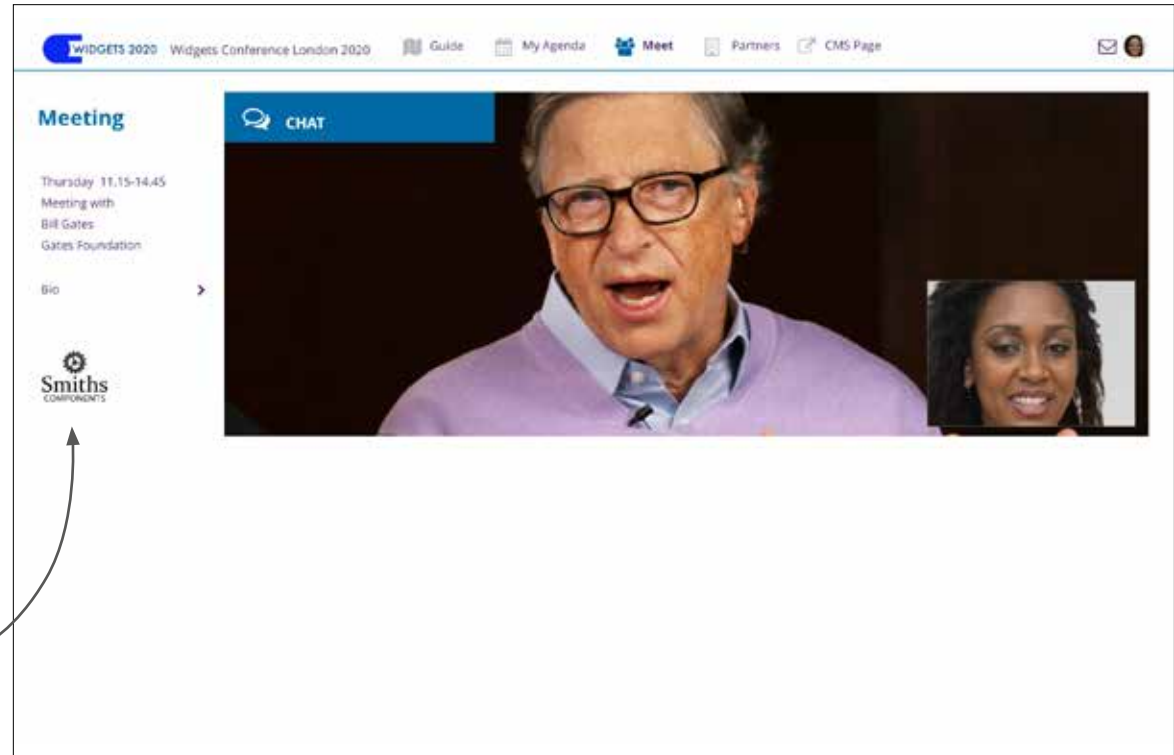
DESKTOP PORTAL

# 1-2-1 Meetings

1-2-1 meetings allow your attendees to continue the conversation after the session ends on an individual basis with the speaker. This added engagement can be a huge win for your sponsor as they can gather interest in their product or service and potentially turn interest into leads.

Encourage your partners to include 1-2-1 meetings as part of their sponsorship package. An additional fee can be charged to enable this feature for their session. Meeting packages could be tiered into Bronze, Silver, and Gold with more meetings added at each tier.

Sponsor logo added to 1-2-1 Meeting



DESKTOP PORTAL

# Suggested Sponsor Journey

## PRE-EVENT

Head sponsor company logo on registration page and linked.

Sponsor profile online in desktop portal and app.

Sponsor logo in invite emails and follow-up confirmations and reminders.

Registration partner company logo on registration page and linked.

Partner logo in invite emails and follow-up confirmations and reminders.

## DURING THE EVENT

Advertising or message graphic on Home and Guide screens in desktop portal.

Splash screen graphic and advert in app.

Sponsor profile online in desktop portal and app.

First logo on sponsor board in desktop portal and app.

Messaging partner company message on notifications and reminders.

Messaging Partner logo on sponsor board in desktop portal and app.

Registration Partner logo on sponsor board in desktop portal and app.

Session logo and holding page graphics.

Breakout session packages.

1-2-1 meeting packages.

## POST-EVENT

Sponsor logo in post-event thank you and feedback survey emails.

Advertising or message graphic on Home and Guide screens in desktop portal while portal remains open.

Splash screen graphic and advert in app while open.

Messaging Partner logo in post-event thank you and feedback survey emails.

Messaging Partner logo on sponsor board in desktop portal and app.

Registration Partner logo on sponsor board in desktop portal and app.



# monetising your event



Best Use of AI Technology  
Best Conference Technology

EVENT BUILDER BY VENUIQ



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Actual screens available may vary depending on package.