228 Park Ave S #82963
New York, New York 10003-1502
www.helloendless.com

Virtual Event Platform Overview | Vendors
APRA20 - August 11-13, 2020

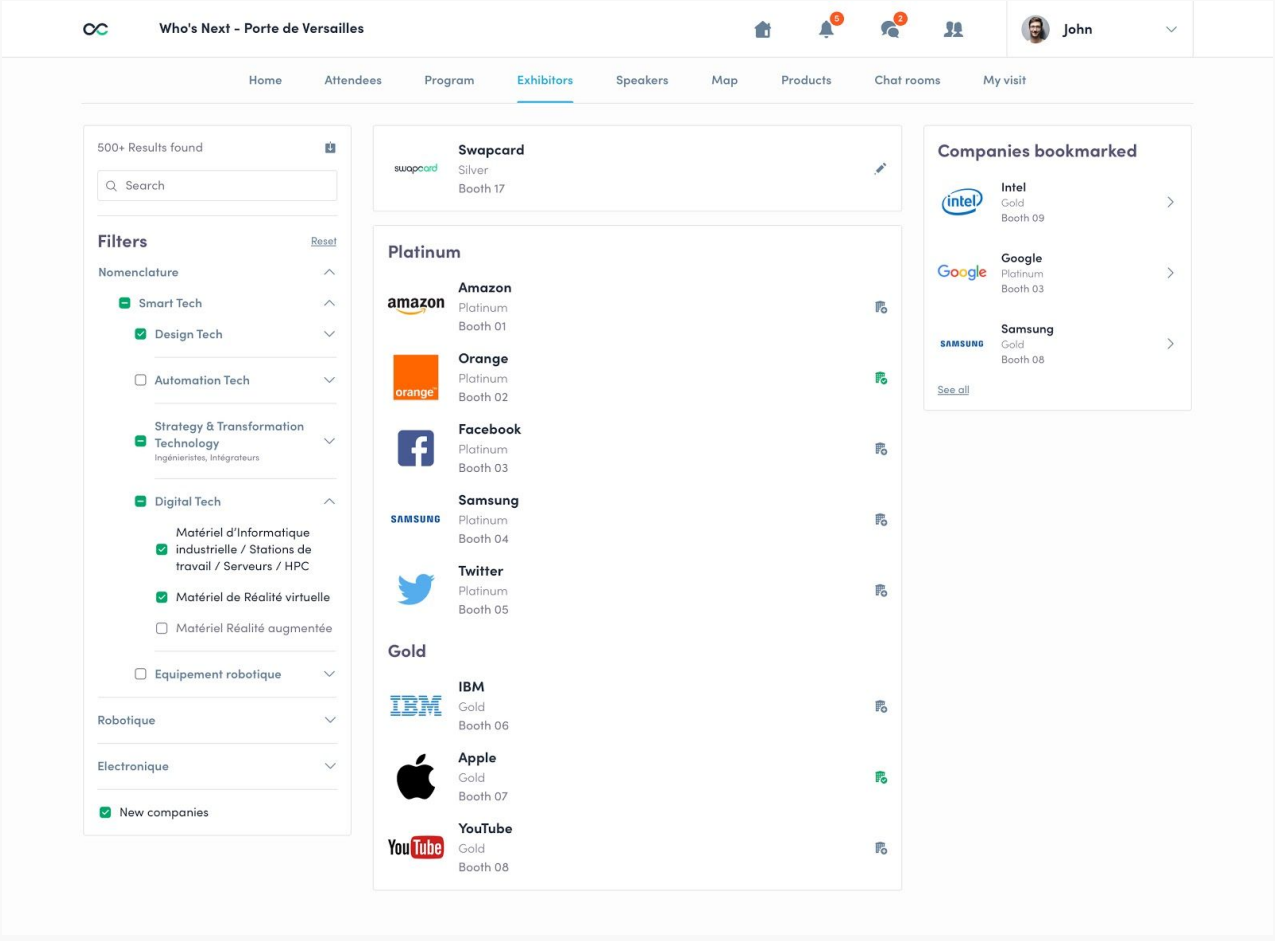
INTRODUCTION

As we prepare for the upcoming ARPA20, we are eager to share an overview of the technology we plan to use to bring this event to life online!

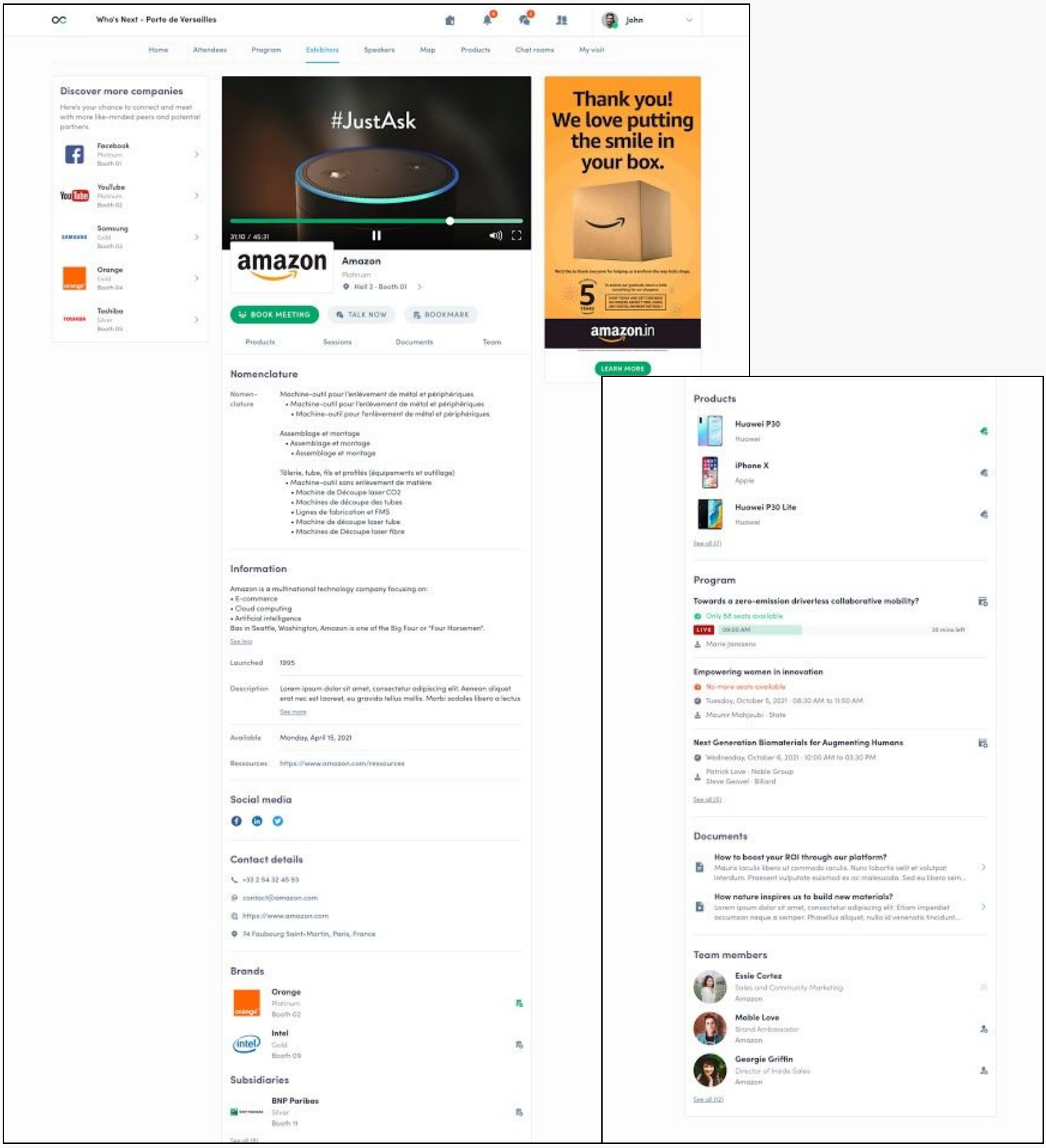
In tandem with our production partner, Endless Events, we've compiled this overview to give you a sense of the tools you'll have at your fingertips in order to make the most of this virtual experience.

OVERVIEW

Over the course of the event, attendees will have the opportunity to engage with your company page and representatives attending the event digitally. On the event website, attendees will be able to view all vendors participating in the event. Attendees may use filters to view a distilled list of vendors defined by category.



In addition, each vendor will have a dedicated page where you will be able to fill in information about your company, list services and product offerings, as well as staff who will be participating in the event.



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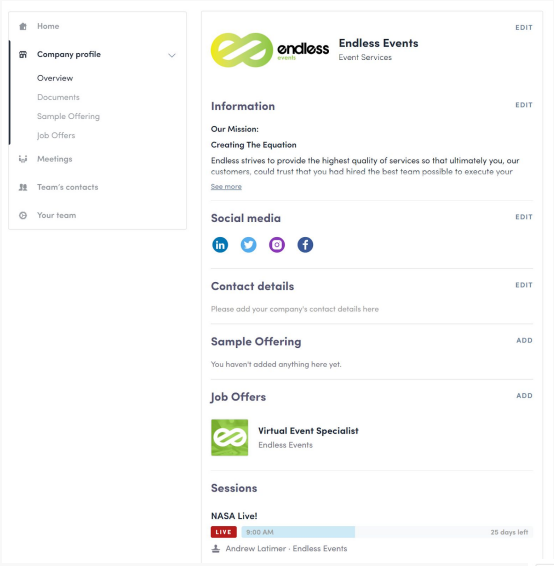
KEY FEATURES

Here's a look at some key features specifically geared toward maximizing your Return On Investment (ROI) for this event:

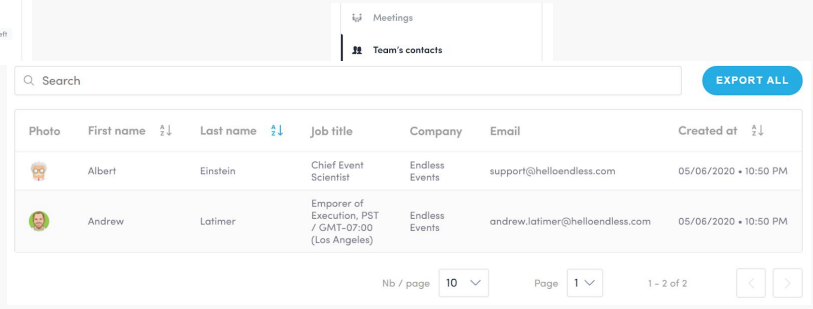
Tangible Analytics

Any and every interaction that occurs on the platform is trackable which enables transparent visibility into tracking engagement over the course of the event.



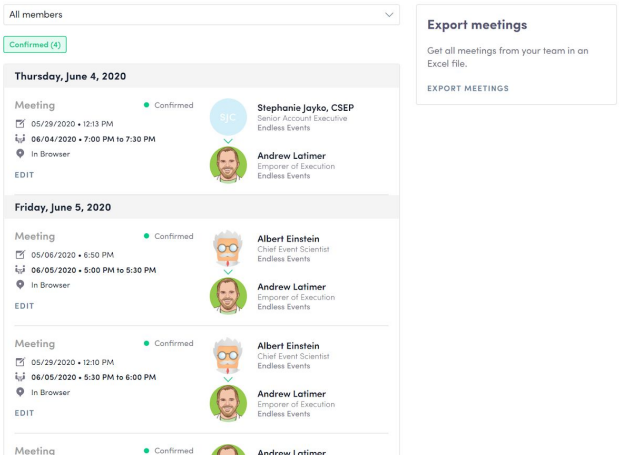
White Label

Customize your company page to match your brand. You'll have access to a portal where you can upload a logo, header image, and even embed a single header video on your page. You will have the ability to include additional videos via a link back to the video on your website or via individual sessions.



Smart Lead Capture

Our event platform enables you to capture contact information, contextualize meetings, and even schedule follow-ups through your preferred Customer Relationship Management (CRM).



One on One meetings

Easily initiate video chat conversations and schedule qualified meetings before, during, and following the event by visiting your company's event page, or connecting with a company representative in the contact tab.

DETAILED FEATURES

- Strategic Partner Page
- Strategic Partner Classification/Categorization
- Strategic Partner Self-Service Center
- Lead Capture and Scoring
- Analytics of # of Views and Interactions
- 1:1 Video Meeting Slots In-App Between Booth Staff and Attendees
- Video/Image header on page
- Company Logo
- Multiple “Booth Staff” Can Be Available to Host 1:1 Meetings
- Document and Handout Uploads
- Social and Web Links
- Company Recorded Sessions
- Self-moderated Q&A, Chat, and Polling for your Recording throughout the week
- Call-To-Action links in Session

VIRTUAL CONFERENCE PARTICIPATION ADVANTAGES

Virtual Conferences have come a long way from the “gallery view” of company logos in the past. We can now effectively replicate most features of an in-person expo at a fraction of the cost and time required in the past. We frequently hear the number of sales-qualified leads exceeds in person events, often two-fold.

- Low overhead costs, no physical booth build costs or general service contractor expenses.
- No “booth congestion” of unqualified leads taking up time or resources.
- Easily manage meetings and communicate with leads and attendees.
- Exhibitor sessions can easily be pre-recorded on your own time and monitored in the chat throughout the event.
- No additional cost of lead capture.
- Minimal need to create custom collateral - use existing marketing or web materials to quickly populate your exhibit booth.
- Return on Investment is high with very intentional interactions easily tracked in the system.
- Staffing can be done from your own home or office, with the option of adding multiple staff members to the ‘exhibit booth’ and customizing your own availability.

BRANDING GUIDELINES

To ensure your vendor page reflects your organization's look and feel, we recommend adding branded imagery to your site. Once you are given access to the event site, you'll have an opportunity to upload these elements directly. Here is a list of media elements you will need along with recommended specs:

What?	Where?	Format	Dimensions	Size
Sponsor Logo (Banner)	Home Page	.png or .jpeg	1080x360px (3:1)	<300ko
Sponsor Logo (Grid)	Home Page	.png or .jpeg	200x200px (1:1)	<300ko
Profile Picture	User Profile	.png or .jpeg	200x200px (1:1)	<1Mo
Logo for Exhibitors	Company Profile	.png or .jpeg	400x200px (2:1)	<1Mo
Image Header Session	Session	.png or .jpeg	2160x1080 (2:1)	<1Mo

NEXT STEPS:

Here are a few milestone dates to consider as we chart the path forward:

- Vendor On-boarding & Training: July 20th, 2020 at 1:00pm PST
- Vendor Page Development Complete: July 29th, 2020
- Event Site will go live: week of August 3rd, 2020

Should you have further questions feel free to reach out for support: Support@helloendless.com