Sponsor Information for SCANPH's Annual Conference

Showcase your Services at the Leading Affordable Housing Conference in Southern California!

VIRTUAL EVENT: OCTOBER 13-16TH, 2020

Guide to virtual exhibit booths, pricing details, and more!
Virtual Event = Great ROI and Brand Awareness

Why Sponsor?
- Sponsors receive extra branding exposure with special sponsor profiles, on both web and mobile app
- Receive a virtual exhibit booth with lots of great features and customization (more details in this packet)
- Your logo featured in eblast marketing to SCANPH members
- Additional tickets
- Banner advertisement of logo on portal/app and videos (depending on sponsor level)

Talk to us about custom sponsor packages!
Sponsors are empowered to customize their company showcase with a unique profile. Features displayed include:

- Company logo
- Description of Services
- Exhibit Booth Number
- Link to Your Website
- Contact Information
- Company Information
- Live Showcase Link to Stream a Presentation at a Set Time
- Edit Profile Yourself
Curious About Adapting to a Virtual Event?

Have no fear! Lots of great features are in store for a seamless and fun conference experience to elevate your branding and connect with attendees.

- Chat one-on-one with attendees and use live streaming.
- Customize your exhibit booth: display your logo and a promotional video.
- Create promotional giveaways like a raffle.
- Lead retrieval options included.
- Share basic company information, and multiple contacts can manage your booth.
What are the steps for a virtual exhibitor booth and sponsor profile?

1. Fill out sponsor application
2. Receive invoice & submit payment
3. Receive welcome email with custom link to your own exhibitor portal so you can populate your virtual booth with content of your choosing
4. Receive custom link to your sponsor profile to edit the content yourself
5. On the day(s) of the event, staff your virtual booth during exhibit hours on each day of the conference

*make sure to download the mobile app version of the platform when it's live
Exhibitor Portal: Create Your Own Conference Presence

Use Video to Connect with Attendees

Your virtual exhibit booth can feature both a pre-recorded promotional video and also a live stream video option.

1. Use the recorded video to showcase your services and an overview of your organization or promote a key offering.

2. Live stream: Want to connect with attendees live? Just provide a live stream URL so that attendees can connect with you with one easy click and chat with them right in your booth. Use popular platforms like Zoom or Google Hangouts.
Use Special Promotions to Engage with Attendees

Use a Raffle, Giveaway, or Coupon!

Your virtual exhibit booth can feature one of many promotional offers, including a raffle, giveaway, or coupon.

1. This feature provides another way for you to engage with attendees and gain more leads. You can attract more visitors to your booth even before the event starts.

2. For raffles/giveaways, you will need to provide a description and simple rules if you have any. For coupons, in addition to the description, you will also need to provide the coupon image.

3. For the raffle option, exhibitors will be able to export all attendee information who claimed the raffle to an excel file, and then use the random function in excel to choose the winner.
Your Virtual Exhibit Booth and Lead Gen

Designate a Primary Contact

Each booth will have a primary contact and then you can add additional staff to manage the booth and engage with attendees. Additional staff must be registered for the event to be added.

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<tr>
<th>Primary Contact</th>
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<tr>
<td>SCANPH (<a href="mailto:jbrown@scanph.org">jbrown@scanph.org</a>)</td>
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<th>Booth Staff</th>
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<td>You can invite any additional staff that will be at the booth collecting leads in the Whova app</td>
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Learn About Lead Generation

The Whova platform has created a tutorial and guidance tips on how to generate more leads and conveniently retrieve them. [Read it here.](#)
Attendee View:

All attendees will have access to a mobile app (see image on right of sample exhibit booth) where they can view your booth and engage with you, as well as a web version of the platform to view all exhibitor booths and conference content.
Networking with Attendees:

- Attendee match-making
- Targeted networking with smart profiles
- In-app messaging and e-biz card exchanging
See you there?

BOOK YOUR VIRTUAL BOOTH & SPONSORSHIP TODAY!

Contact us for Details on Custom Pricing for a Virtual Booth and Sponsor Benefits:

Core Virtual Booth Details:
- Each booth comes with tickets to attend the full conference and manage the virtual booth
- Additional tickets are at a reduced price
- Listing on SCANPH website, platform portal, and mobile app
- All platform features included in the pricing
- Marketing to SCANPH membership as Conference Exhibitor
Sponsor Options:

Bronze Sponsor: $2000
- 2 conference tickets
- Exhibit booth
- Sponsor profile
- Mobile and Web App recognition
- Eblast marketing recognition

Silver Sponsor: $3500
- 3 conference tickets
- Exhibit booth
- Additional logo recognition in addition to benefits of Bronze package

Benefactor Sponsor: $5000
- 4 conference tickets
- Exhibit booth
- Sponsored video promoted on conference agenda and SCANPH Social Media
- Hosted discussion topic or virtual meet-up on community section of the app and web portal
- Blog post on SCANPH website
- Additional logo recognition in addition to benefits of Bronze/Silver package

Custom Packages: Contact Us for Pricing and to Meet Your Marketing Needs
- Workshop Tracks
- Institute Sponsor
- Keynote Sessions
- Host Session Q&A
- Virtual Happy Hour Hosting
- Custom eblasts/SCANPH website blog post

Questions?
Get in Touch:
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