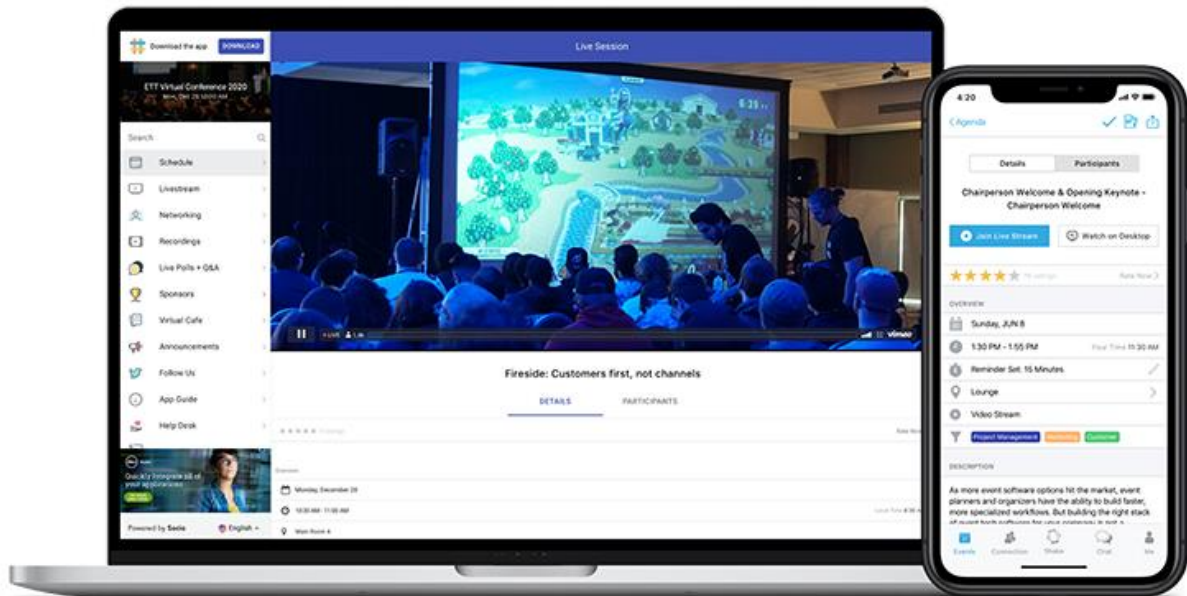




Virtual Sponsor and Exhibitor Experience

Providers' Council's 45th Annual Convention & Expo: *SpeakUp4Equity* will be held Tuesday, October 27 – Friday, October 30, 2020 in a virtual setting through the [Socio online event platform](#).

Each attendee will participate fully in our virtual Convention & Expo through the Socio online event platform. Our 1,000+ attendees will be encouraged to visit our virtual exhibitor and sponsor pages through networking and educational opportunities, marketing and advertising, games, and more!



Interested in learning more? Contact Christina Broughton at cbroughton@providers.org or 508.599.2243.



Virtual Exhibitor Experience

Showcase your company's information with everything attendees need to know about you at the click of a button. Get useful reports on attendee engagement and generate leads through contact buttons, raffles and other engagement opportunities. Exhibitor staff will be given special profiles to connect directly with attendees through the virtual event platform prior to, during and after the event.

Virtual Exhibitor Directory

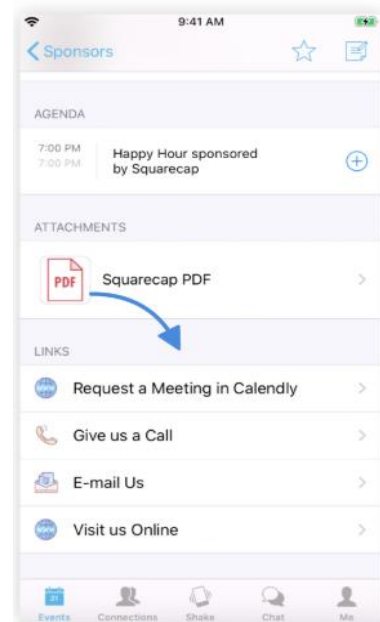
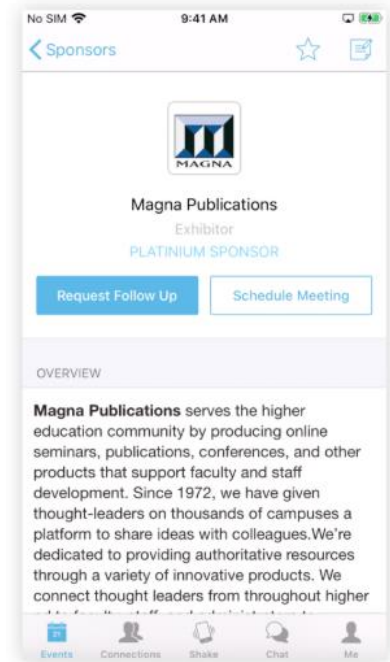
All exhibitors will be included in the virtual exhibitor directory available on the mobile and browser applications. Exhibitors will be listed in alphabetical order and attendees will be able to search by industry to easily navigate throughout the directory. The directory will include exhibitor contact information and can be customized with company logos and descriptions.

Virtual Exhibitor Page

Clicking on an exhibitor name or logo in the directory will bring attendees to the appropriate exhibitors' page. An exhibitor page may include:

- Company logo, name and description featured
- "Schedule and Meeting" and "I'd like to Learn More" buttons for lead generation (please note that Premier Exhibitors may customize buttons)
- Links to website, LinkedIn, social media pages
- Downloadable flyers, photos and other important information to share with attendees
- Links to external promotional videos, commercials, etc.*
- Link to virtual event game (when applicable)*

These items must be provided by the exhibitor and are subject to approval by the Providers' Council, including external meeting and scheduling applications.





Following the event, exhibitors are encouraged to request reports detailing attendee engagement metrics. Metrics are available to show how our 1,000 attendees engaged with your company during the event.

Virtual Expo*

Much like our in-person event, the Virtual Expo is a unique place in the application meant to provide attendees with the experience of browsing an exhibit hall as if they're really there!

Premier exhibitors will be showcased in the Virtual Expo hall, an interactive area of the online event platform that allows attendees to engage with vendors as if they were in a physical event space. Attendees will simply click any of the company logos scattered throughout the Virtual Expo hall for immediate access to the exhibitors' page.



Exhibitor Raffles*

Premier exhibitors are eligible to participate in one raffle opportunity. Each premier exhibitor will be included in an announcement on the day of their raffle to all attendees notifying them of the exciting raffle opportunity.

To enter the raffle, attendees will be directed to the exhibitors' virtual page in the exhibitor directory. Exhibitors receive full reports on all attendees entering to win, a great way to generate new leads.

Please note that exhibitors are responsible for providing all raffle prizes, notifying the winner(s), and coordinating directly with the winner on receiving their prize.

**Certain exhibitor benefits are included in the Premier package only.*



Virtual Sponsor Experience

We are always grateful to our generous sponsors for helping make our Convention & Expo such a success. This year we're excited to increase the value of sponsorship by featuring our valued sponsors in our virtual event platform.

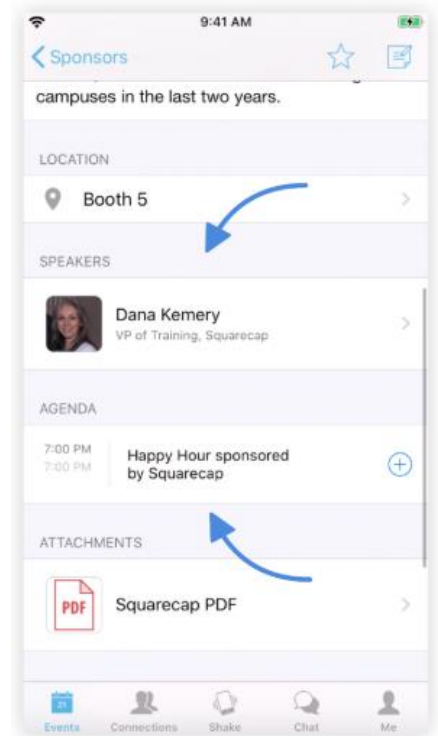
Virtual Sponsor Directory

All sponsors (except Friend sponsorships) will be featured in the Virtual Sponsor Directory available on the mobile and browser applications. The directory will include sponsor names and logos in alphabetical order, with Diamond and Platinum sponsors featured at the top.

Virtual Sponsor Pages

Please review the *Sponsorship Levels* factsheet to determine which sponsorship levels receive virtual sponsor pages. Virtual sponsor pages may include:

- Company name, logo and description
- "Contact Us" button
- Links to your company's website, LinkedIn page, and social media pages
- Descriptions of sponsored workshop or keynote sessions* and links to sponsorship page from conference sessions*
- Downloadable flyers or handouts*
- Links to virtual exhibitor booth*
- Customizable lead generation buttons*



These items must be provided by the Sponsor and are subject to approval by the Providers' Council.

**Not included in all sponsorship levels/only when applicable.*



Virtual Convention & Expo Games*

On each day of the Convention & Expo attendees will be encouraged to engage with peers, visit vendors, and participate in sessions through our virtual event games. Games will drive attendees to various places in the online event application – whether it be answering questions on certain vendors or attending the keynote, as examples – to be entered to win great prizes. This will help drive attendees to your virtual exhibitor booth, exhibitor page or sponsor page, if eligible by your package.

The screenshot shows the 'Challenges (16)' section of the ETT Conference app. On the left, there are four challenge cards:

- Check in to the Event**: *Check in at room 202 and receive 150 points. The check-in staff will provide you the challenge code. Earn 150 points
- Meet with Google at Booth 101**: Visit Booth 101 and meet with a Google representative. They will share the challenge code with you. Earn 100 Points
- Meet with PepsiCo at Booth 108**: Visit Booth 108 and meet with a PepsiCo representative. They will share the challenge code with you. Earn 100 Points
- Attend the Keynote**: Attend the Keynote session to win 200 points! The challenge code will be available on the big screen during the session.

On the right, there is a leaderboard with 10 entries:

Rank	Name	Points
1	Nic Vilenky	1500 Points
2	Luis Bustamante	810 Points
3	Diana Gruber	1400 Points
4	Shea Markle	1144 Points
5	Fariba Abed	990 Points
6	Allison Outcliffe	900 Points
7	Drew Nysewander	864 Points
8	Jay Gavenaugh	740 Points
9	Stephen Huggins	678 Points
10	Sarah Wayne	500 Points

At the bottom of the app interface, there is a status bar with the following information: 'appy birthday to President Reyes! | It is raining, so please go to room 404 for lunch! | 10:25 AM | Saturday, October 7 | Powered by SOCIO™'

**Please note only certain sponsor or exhibitor packages are included in virtual event games.*