



# VIRTUAL EXPO

Let's meet online instead



4 & 5 September  
2020

# THE NEW VIRTUAL WORLD

Be ahead of the curve! - Virtual and online formats are the new normal

**Social isolation of the elderly  
and those with disability**



**Reduced effectiveness of other  
forms of public marketing**

**Balancing the needs of servicing  
current clients whilst continuing  
to position for growth**



**Demand for information and  
interaction with limited  
opportunities**



# SOCIAL IMPACT INSTITUTE

## THE POWER OF REACH

DATABASE OF

**12,000**

Unique contacts

ATTENDEES (2019)

**11,000**

Disability

ATTENDEES (2019)

**5,000**

Seniors

SOCIAL MEDIA

Reach of

**20,000**

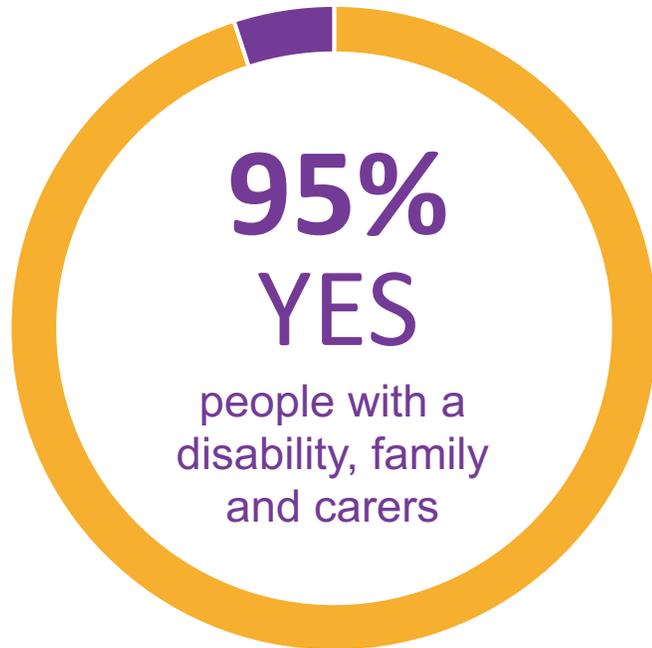
**>100**

SPEAKERS

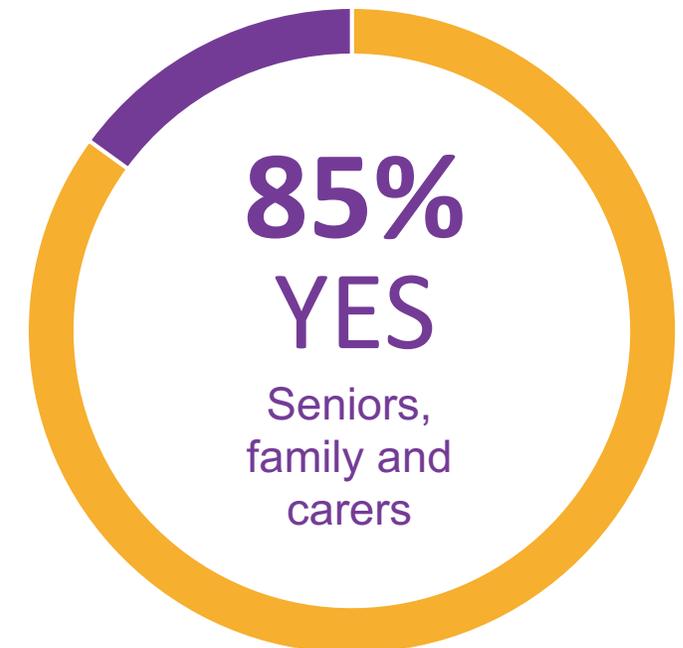
**820**

EXHIBITORS  
& SPONSORS

# THE USE OF VIRTUAL PLATFORMS IN THE COMMUNITY



have you  
used a virtual network  
platform recently?



The usage of virtual networking platforms such as Zoom, WhatsApp, Facetime, Facebook Messenger, Skype etc has grown exponentially in 2020.

# Marketing the expo

10 - 20 million impressions



Direct own database marketing over 12,000 unique contacts



Social media posting and advertising across multiple region specific social media channels > 20,000 unique contacts



Targeted online advertising to specific relevant high traffic websites



Direct database marketing through Industry publications eg Linkonline



Public Relations



Direct marketing through local networks eg councils, community organisations and advocacy groups

# Unrivalled Reach to Your Target Audience In 2020



Seminars that answer attendee key questions



Wide variety of products and services in one place



Strong marketing campaign



Ability to interact with product & service providers



Filter to regions, products & services of interest



Tailored attendee journeys

# Virtual Expo Features\*

- ✓ **Virtual info booth**
- ✓ **Filters to bring the right people to your booth**
- ✓ **Virtual conference facilities**
- ✓ **Virtual exhibition hall**
- ✓ **Branded booth**
- ✓ **Share brochures/videos and other information**
- ✓ **Live interaction with attendees via text and video chat**
- ✓ **Strong Marketing Campaign**
- ✓ **Filter to regions, products & services of interest**
- ✓ **6 different regions**
- ✓ **Personalised agendas**
- ✓ **Mobile friendly**
- ✓ **Gamification to attract attendees**
- ✓ **Real-time behavioural analytic reporting**
- ✓ **Web Content Accessibility Guidelines (WCAG) 2.0 compliant (Alt Text)**
- ✓ **Presentations Live Captioned**
- ✓ **AUSLAN interpreters available**

# Why Sponsor?

*Drive maximum traffic to your booth*



**Logos prominently displayed throughout the virtual world**



Multiple region sponsors included in expo foyer as well as in each region



**Priority placement within all searches**



Speaking sessions included in all Platinum and Gold Sponsorships\*



**Highest level of prize points for engagement**



Highest number of agents available at any one time

# Platinum Sponsorship



## *Benefits*



## As a Platinum Sponsor you will receive:

- A platinum sponsor listing, with Tier 1 preferential search meaning your organisation will appear as either the first or second option displayed in all relevant searches. Order of listing is determined by both booking and invoice paid date within each tier
- A virtual booth to prominently display your branding, documents and videos. Recognition as a Platinum sponsor on exhibitor listing
- Group and one-on-one text and video chat
- An opportunity to present an "as-live" webinar **(Conditions apply)**
- Your logo presented on your organisation's "as-live" webinar in the agenda and on webinar landing page
- Your organisation's logo placed in a prominent position in all sponsored regions within the virtual expo on all general exhibition pages including search pages (excludes individual virtual booth and agenda pages). Limited sponsors ensure maximum exposure with a maximum of 1 in 3 rolling exposure
- Real-time behavioural analytics
- Website: Your brand given a prominent profile as a platinum sponsor and links on the individual regional websites. For all sponsors in 5 or more regions, you will also be featured on the virtual expo website home page
- Social media: 3x boosted posts on the regional event Facebook page
- Event blog: 2x articles on the event and regional website blogs featuring your organisation and published on social media **(Article not supplied)**

# Gold Sponsorship



## *Benefits*



## As a Gold Sponsor you will receive:

- A gold sponsor listing, with Tier 2 preferential search meaning your organisation will appear between the third to sixth option displayed in all relevant searches. Order of listing is determined by both booking and invoice paid date within each tier
- A virtual booth to prominently display your branding, documents and videos
- Group and one-on-one text and video chat
- An opportunity to present an "as-live" webinar **(Conditions apply)**
- Your logo presented on your organisation's "as-live" webinar in the agenda and on webinar landing page
- Your organisation's logo placed in a prominent position in all sponsored regions within the virtual expo on all general exhibition pages including search pages (excludes individual virtual booth and agenda pages). Limited sponsors ensure maximum exposure with a maximum of 1 in 4 rolling exposure
- Real-time behavioural analytics
- Website: Your brand given a prominent profile as a gold sponsor and links on the individual regional websites. For all sponsors in 5 or more regions, you will also be featured on the virtual expo website home page
- Social media: 2 x boosted posts on the regional event Facebook page
- Event blog: 2 x articles on the event and regional website blogs featuring your organisation and published on social media **(Article not supplied)**

# Silver Sponsorship



## *Benefits*



## **As a Silver Sponsor you will receive:**

- A silver sponsor listing, with Tier 3 preferential search meaning your organisation will appear between the seventh to twelve option displayed in all relevant searches. Order of listing is determined by both booking and invoice paid date within each tier
- A virtual booth to prominently display your branding, documents and videos
- Group and one-on-one text and video chat
- Your organisation logo placed in a prominent position in all sponsored regions within the virtual expo on all general exhibition pages including search pages (excludes individual virtual booth and agenda pages). Limited sponsors ensure maximum exposure with a maximum of 1 in 6 rolling exposure
- Real-time behavioural analytics
- Website: Your brand given a prominent profile as a silver sponsor and links on the individual regional websites. For all sponsors in 5 or more regions, you will also be featured on the virtual expo website home page
- Social media: 2 x posts on the regional event Facebook page
- Event blog: 1 x article on the event and regional website blogs featuring your organisation and published on social media (**Article not supplied**)

# Standard Exhibitor



## *Benefits*

### **As a Standard Exhibitor you will receive:**

- An exhibitor listing, with Tier 4 preferential search meaning your organisation will appear immediately following sponsors in all searches. Order of listing is determined by both booking and invoice paid date within each tier.
- A virtual booth to display your branding, documents and videos.
- Group and one on one text and video chat
- Real-time behavioural analytics
- Social media: 1x post on the regional event Facebook page
- Website: Exhibitor listing on regional and virtual expo websites



# Basic Exhibitor

## *Benefits*



## **As a Basic Exhibitor you will receive:**

- An exhibitor listing, with Tier 5 preferential search meaning your organisation will appear after both sponsors and exhibitor in all searches. Order of listing is determined by both booking and invoice paid date within each tier.
- A virtual booth to display your branding, documents and videos.
- Group text chat function only. One-on-one meetings in either text or video formats are not available for basic exhibitors
- Website: Exhibitor listing on regional and virtual expo websites

# Virtual Disability Expo 2020 - Booth Inclusions

an initiative of

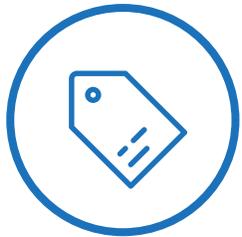


	Platinum	Gold	Silver	Standard	Basic
	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5
Listing Status	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5
Group Text Chat	✓	✓	✓	✓	✓
Individual Video Chat	✓	✓	✓	✓	✗
Individual Meetings	✓	✓	✓	✓	✗
Sponsor Logos Home Page Virtual Website	✓	✓	✓	✗	✗
Sponsor Logos Home Page Virtual Live Website <small>(only if sponsoring 5 or more regions)</small>	✓	✓	✓	✗	✗
Sponsor Logos Home Page Regional Websites	✓	✓	✓	✗	✗
Sponsor Logos Footer Virtual Live Website	✓	✓	✓	✗	✗
Maximum booths in Tier	2 / 3	4	6	Unlimited	Unlimited
Social Media Post	3	2	2	1	✗
Blog	2	2	1	✗	✗
Real-time behavioural analytics	✓	✓	✓	✓	✓
Live Group Meetings Available on Request	✓	✓	✓	✓	✗
Virtual Booth	✓	✓	✓	✓	✓
As-live webinar included as standard	✓	✓	✗	✗	✗
Agents available	Unlimited	Unlimited	Unlimited	Unlimited	5

# SOME EXHIBITORS WHO HAVE ALREADY JOINED US



# INVESTMENT



- **Similar booth or sponsorship cost to physical expo for first region ONLY**



- **Significant discounts for more than one region**



- **Direct communication with participants who interact at your booth both during and following the event**
- **Contact details for all leads created at your booth\***
- **Behavioural analytic data**



- **Budget Saving**
- **No travel / accommodation fees or time required**
- **No printing costs**