

Question:

Wondering if anyone has attempted including vendors in their virtual conferences. And if you did...how did that work for you?! Any recommendations how to plan/utilize/feature them?! Charge a fee? Tell us everything!

Answers:

We recently had our virtual conference and had great vendors! We charged \$100 for a video ad and \$50 for a static ad—ads were played prior to each prerecorded or live session. Overall, we had 7 different vendors.

In Wisconsin we're offering a Virtual Exhibit Hall with a variety of cost options!

Here is a recent email we sent our vendors:

Due to the uncertainty caused by the COVID-19 virus, WSHA has made the decision to hold their 2020-2021 conference virtually. While we would very much like to meet in-person, the health and safety of our vendors and attendees, is our top priority.

We have created an online marketing package to include a **Virtual Exhibit Hall**. This will give you the chance to enhance your organization's exposure, showcase your latest innovations, and connect with speech-language pathologists and audiologists in Wisconsin.

To take advantage of this opportunity, please complete our online **VEH registration form**, or let us know if you have any questions.

We look forward to working with you!

Virtual Exhibit Hall

Your participation includes the following promotional benefits:

- Exhibitors will be listed on a VEH landing page;
- Each Exhibitor will have a dedicated "booth" in the exhibit hall to showcase information about your company's product and services (each booth has capacity to display your logo, up to three images and/or videos, and up to three pdf documents);
- The VEH will be visible not only to registered webinar series attendees, but to everyone who visits the WSHA website;
- The VEH will be prominently featured on our home page and will remain "open" 24/7 through the end of the calendar year;
- WSHA will highlight its VEH exhibitors through social media;*
- Complementary display ad featured in three issues of member eblasts.*

Sponsorship opportunities are also available! Space is limited so **REGISTER TODAY!**

Visit the **prototype Virtual Exhibit Hall** to get a better idea of how it will be displayed.

We had a virtual event August 28 and we created a powerpoint slideshow that ran in between presenters. We had about a 5 minute break and I believe the slides ran at 30 seconds continuously throughout the break on a continuous loop. Also at the end we provided a 30 minute vendor discussion where each vendor gave their spiel and conference attendees could ask questions.

I will say most people signed off for that so it might be beneficial to hold it in the middle of the event? Just a thought

We attempted to host a virtual conference this year but had to postpone due to lack of registrations.

This was the vendor sponsor package we came up with. We had one vendor sign up for \$500 dollar package. Following our decision to postpone, we had decided to add on a lower cost virtual vendor option for \$50

Conference Sponsor Package ideas:

\$50.00 - The company name will be mentioned three times during the conference (opening remarks, lunch, closing remarks)

\$500 - 12 months of sponsor logo on the VSHA website, a 100 word blurb written by the sponsor in two VSHA newsletters, a thank you at the conference during opening remarks, lunch, and closing remarks

\$700.00 (comes with 1 minute of “talk time” plus everything in the \$500 package)

\$1,000.00 (comes with 5 minutes of ‘talk time’ and everything in the \$500 package)

