

Sponsorship & Exhibitor New Virtual Format

GCSG is excited to announce the sponsorship and exhibit offerings for our first ever virtual conference! The GCSG 2020 Virtual Conference Planning Committee used the feedback provided by you, our partner vendors, to select the Communiq  virtual event platform ([click here to go to web page](#)) to host our event. We believe this platform provides the type of engaging, interactive virtual conference experience that will maximize your return on investment. All the sponsorship and exhibit booth options are designed to provide you with the greatest visibility and opportunity to reach potential and existing customers. We are very excited to share Communiq ’s features with you. Communiq  has hosted virtual events for customers like: CitiGroup, Johnson & Johnson, Disney, Keurig, Nike, careerbuilder, E&Y, IBM, Ford & Magellan Health. They have received multiple awards for their virtual conferencing software and are awarded 4.9 out of 5 stars for overall satisfaction based on 122 reviews.

Virtual Exhibit Booths (example below):



Communiq  offers activity metrics so you can see who entered your booth, how long they stayed and what content they viewed. They also allow you to customize your booth! You can add videos, white papers, a link to your website or an online calendar where attendees can set up meetings with your team – virtually anything. Want to do a drawing to drum up business? You can have a virtual ‘fishbowl’ to collect virtual cards from attendees (actually a link to your website or other area where they complete that information for you). You have all the information you need to do your drawing!

GCSG has 8+ hours of time on the agenda where ONLY the Exhibit Hall will be open. Gamification will be used

throughout to drive traffic through the virtual exhibit hall. We even have a leaderboard in the 'lobby' to up the ante for those with a competitive streak who like to see their name as #1. In an effort to minimize lost opportunities, GCSG will also be working with Communiqué to allow access to additional BD representatives during the times the Exhibit Hall is open so that you can have 'all hands on deck' in case there are more attendees in your booth than our standard 2 BD colleague allowance can handle. (More details on this later.) The venue provides both public and private chat capabilities allowing you to interact in either manner with customers.

SAVE THE DATE!

This is a significant change for all of us and to help you get the most out of exhibiting / sponsoring, GCSG will provide two demos of the platform **LIVE on June 30th at 11 am EDT**. If you cannot join us at those times, the sessions will be recorded and made available, along with any materials, on the GCSG website.

Sponsorship & Exhibitor Opportunities

Wondering about your original sponsorships or tabletops? The transition to a virtual conference impacted our existing sponsorships and provided new opportunities so we've had to adjust. We've put a lot of thought into how to fairly manage reallocation of the available sponsorships. We value your partnership and want to ensure we prioritize our existing exhibitors and sponsors while also making room for our European vendor partners. While the sponsorship levels will stay the same, the amounts charged for the sponsorships have changed.

We want to clearly articulate the changes being made to sponsorships and the priority our sponsors will receive when confirming and/or purchasing sponsorships.

Registration for the virtual conference will be in a new system and thus every sponsor will need to re-enroll for a virtual conference sponsorship. GCSG will provide support to assist you through this process.

Sponsorships will be managed in the following manner:

- 1st Priority: Sponsors that can carry over their current sponsorship (e.g., the Conference App and Helpdesk sponsorship) will get priority to carry over their original sponsorship type. If they want to maintain the sponsorship at the adjusted price, their registration can be updated. If they do NOT wish to maintain the same sponsorship, the sponsor will be placed in the 2nd priority queue based on the dollar amount originally spent.
- 2nd Priority: Sponsors whose sponsorships cannot be carried over to the virtual format (e.g., meal sponsorship) will be able to choose a new sponsorship based on the dollar amount originally spent, starting with Diamond Sponsors, then Platinum, then Gold etc. until all original sponsors have reallocated their funds to a new sponsorship, or cancelled.
- 3rd Priority: All remaining sponsorships will be opened to the market on a first come, first served basis. Sponsors from above priorities that wish to purchase additional sponsorships may do so at this time.

As the sponsorship costs have been adjusted to match their visibility / opportunity in the new virtual environment, you may have a balance due or a credit balance after you purchase your sponsorships. We listened to your feedback and are offering options for managing a credit balance. You may:

- Use the balance to purchase additional sponsorships at the virtual conference
- Use the balance to purchase additional sponsorships offered throughout the year on the GCSG website
- “Bank” the funds to be used for either a sponsorship, tabletop exhibit, or registration fees at the GCSG 2021 US Conference or 2021 European Knowledge Forum. Funds will not be carried over beyond 2021.

In the near future you will receive a list of the sponsorships available at our virtual conference along with updated pricing. We are all in a learning phase in this virtual environment, so it's possible that we may identify additional opportunities as we continue our mission to set up our 2020 virtual conference. Please share your ideas with us at: marketing@mygcs.com.