

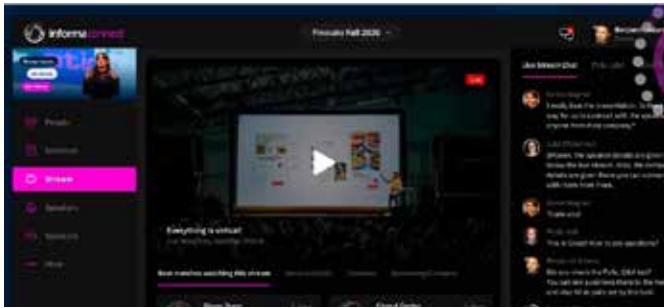


informa connect

Partnership Opportunities

Reach a Global Audience

The Virtual Platform



THOUGHT LEADERSHIP

Demonstrate your expertise

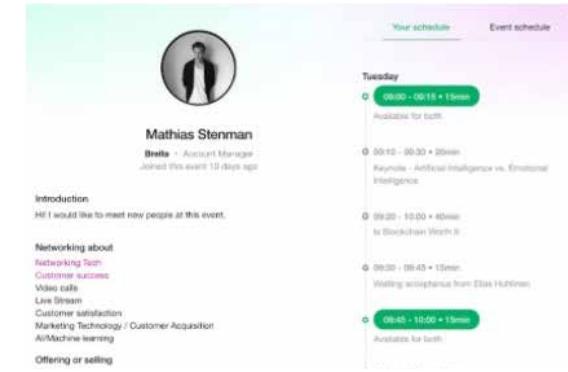
Partnering with one of our digital events provides you with a powerful platform from which to showcase your expertise to a global audience of senior industry professionals.

ENGAGE WITH THE INDUSTRY

Thought leadership options include:

- delivering a solo keynote address
- moderating or speaking on a panel
- discussion with industry leaders
- chairing a stream/session
- hosting dedicated in-depth workshops

Hosted on a sophisticated, fully interactive platform our digital events allow for interaction between delegates, speakers and sponsors in innovative new ways.



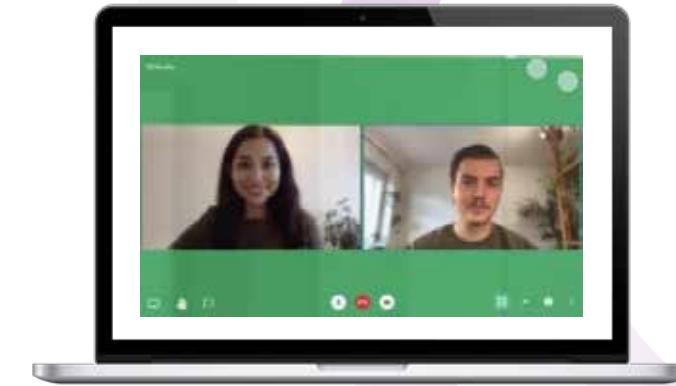
VIRTUAL MATCHMAKING & NETWORKING

Network before, during and after the event

We can create custom interests to provide high-quality recommendations. Attendees can easily be filtered by interests and intent and bookmarked for quick access.

INTENT-BASED MATCHMAKING POWERED BY AI

Allow our AI-matchmaking algorithm to search the virtual crowd and find your next valuable connection. Highlighting the best matches for you based on companies, roles and professional interests - never miss a lead.



1:1 MEETINGS

Take your virtual networking to the next level

Have a 1:1 conversation with prospective clients without having to leave the platform. Put your products and solutions in front of your clients at the touch of a button.

MEETINGS MADE SIMPLE

Found an attendee you want to meet with? Time slots where both parties are available are displayed to enable you to quickly set up 1:1 meetings.

During these 1:1 meetings you can view video, share screens and attendees can invite their colleagues to join too.

Connect with the industry using our fully interactive platform from anywhere in the world.

Why Sponsor



Unparalleled Audience Reach

Reach a massive digital audience of decision makers via email, social, and ad campaigns.

Highly Qualified Leads

Receive the contact details of prospects with an expressed interest in your offerings.

Enhanced Thought Leadership

Boost your expert credibility through association with leading industry speakers on the program.

No Travel Costs

Engage decision makers without pulling your staff out of the office!

Extended Brand Exposure

Make an impression on a massive audience of decision makers before, during, and long after the live event.

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Sponsorship Opportunities

VIRTUAL SPACE

Showcase your company's services and offerings on your own virtual space. Drive engagement by creating a short informative video on your products for attendees to find out more about you. Your profile can also host downloadable materials such as whitepapers, infographics and brochures. Easily engage with our attendees, book private meetings with people who request to meet you, and use our AI networking tool to identify potential customers.

PRESENT A SESSION

Shape the future of the industry and position your company as a leader in its field by speaking and sharing your expertise at the event. This is a fantastic way to show your target market who you are, what you do and why they should get to know you.

BRAND EXPOSURE

Reach your audience over multiple digital channels. Your branding will be included on our website with a full company profile, our networking platform, promotional emails and social media. Additionally, sponsors have the option to host one of our networking sessions, streams or round table discussions.

ANALYTICS AND QUALIFIED LEADS

Benefit from a post event report which will give you insights and leads based on how many people visited your stand and engaged with your listed content. You can gain meaningful insights from polls which can be included during presentations. Find out who tuned in for the sessions you delivered, or were involved in, and what their interests are.



NOT JUST A DELEGATE LIST

In addition to your post event delegate list, you'll have access to a meeting summary. You'll get a high-level overview of

- number of meeting requests each of your company representatives sent out and received
- information on who attended sessions you delivered, or were involved in

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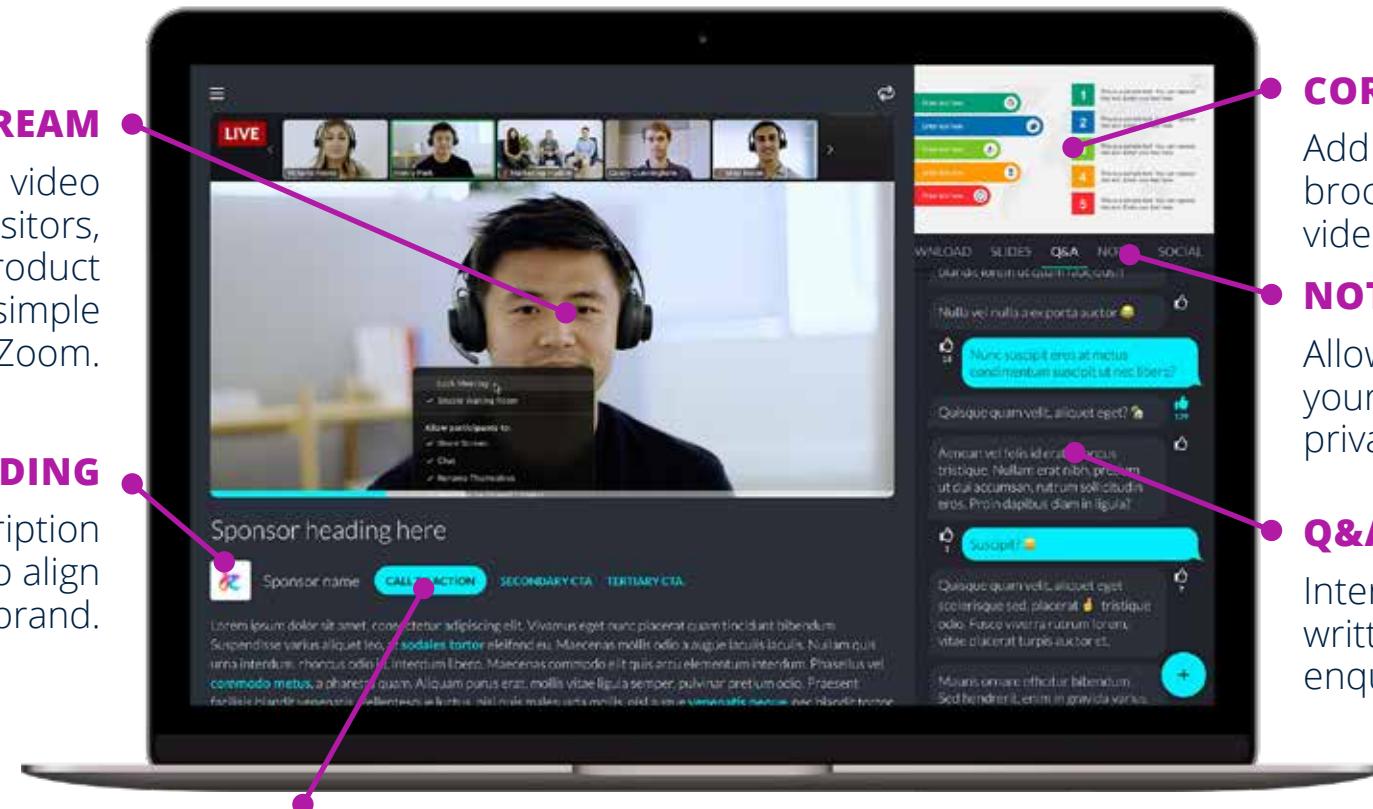
Your Personalised Sponsor's Area

VIDEO STREAM

Pre-recorded or live video stream to engage with visitors, answer Q&A, conduct product demonstrations. Join via simple web-conference tool like Zoom.

BRANDING

Add logo, room description and highlight colours to align with your brand.



QUICK LINKS

Select up to five additional content links, allowing delegates to access additional materials, or navigate to your own website or online resources.

CORE CONTENT

Add PPTX or PDF slides or brochures, or pre-recorded video content.

NOTES & DOWNLOAD

Allows visitors to download your materials with their private notes.

Q&A PANEL

Interact and respond to written questions and enquiries from visitors.

Connect with the industry using our fully interactive platform from anywhere in the world.

Data Gathering Opportunities

PUSH SURVEYS

Add mandated or skippable surveys to your virtual space. Gather data, segment audience members and qualify leads automatically.

BRANDING

Colour scheme flows through from your virtual space.



DATA & ANALYTICS

All audience engagements are captured in real time, and sent to you as a branded webpage, PDF and CSV report.

SURVEY FORMATS

A wide range of question types are available, including:

- Multiple choice
- Rating
- Ranking
- Free-text

ADD IMAGES

Improve engagement with image or emoji polling.

Connect with the industry using our fully interactive platform from anywhere in the world.



LET'S TALK

Peter Ewens
Commercial Manager
T: +44 (0)20 7017 7174
E: Peter.Ewens@informa.com