



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

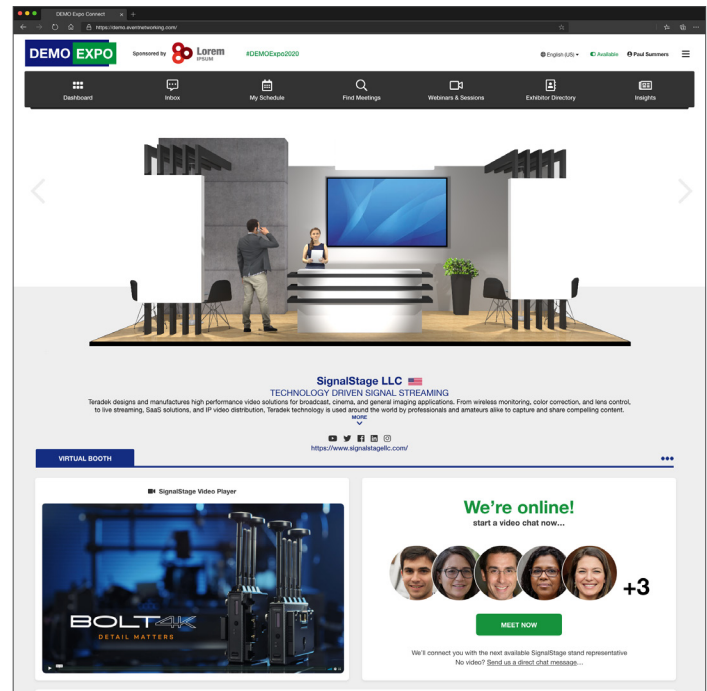


Virtual Booth

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
- 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
- Banner ad in attendee virtual platform dashboard
- Listing at the top/first of all virtual booths

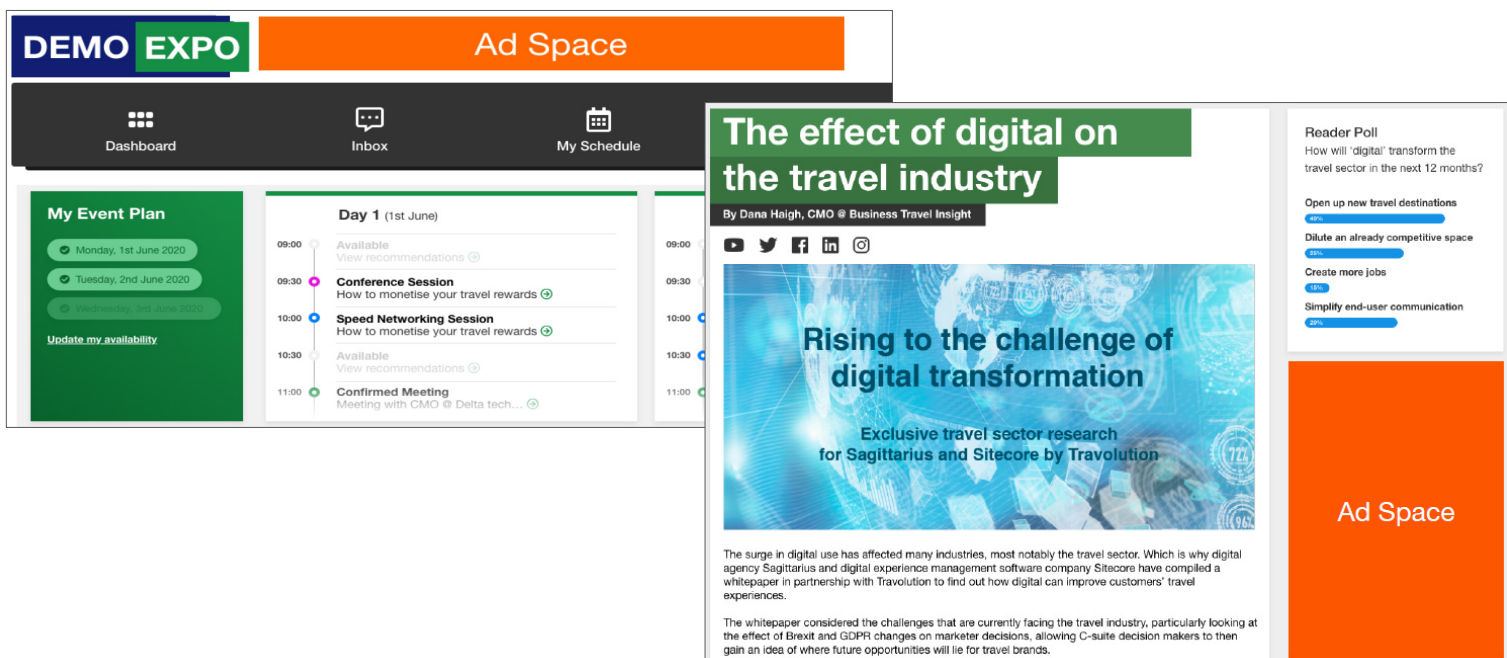
Bonus – More Ways to Stand Out

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
- 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

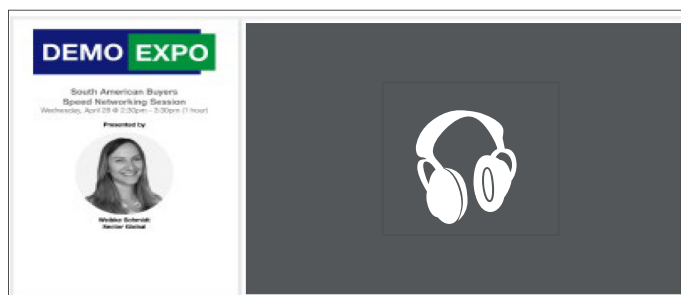


The screenshot displays a virtual experience interface. At the top, there's a navigation bar with 'DEMO EXPO' and 'Ad Space'. Below this is a dashboard with icons for 'Dashboard', 'Inbox', and 'My Schedule'. The main content area is divided into two columns. The left column shows 'My Event Plan' with dates for Monday, Tuesday, and Wednesday, June 2020. The right column shows 'Day 1 (1st June)' with a timeline of events: 09:00 Available, 09:30 Conference Session, 10:00 Speed Networking Session, 10:30 Available, and 11:00 Confirmed Meeting. On the right side of the interface, there's a section titled 'The effect of digital on the travel industry' by Dana Haigh, CMO @ Business Travel Insight. This section includes a video player with the title 'Rising to the challenge of digital transformation' and a description of a whitepaper. Below the video player is a 'Reader Poll' titled 'How will 'digital' transform the travel sector in the next 12 months?' with four options: 'Open up new travel destinations' (40%), 'Dilute an already competitive space' (35%), 'Create more jobs' (15%), and 'Simplify end-user communication' (10%). At the bottom right, there's an orange box labeled 'Ad Space'.

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

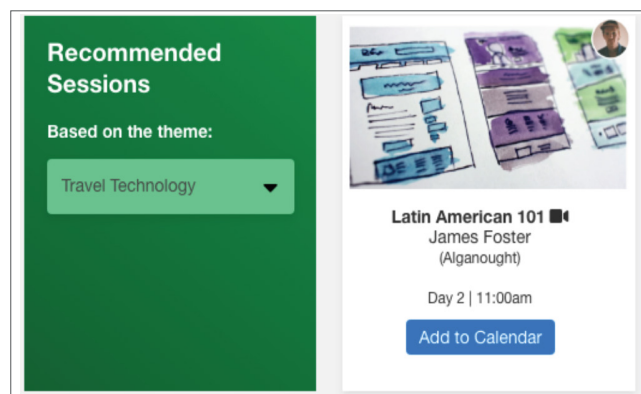


Education Track Sponsor

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

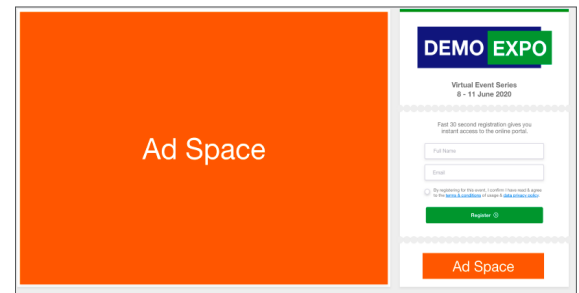


Registration Sponsor

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

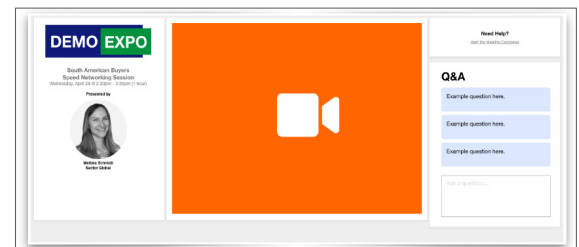


Sponsored Webinar

\$3,000

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

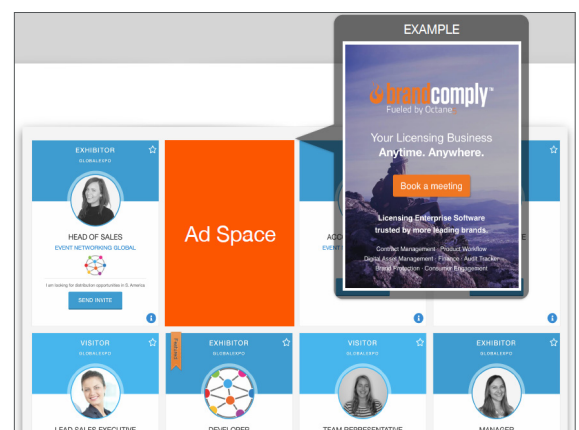
- Feature your own curated content via a 60-minute webinar featured with-in the event platform
- Lead report of attendees who participate in the webinar - live and on-demand
- Sponsor banner ad on top rail of webinar
- Sponsor video to play before and after webinar
- Ability to upload assets associated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

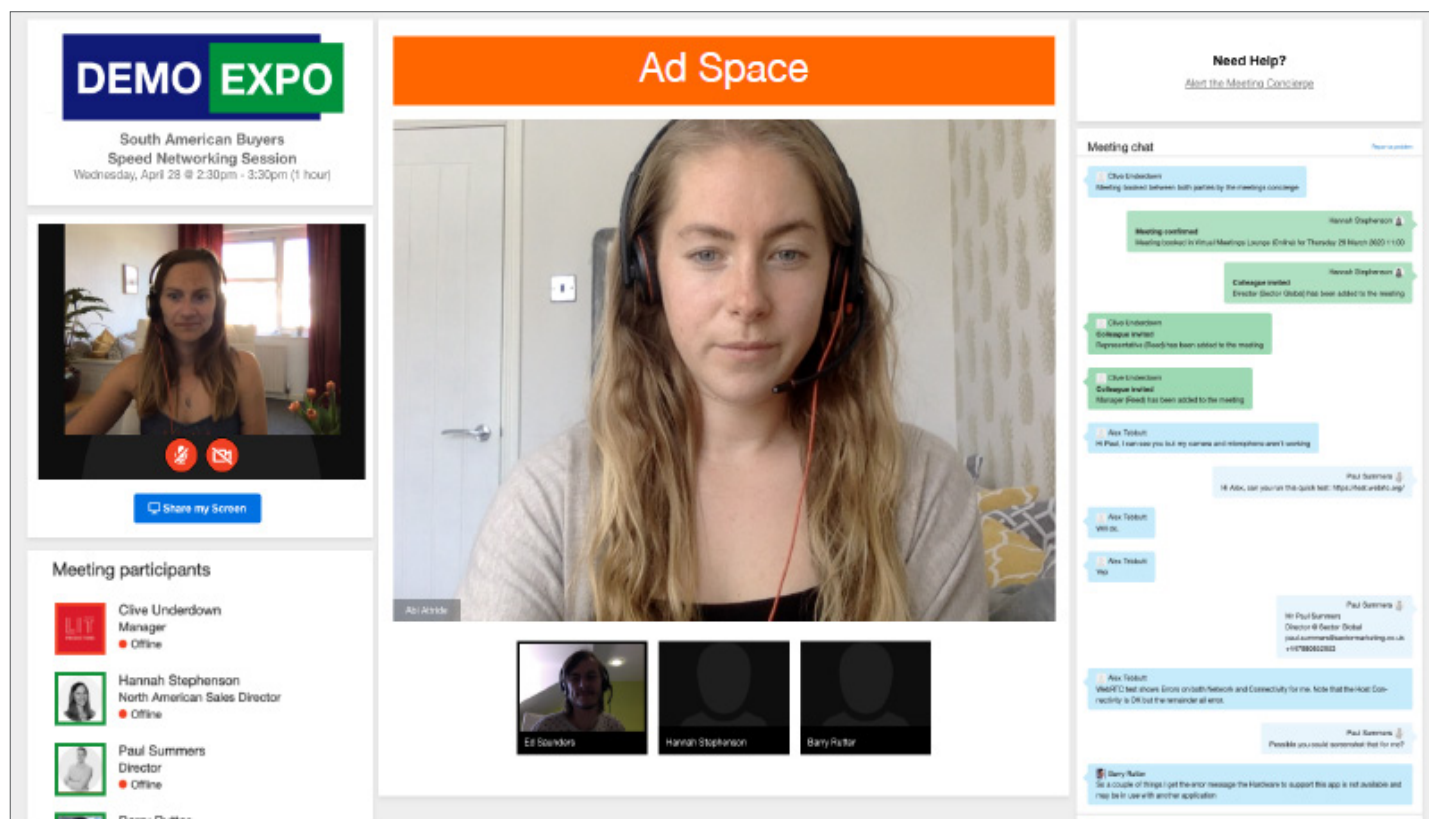
\$1,000

- 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. On the left, 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 the banner is a video feed of a woman wearing a headset. To the right of the video feed is a 'Share my Screen' button. Below the video feed is a 'Meeting participants' list showing four participants: Clive Underdown (Manager, Offline), Hannah Stephenson (North American Sales Director, Offline), Paul Summers (Director, Offline), and Barry Rutter (Offline). In the center, there's a large 'Ad Space' banner with an orange header. Below the banner is a video feed of a woman wearing a headset. To the right of the video feed are three smaller video feeds of other participants: Ed Saunders, Hannah Stephenson, and Barry Rutter. On the far right, 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.

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