

GCSG 2021 US Virtual Conference

Vendor Call – January 2021



GCSG US VIRTUAL CONFERENCE – APRIL 26 – 29 2021



AGENDA

- Virtual Conference Information
- Sponsorship Overview
- Virtual Exhibiting
- Vendor Company Credits
- Questions



VIRTUAL CONFERENCE INFORMATION

- Virtual platform is offered via Communique & Zoom technologies.
- Fully featured to provide all the key benefits of an in-person conference. Plenary sessions-workshops-exhibit hall-networking
- Check out our website - Learn more at: <https://mygcsbg.com/exhibitor-guidelines/>
 - *Sponsorship Opportunities*
 - *Exhibitor Opportunities*
 - *Virtual platform overview*
 - *Recorded demo*



SPONSORSHIP & EXHIBITOR GUIDELINES

Home Page - GCSG - Global Clin... x

mygcsq.com

SAVE THE DATE for the GCSG 2021 US Conference! We are scheduled for April 26 - 29th, 2021!

GLOBAL CLINICAL SUPPLIES GROUP

COMMUNITY LEARNING HUB CONFERENCES SPONSORS & EXHIBITORS

About Us Become a Member LOGIN

Become a Sponsor or Exhibitor
Sponsor & Exhibitor Guidelines - 2021 US Virtual Conference
Featured Sponsors Directory

26 - 29 April 2021

Save the Date!

The GCSG 2021 US Virtual Conference will be held April 26-29th. Join us as we Converge, Converse, Connect! with industry experts and trusted peers. COVID can't keep us from coming together, having meaningful discussions and putting our heads together to collectively advance the industry and ourselves!

CLICK HERE TO LEARN MORE DOWNLOAD THE AGENDA

https://mygcsq.com/sponsors/

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Sponsorship
& Exhibitor
guidelines



SPONSORSHIP & EXHIBITOR GUIDELINES

cont...

Sponsorship Opportunities at the GCSG 2021 US Virtual Conference

GCSG is excited to announce the sponsorship and exhibit offerings for the 2021 US Virtual Conference!

The Virtual Conference Planning Committee used the feedback provided by you, our partner vendors, to guide us in planning for the upcoming conference. We will continue to utilize the Communiqué oConnex virtual event platform to host this year's event but with new & improved features (we have video chat!!) as well as a much greater knowledge about the features of the platform.

We are drawing on our experience with face-to-face conferences & adding some entertainment options (check out the related sponsorship opportunities) to the agenda as well as dedicated time for the Exhibit Hall. With a little effort on your part, we believe this platform can provide 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 will be offering two online demonstrations (via Zoom) to vendors interested in exhibiting or sponsoring at the US Virtual Conference and will provide a 30-minute complimentary (FREE) on-one consultation with a GCSG volunteer to help every exhibitor build their exhibit booth.

Click below for a list of the sponsorships available at our virtual conference. We look forward to seeing you there!

[CLICK HERE FOR SPONSORSHIP OPPORTUNITIES](#)

[CLICK HERE FOR SPONSOR & EXHIBITOR AGREEMENT](#)

Key Dates

20 January 2021

Vendor Information Session - 10 AM EST

Join Zoom Meeting
<https://zoom.us/j/92409263902>
pwd=4JVVNRL2N/blo/v25ickhdFV0Zs09
Meeting ID: 924 0926 3902
Passcode: 284655

21 January 2021

Vendor Information Session - 1 PM EST

Join Zoom Meeting
<https://zoom.us/j/94282420490>
pwd=4HkZMZZjy6Gj/P73RQMDJecth9KJUT09
Meeting ID: 942 8242 0490
Passcode: 044473

27 January 2021

Registration opens 11 AM EST

26 April 2021

First day of GCSG 2021 US Virtual Conference

Link to
Sponsorship
Opportunities
document

Link to
Sponsor
and Exhibitor
Agreement



EXHIBITOR INFORMATION

Exhibitor Opportunities at the GCSG 2021 US Virtual Conference



GCSG is excited to offer virtual exhibit booths to meet the demand for this MUST ATTEND industry event.

Have you ever felt that the tabletops at the traditional GCSG Conferences were just too small to really display your company's capabilities? Our virtual booths will solve that problem because the platform allows 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! Communicé also offers real-time and historical activity metrics so you can see who entered your booth, how long they stayed and what content they viewed.

GCSG will be allowing access for additional BD representatives during the times the Exhibit Hall is open so that you can have 'all hands on deck' when there are more attendees in your booth than our standard two Business Development colleague allowance can manage. The venue provides both public and private chat capabilities allowing you to interact in either manner with customers.

We will be offering two online demonstrations (via Zoom) to vendors interested in exhibiting at the US Virtual Conference and will provide a 30-minute complimentary (FREE) one-on-one consultation with a GCSG volunteer to help every exhibitor build their exhibit booth.

[CLICK HERE FOR EXHIBITOR INFORMATION](#)

Link to
exhibitor
information



SPONSORSHIP OPPORTUNITIES OVERVIEW

Sponsorship Level	Sponsorship Opportunity	Sponsorship Fee
Diamond	Co-Sponsor Virtual Platform	\$12,000
Platinum	Conference App & Helpdesk	\$10,000
Platinum	Co-Sponsor Monday Entertainment Event	\$10,000
Gold	Keynote Speaker/Patient Testimonial	\$7,000
Gold	Co-Sponsor Tuesday Entertainment Event	\$7,000
Silver	Co-Sponsor Wednesday Entertainment Event	\$5,000
Silver	Conference Orientation Video	\$5,000
Silver	Daily Conference Video Chat Functionality	\$5,000
Bronze	Sponsored email to GCSG Mailing List	\$2,500
Bronze	Post-Conference Marketing White Paper	\$2,500
Bronze	Vendor Showcase	\$2,500
Member	Breakout Room Branding	\$2,000
Contributing	Networking Session Host	\$1,500
Contributing	Start the Day Right! Virtual Exercise/Gatherings	\$1,500

[Sponsorship Opportunities Document](#)



KEY SPONSORSHIP DATES

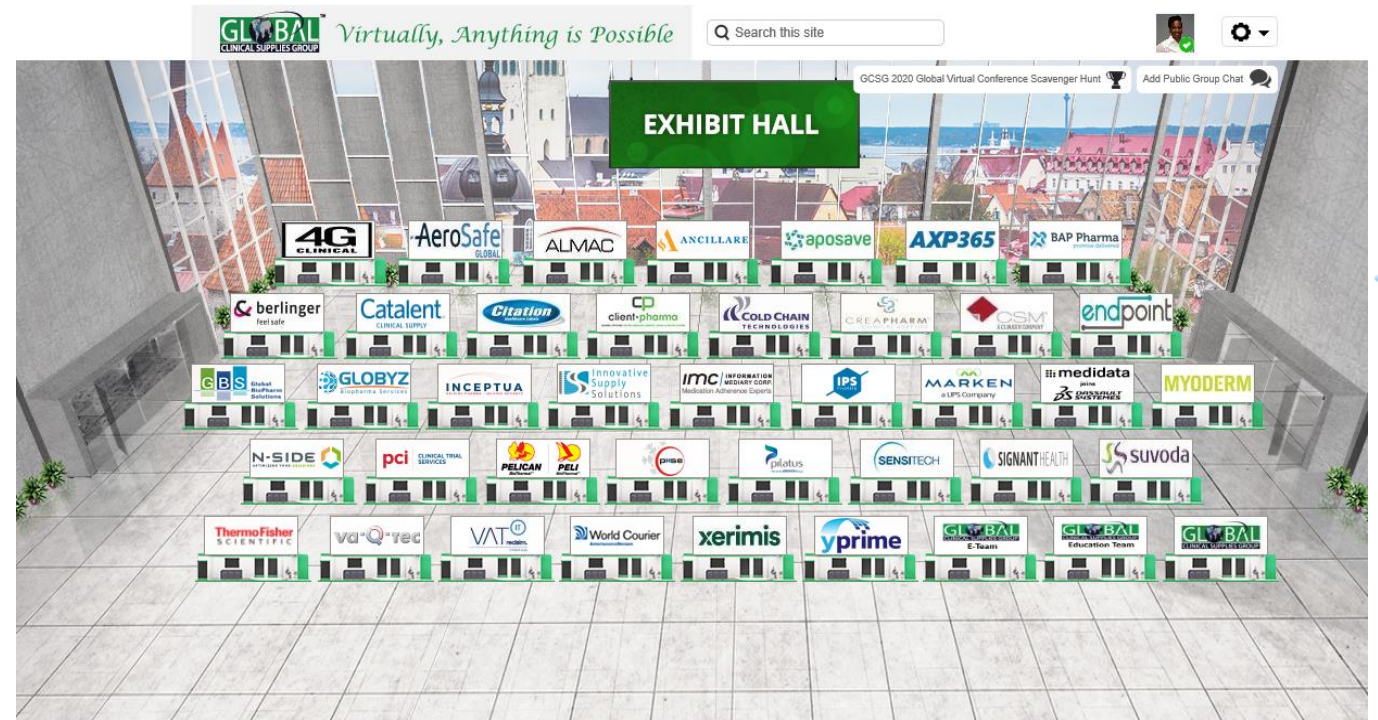
Exhibitor Activities	Timelines
Registration Opens	27 Jan 21
Network Session Theme	01 Apr 21*
Vendor Showcase Theme	01 Apr 21*
Breakout Room Branding Lock Down	01 Apr 21
Broadcast Messages	12 Apr 21

**Submit Network Session and Vendor Showcase worksheets as quickly as possible. Timeslot selection is on a first-come, first-served basis. The sooner GCSG has this information, the sooner it will be added to the registration page. The sooner it is on the registration, the sooner attendees can select to attend your session!*



VIRTUAL EXHIBITING

- 4 hrs dedicated exhibit hall only time
- Video Chat (New)
- GCSG Exhibitor Contest
 - Questions provided by exhibitors
 - Booth attendees obtain answers by engaging with Booth Reps via chat
 - Audio, video & text available
 - Attendees will be encouraged to use video or audio chat



VIRTUAL BOOTH

- Fully customizable booth template
 - Upload content
 - **New VIDEO CHAT** functionality
- Option to include an in-booth prize draw or give away
- Personal attendee brief case
- Free 30-minute booth design consultation
- Additional dedicated GCSG support available @ \$250 per 30-minute session



Link to
[Exhibitor Information](#)



BOOTH SET-UP

- Vendor companies responsible for customizing their own booth within the agreed timeframes
 - Booth Reps to utilize training information provided in booth build sessions and website to build their booth
 - Contact GCSG vendor team to schedule 30-minute free consultation
 - Consultations to be used to:
 - Preview booth designs
 - Help resolve booth design issues
- NOTE: GCSG vendor team will not build vendor booths**
- Recommend that booths are designed to encourage attendee engagement to
 - Spend as much time as possible within the booth (e.g., in-booth prize draw, badge swipe)
 - Utilize audio and video chat



BOOTH BUILDER TRAINING

- Training materials will be posted to the GCSG website
- Recording of booth builder training sessions
- Booth builder training slide deck
- Content specifications
 - Video
 - Audio
 - Graphic sizes (Exhibit Hall and Booth)



BOOTH DASHBOARD



Booth Rep Dashboard – During the Live Event

- Attendees** – View all attendees within the booth real-time. Includes ability to view basic profile information and proactively chat with the attendee. The attendee card also displays activity for the attendees such as # of booth visits, chat history and notes.
- Rep Chat** – Enables booth reps to privately chat with each other
- Watch List** – Any easy way to save attendees for follow up or tracking.
- Chat History** – Quick access to all booth rep chats. These are downloadable.
- Chat Queue** – Another option vs. private 1:1 chat is chat queue. The attendee clicks to be placed into queue. Available reps can respond to chats in queue.
- Rep Checklist** – A handy tab that can be populated by event organizers or booth admins with tips for booth chat reps

SAMPLE REP CHECKLIST

Note: Chat representatives will hear a chime when someone enters the booth. A separate chime indicates an attendee has initiated chat

EXHIBITOR REGISTRATION AND FEES

- The cost of a virtual exhibit space is \$1,500 and grants the following:
 - **Ability** to purchase registrations for two (2) full access, business development (BD)/sales representatives. These registrants will be required to pay the appropriate registration fee (member \$499 vs. non-member \$748).
 - Upon purchasing 2 full access BD/Sales registrations, Exhibitors will be granted **ability** to purchase 4 additional BD/Sales booth only registrations (at \$250 per Rep), to support the virtual exhibit spaces.
 - Space in the virtual exhibit hall and fully customizable virtual booth
 - Registration opens on the website on 27th January



KEY EXHIBITOR DATES

Exhibitor Activities	Timelines
Registration Opens	27-Jan-2021
Booth Builder Admin Accounts	27 Jan – 10 Feb 2021
Booth Builder Training Sessions (2 Session)	w/c 22 Feb 2021 (TBC)
Booth Builder Account Activation	28 Feb 2021
Booth Building Start*	03 Mar 2021
Booth Building Finish*	07 Apr 2021

* Vendor companies will be responsible for customizing their booth and completing within the agreed timeframes



VENDOR COMPANY CREDITS

- **Vendor credits left over from 2020 Global Virtual Conference can be used as follows:**
 - Attendee registrations for 2021 US Virtual Conference (either yourself or others from your company)
 - Attendee registrations for 2021 Spring Boot Camps (either yourself or others from your company)
 - Extension of annual GCSG memberships. (either yourself or others from your company)
 - Exhibit Space purchases
 - Sponsorships purchases



VENDOR COMPANY CREDITS cont...

- **To utilize your credit when registering for the 2021 US Conference**
 - Complete the online registration as you normally would, adding any additional membership or sponsorship purchases.
 - When you come to the Payment Page, select “**Alternative Payment**” (rather than Credit Card) to complete your registration and save your selections.
 - send an e-mail to Finance@mygcs.org notifying us that you would like to use your credit to complete your registration.
 - GCSG will then manually apply the credit to your registration and push the registration to completion.
 - If you still have a partial payment pending, you will be notified and can then complete payment using a credit card.
 - (NOTE: you will not be charged a service fee to utilize your credit under the Alternative Payment method)

[Credit FAQ](#)



REGISTRATION REWARDS

- We appreciate your continued support!
 - If you purchased a sponsorship or exhibit table for our 2021 virtual conference GCSG would like to reward your loyalty
 - **Early registration access** to Sponsor/Exhibitor registration for the GCSG US in-person conference in 2022



QUESTIONS?

