



# Sponsorship Opportunities

Know More. Do More. Be More.

# About Informa Connect

## What you should expect

Political agreements, technological breakthroughs, deals they said couldn't be done.

Some of the world's most renowned thinkers regularly attend Informa Connect events to explore the possibilities. And most Fortune 500 businesses have plugged into our networks at some point.



### Global Reach

Our virtual conference means **your brand will be front and center**, ensuring you engage directly with a global audience.



### Post-Event Analytics

We will provide you with all the necessary analytics and data so you can **prove positive ROI**.



### Relevant Connections

Seize scheduled and serendipitous networking opportunities – **with the right people in the meeting**.

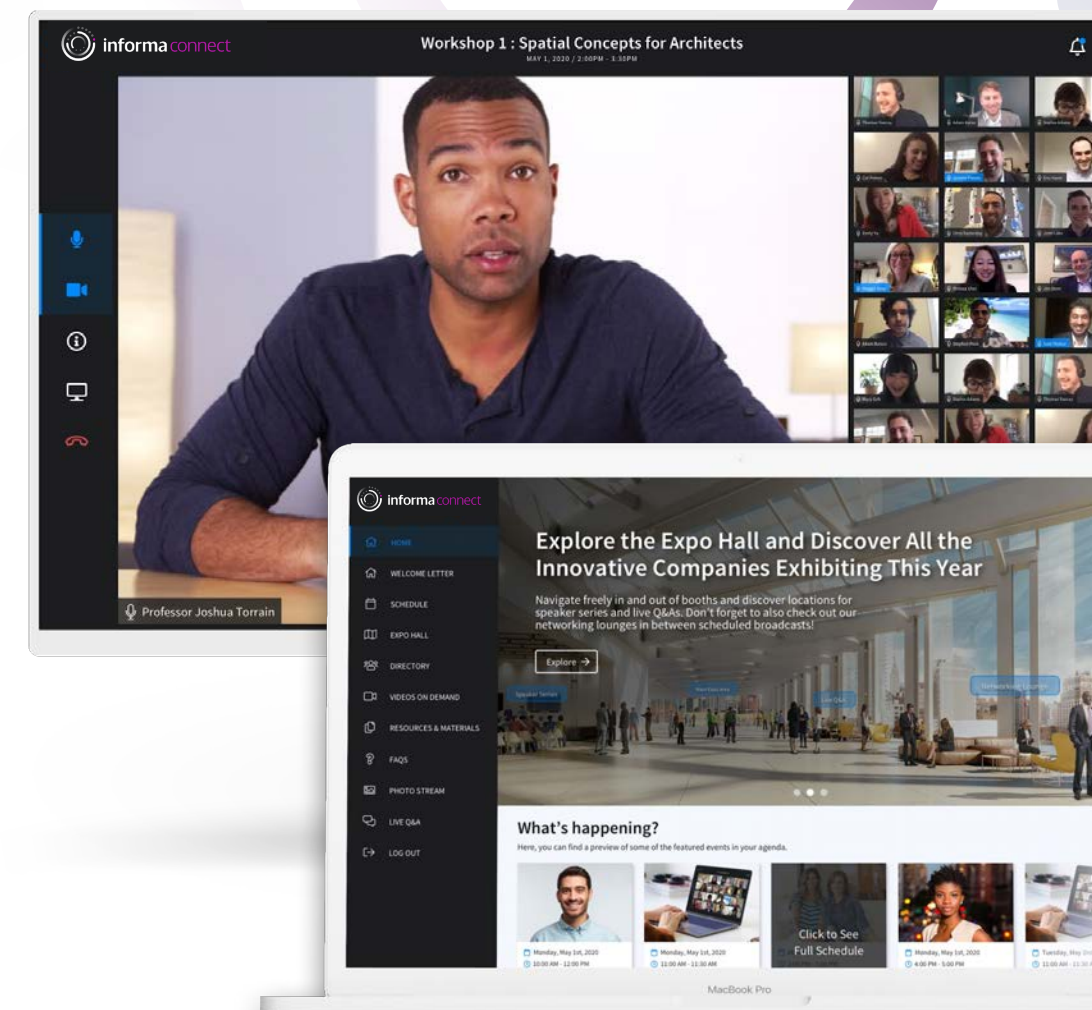
# Introducing virtual events with the power of face-to-face!

## Virtual Content

- Engage with live session and Q&A, interactive surveys, and use the annotations to take away what's important to you. Plus, access on demand content for future viewing
- Discover content from a wealth of industry experts all in one experience, search the event directory for all organizations showcasing solutions
- Support and F&Qs available to help you get the most from the virtual event.

## Virtual Networking

- Drop by different content spaces and in turn take advantage of serendipitous networking opportunities as well as scheduling meetings at the event to talk with peers.
- Get the right people with the right expertise in the conversation - as you move through the event space you can invite people you meet into to your own private "room" to talk - where you can screenshare and share annotations to collaborate.





# Why Sponsor

## About us

"This really is a place where you can come and find the best of the best..."

K D Adamson, Futureonautics

## What we do

We have millions of professional and commercial customers. Our mission is to give them access to extraordinary people and exceptional insight.

We provide unique opportunities to learn, establish relationships and do business. We do this through a range of products and services, from digital platforms to live events.



## 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

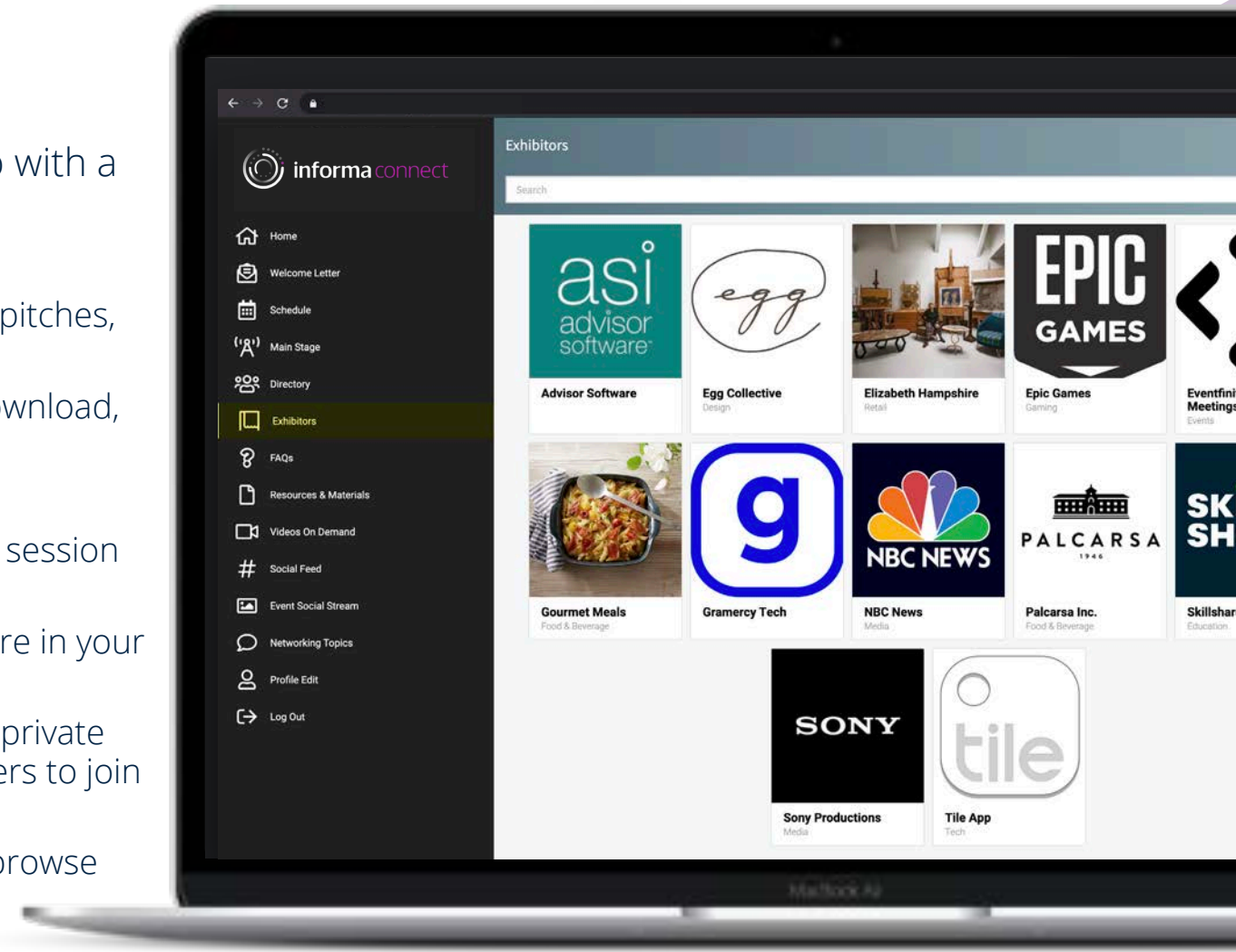
Make an impression on a massive audience of decision makers before, during, and long after the live event

# Branded Virtual Exhibits With Video Conferencing Built Right In!

## Virtual Booth Options | Sponsor Experience

Take live video conversations when people step into your booth, to make a welcoming introduction and important first impression, just as you would do with a physical trade booth.

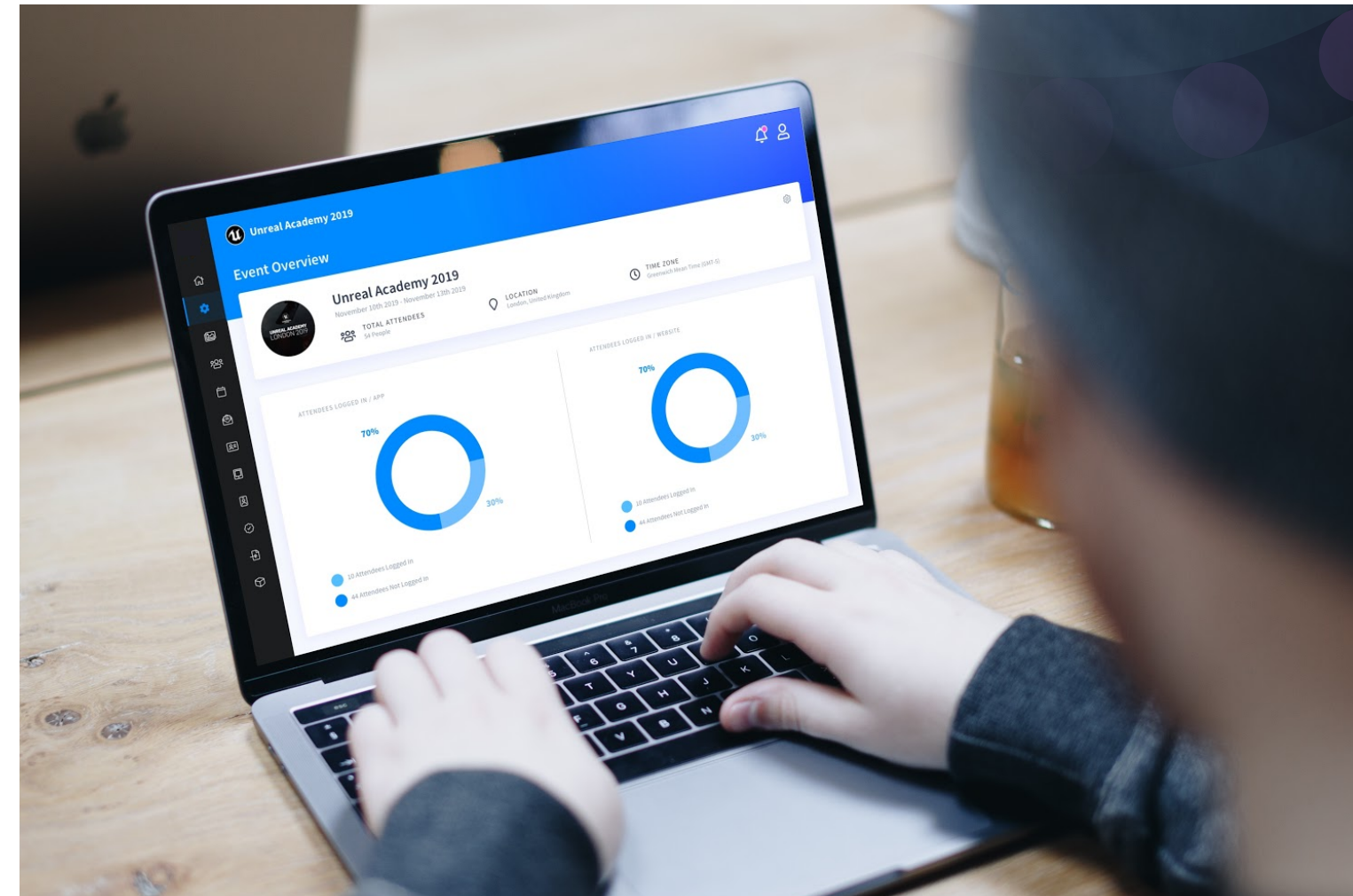
- **Fully branded space**, make it your lounge/booth/showroom space including,
- **Branded company profile page** showcasing pre-recorded videos (demos, product pitches, etc.)
- **Resource area** - you can include links a slide deck or brochure which visitors can download, and add your own links to web pages, or videos
- You can **capture lead or qualification data** through polls and surveys
- **Gamification options** to enhance your impact and audience interaction. Host a live session on the event program
- **Network** – Interact live on camera with all those that drop in to create an atmosphere in your space inclusive of all visitors.
- **Fully branded private video chat room**, for each staff member, invite people your private room to collaborate and do business. You can screenshare, annotate and invite others to join too.
- **Event directory/Expo Hall** – spot on listing with your branding for all attendees to browse and links to interact in your booth space



# Branded Virtual Exhibits With Video Conferencing Built Right In!

## Measurable ROI

- **Analytics available during and post event** for your booth and option for the wider event
- Provides **details of meeting scheduled and engagement** at your event and in your room.
- In addition see the **impact of engagement features** e.g. surveys/polls, and gamification.

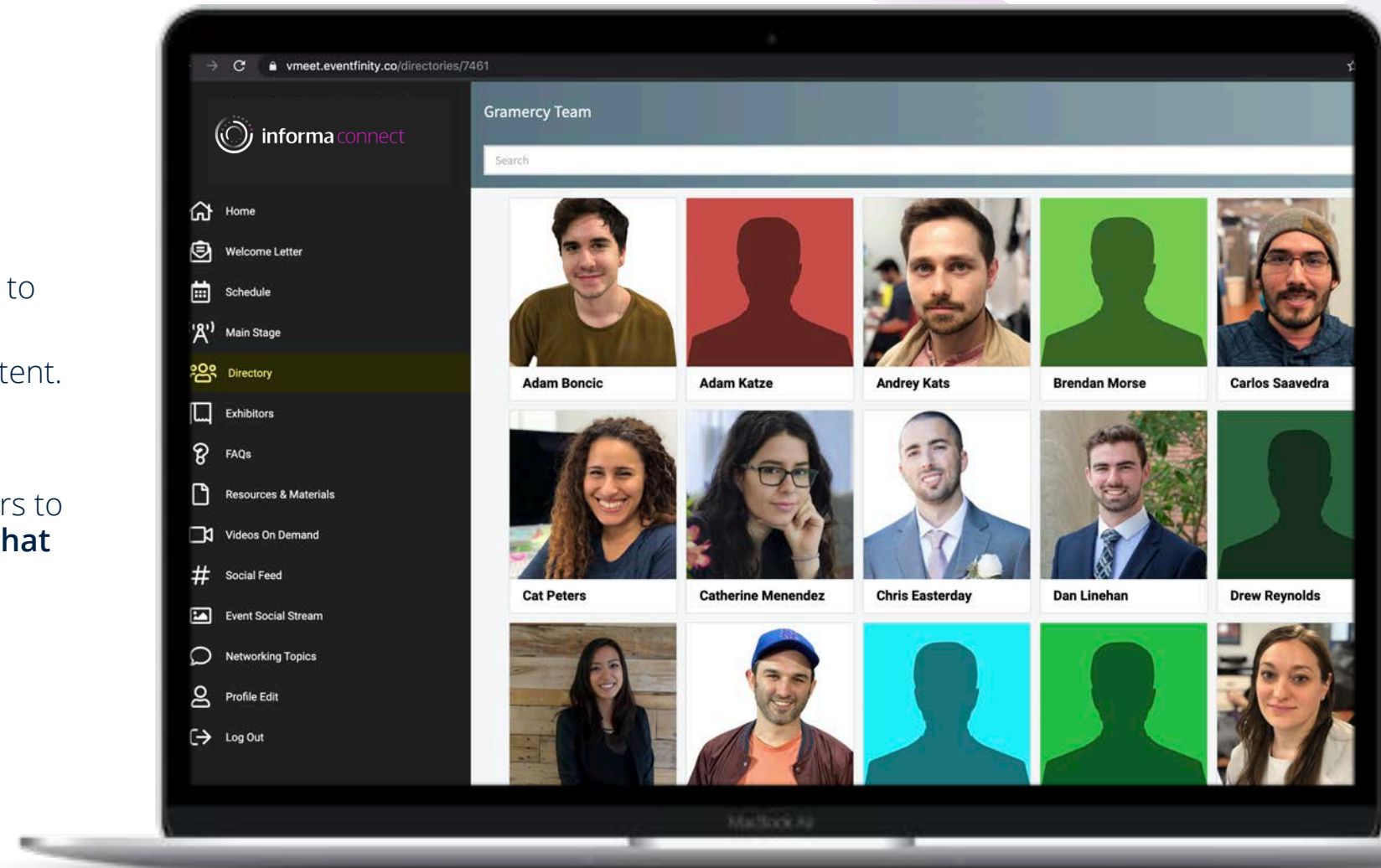




# Networking that works!

Seize scheduled and serendipitous networking opportunities – with the right people in the meeting.

- **Talk**, screenshare and make annotations.
  - **Move through the event space** and invite people you see into to your own “room” to talk.
  - **Recommend new people to join** the meeting from profile content. Up to 25.
  - **Share your screen** to collaborate there and then.
- During the event, search the networking directory to invite others to talk, **you can schedule a time to meet or jump into a video chat** straight away.



# Thank you

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