



# IWBC

2020

DECEMBER 2-3, 2020

## ABX | IWBC VIRTUAL EXPERIENCE SPONSORSHIPS



IWBC will partner with ABX in 2020, bringing two unique but closely related communities together to offer new products, services and opportunities.



informa  
markets

ABX Founder  
& Presenter:



IWBC  
Hosted by:



Forest Economic Advisors



## ABX | IWBC Virtual Experience

We're pleased to announce the Northeast's leading education, networking, and business marketplace is **VIRTUAL**.



- ABX | IWBC will transition from in-person to a fully virtual event with new dates of December 2-3.
- We have secured one of the best virtual event platforms on the market today, ensuring you will still experience the same high-quality content you expect from our physical events.
- There will be numerous opportunities for exhibitor-to-attendee networking and engagement through chat, email, scheduled video appointments and/or conference calls.

## Why Have a Virtual Presence?



**Reach more prospects.** Meet and chat with a broader number of high-quality architecture, building and design pros from New England and beyond.



**Build Brand Awareness.** Disseminate detailed information including brochures, photos, videos, testimonials, and product details.



**Showcase your newest products.** Through your virtual booth you can announce and demonstrate your newest products, technology and innovations.



**Communicate your message.** Interact directly with virtual attendees through live chat, webinars, one-to-one meetings, video appointments, conference calls or emails.



**Gain valuable leads.** You will receive a wealth of information from live and incoming chats, in addition to in-depth statistics on virtual booth visitors.

## How It Works

The virtual event and networking platform allows you to search contacts and arrange online meetings throughout the event (December 2-3) and participate in video conference workshops run by industry experts.

### Matchmaking & Networking

- Once the platform opens, you will have access to log in and complete your detailed company and personal profile
- Select the times you will be available for meetings
- Select who you would like to meet based on demographic data points

### Product Showcase

- Create showcases for your products and services to be viewed by attendees on your company profile page
- Include an external link of a video, PDF download, or landing page
- Tag categories and enable interested attendees to search and connect with you

### Company Profile

- Include general company information: website, description, social media links
- Keywords that describe your company and the products and services offered
- Upload additional images and video

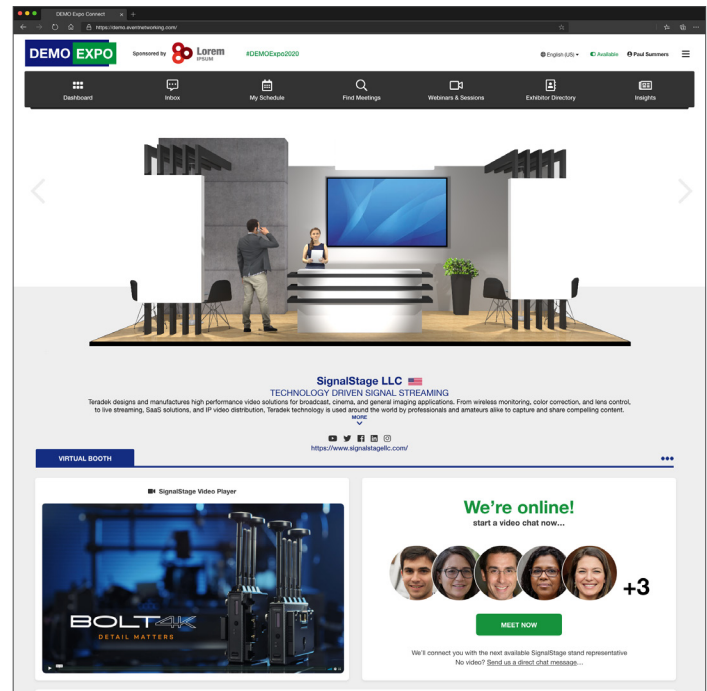


## Virtual Booth

**Investment: \$1,000**

Become an exhibitor at the ABX | IWBC Virtual Experience, a robust platform that gives exhibitors enhanced opportunities to share product information, build your brand and engage with AEC and design pros.

- Company listing on the show website
- Company profile on virtual platform including website, social media links, keywords
- Upload products, information and images
- Upload videos, images, PDFs
- Virtual Business Cards in company listing with personalized profiles for up to 5 company representatives
- Search attendee base and schedule 1-on-1 or group virtual meetings - 10 meetings per virtual business card for a total of 50 meetings
- Ability to chat with attendees during show hours
- Drop-in meetings the week of the virtual event
- Concierge service pre-show and week of virtual event
- One complimentary IWBC + ABX All-Access Pass (a \$349 value)



## Add More to Your Virtual Booth

### Virtual Booth Premium

**\$2,000**

- All of the above Virtual Booth benefits + 50 additional meetings
- Banner ad in attendee virtual platform dashboard
- Listing at the top/first of all virtual booths

### Matchmaking Meeting Invite Packages

#### Three Options

- \$250 = 10 additional meetings
- \$500 = 25 additional meetings
- \$750 = 50 additional meetings

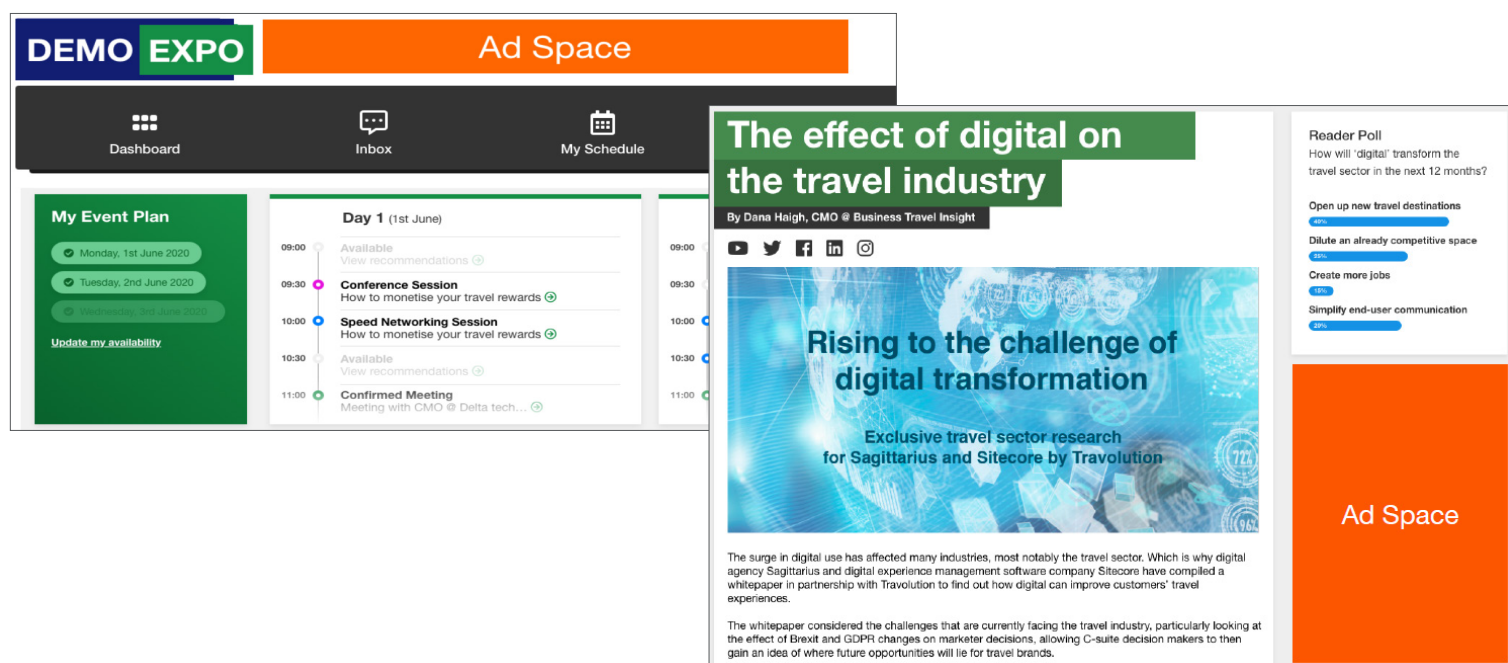
## Bonus – More Ways to Stand Out

### Virtual Experience Platinum Sponsor

ABX - 1 opportunity - \$25,000

IWBC - 1 opportunity - \$25,000

- Logo and URL link on all show email communications
- Banner ad on landing page of show website
- Banner ad on virtual platform home page
- Dedicated pre-show email
- Ability to upload 3 on-demand webinars that will be featured with event education offerings, and the ability to offer CEUs
- 30-minute podcast interview
- Banner ad on platform in search category of your choice
- Banner ad in virtual platform above video meetings
- Virtual booth + 50 additional schedule meeting appointments
- Logo on all conference walk-in and walk-out slides
- Logo on post-event thank-you emails and surveys
- Personalized engagement report
- Concierge service pre-show and during virtual event

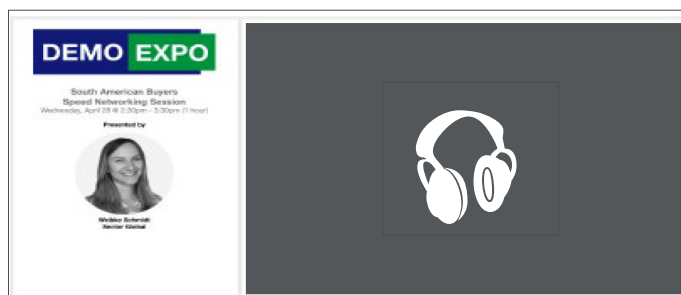


The screenshot displays the Virtual Experience platform interface. At the top, there's a navigation bar with 'DEMO EXPO' and 'Ad Space'. Below this is a dashboard with three main sections: 'My Event Plan', 'Day 1 (1st June)', and 'My Schedule'. The 'My Event Plan' section shows a timeline for Monday, 1st June 2020, with a button to 'Update my availability'. The 'Day 1 (1st June)' section shows a timeline of events: 09:00 Available (View recommendations), 09:30 Conference Session (How to monetise your travel rewards), 10:00 Speed Networking Session (How to monetise your travel rewards), 10:30 Available (View recommendations), and 11:00 Confirmed Meeting (Meeting with CMO @ Delta tech...). The 'My Schedule' section shows a timeline of events: 09:00 Available (View recommendations), 09:30 Conference Session (How to monetise your travel rewards), 10:00 Speed Networking Session (How to monetise your travel rewards), 10:30 Available (View recommendations), and 11:00 Confirmed Meeting (Meeting with CMO @ Delta tech...). On the right side, there's a featured webinar titled 'The effect of digital on the travel industry' by Dana Haigh, CMO @ Business Travel Insight. The webinar content includes a title slide 'Rising to the challenge of digital transformation' and a description: 'Exclusive travel sector research for Sagittarius and Sitecore by Travolution'. Below the webinar, there's a 'Reader Poll' section with four questions: 'How will "digital" transform the travel sector in the next 12 months?', 'Open up new travel destinations', 'Dilute an already competitive space', 'Create more jobs', and 'Simplify end-user communication'. Each question has a progress bar showing the percentage of responses. At the bottom right, there's an 'Ad Space' section.

## Keynote Sponsor

Four opportunities – \$10,000 each

- Provide video introduction for Keynote speaker
- Banner ad on top rail during Keynote session
- Ability to upload assets
- Logo and URL link on all marketing campaigns promoting the Keynote
- 10-second promotional video before and after Keynote presentation
- Sponsor logo on keynote walk-in and walk-out slides
- Sponsor logo and recognition in all Keynote session marketing
- Sponsor logo and URL on all Keynote event website pages

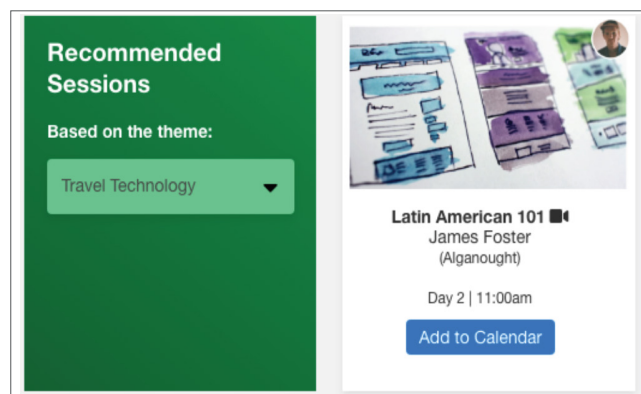


## Education Track Sponsor

ABX – 12 opportunities – \$7,500 each

IWBC – 3 opportunities – \$7,500 each

- Ability to provide video introduction for all track speakers
- Banner ad on top rail during all track workshops
- Ability to upload assets for all track workshops
- 10-second promotional video before and after workshops
- Sponsor logo on workshop walk-in and walk-out slides
- Sponsor logo and recognition in all track promotions
- Sponsor logo and URL on track website pages

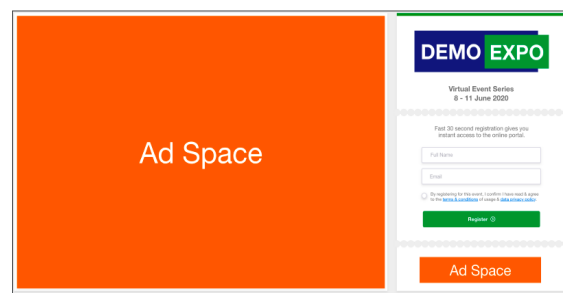


## Registration Sponsor

ABX - 1 opportunity - \$3,500

IWBC - 1 opportunity - \$3,500

- Banner ad on registration website
- Banner ad on registration confirmation page
- Logo and URL link on registration confirmation emails
- Banner ad and URL link on all registration-related pages on event website
- Banner ad on virtual platform dashboard page
- Logo and URL link on all registration-related reminder emails



## Sponsored Webinar

\$3,000

Position your own session alongside our editorial content for an extremely effective way to generate leads and interest.

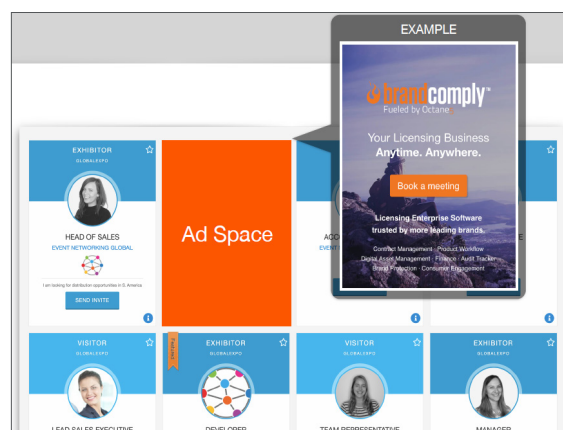
- Feature your own curated content via a 60-minute webinar featured with-in the event platform
- Lead report of attendees who participate in the webinar - live and on-demand
- Sponsor banner ad on top rail of webinar
- Sponsor video to play before and after webinar
- Ability to upload assets associated with the webinar



## Category Search Sponsor Ad

\$1,500

- Exclusive banner ad sponsor of the search category of your choice
- Your banner ad will at the top of any matching search category you select



## Targeted Eblast

ABX - 6 opportunities - \$3,000

IWBC - 6 opportunities - \$3,000

- Custom html message provided by sponsor will be distributed to up to 3,000 ABX or IWBC Virtual Experience prospects

## Audience Extension Packages

\$1,600 = 80,000 impressions delivered over a 3-month period

\$3,200 = 160,000 impressions delivered over a 6-month period

- Directly target attendees who visit the ABX or IWBC website with a real-time remarketing campaign
- Your ad will be displayed on thousands of other popular websites

## Virtual Platform Banner Ads

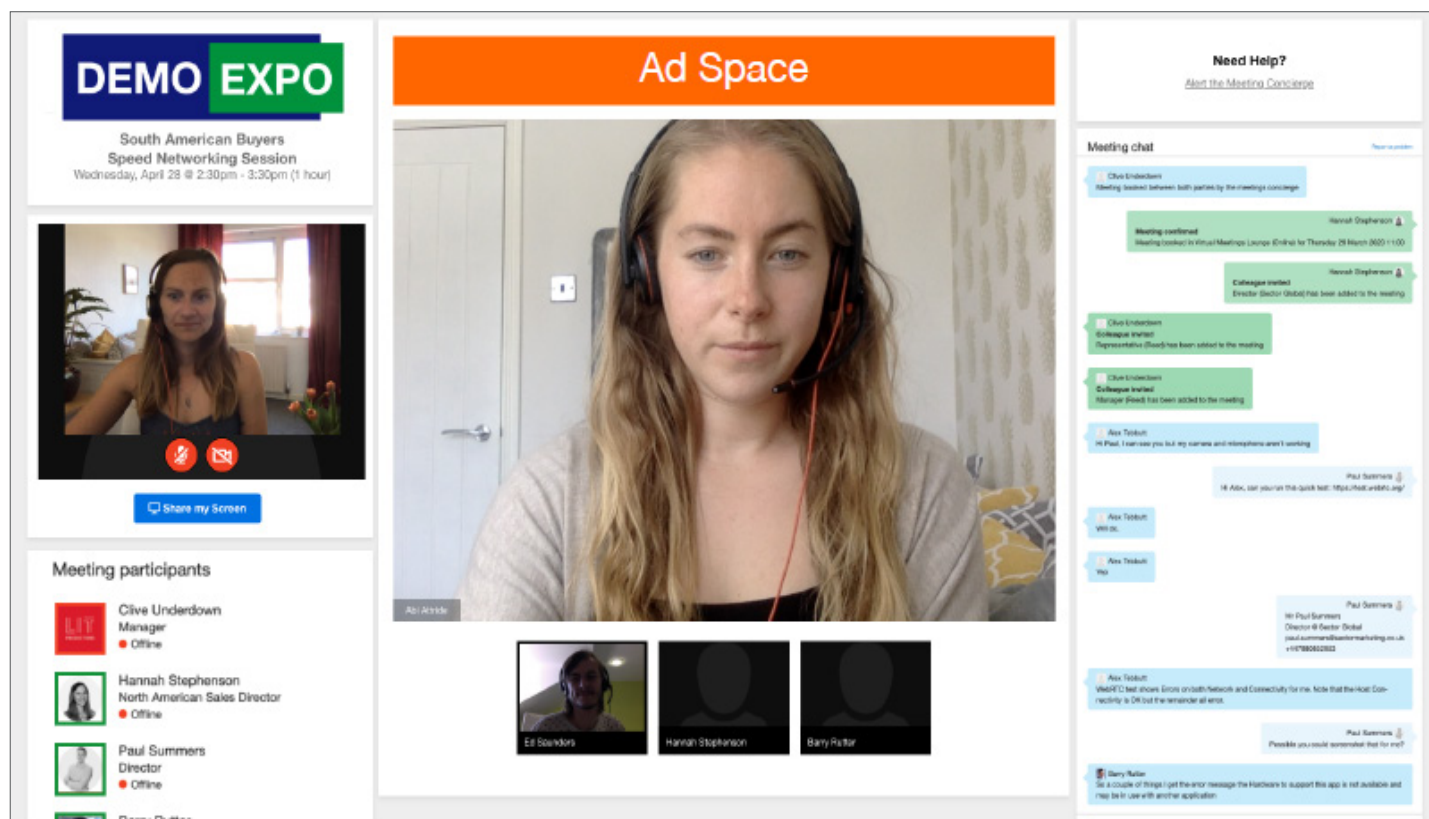
\$1,000

- Banner ad on the homepage of the virtual event dashboard

## Website Banner Ad

\$1,500

- Banner ad placed on any landing page of sponsor's choice (need size) on BOTH the ABX and IWBC show websites
- Banner ad will remain online through March 31, 2021



The screenshot displays a virtual meeting interface. At the top, there's a 'DEMO EXPO' banner for a 'South American Buyers Speed Networking Session' on Wednesday, April 28 @ 2:30pm - 3:30pm (1 hour). Below this is a video feed of a woman with long blonde hair wearing a headset. To the right of the video feed is an 'Ad Space' banner. Below the video feed is a 'Meeting participants' list showing Clive Underdown (Manager, Offline), Hannah Stephenson (North American Sales Director, Offline), Paul Summers (Director, Offline), and Barry Rutter. On the right side, there's a 'Need Help?' section with a link to 'About the Meeting Concierge'. Below that is a 'Meeting chat' section with a list of messages from participants like Clive Underdown, Hannah Stephenson, Alex Tisdall, and Paul Summers. At the bottom right, there's a 'Share my Screen' button.

## CONTACT YOUR ACCOUNT EXECUTIVE TODAY



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