

for·ti·fy  
conference 2020

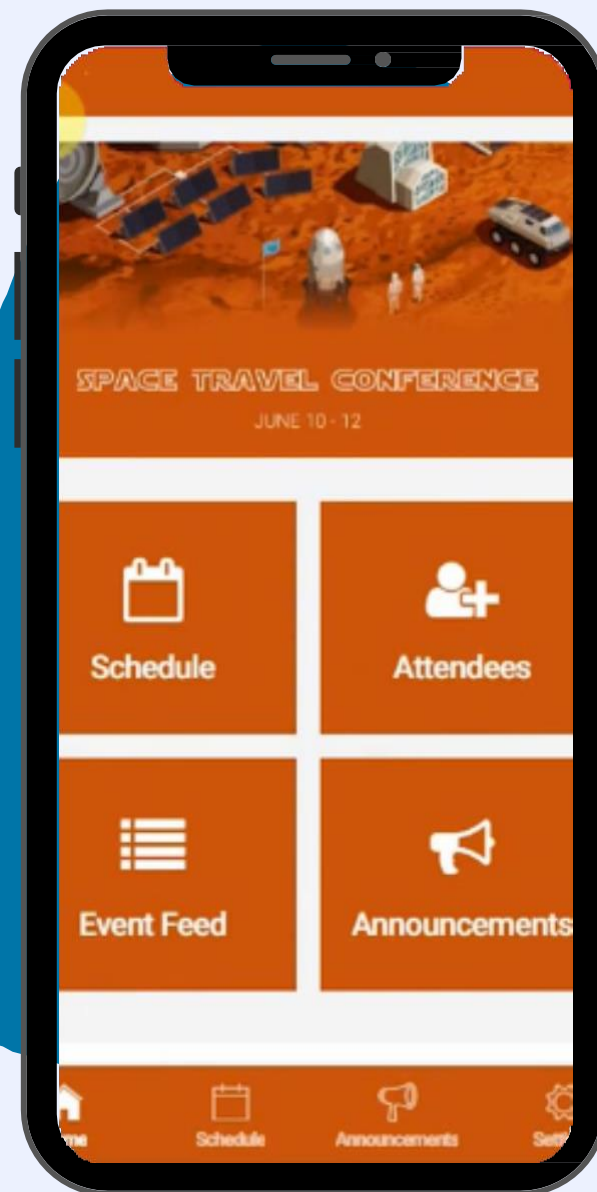
# Sponsoring and/or Exhibiting Virtually with Pheedloop

A quick overview of Pheedloop's opportunities for virtual tradeshow exhibitors and conference sponsors.



# How it Works

This document provides details on some of the features you'll have access to in order to give you an idea of what to expect with the Pheedloop platform as either an exhibitor or sponsor (or both!) at Fortify 2020.



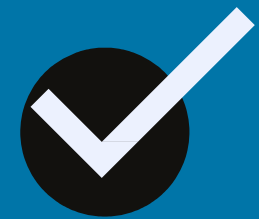
Note: All images included were taken from the Pheedloop demo and do not reflect final Fortify 2020 branding or conference content.



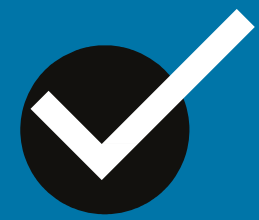
# Exhibiting Features



Virtual Booth



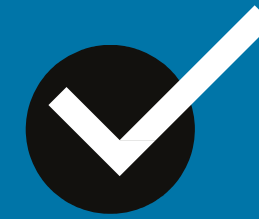
Track your visitors



Engage with your chatroom

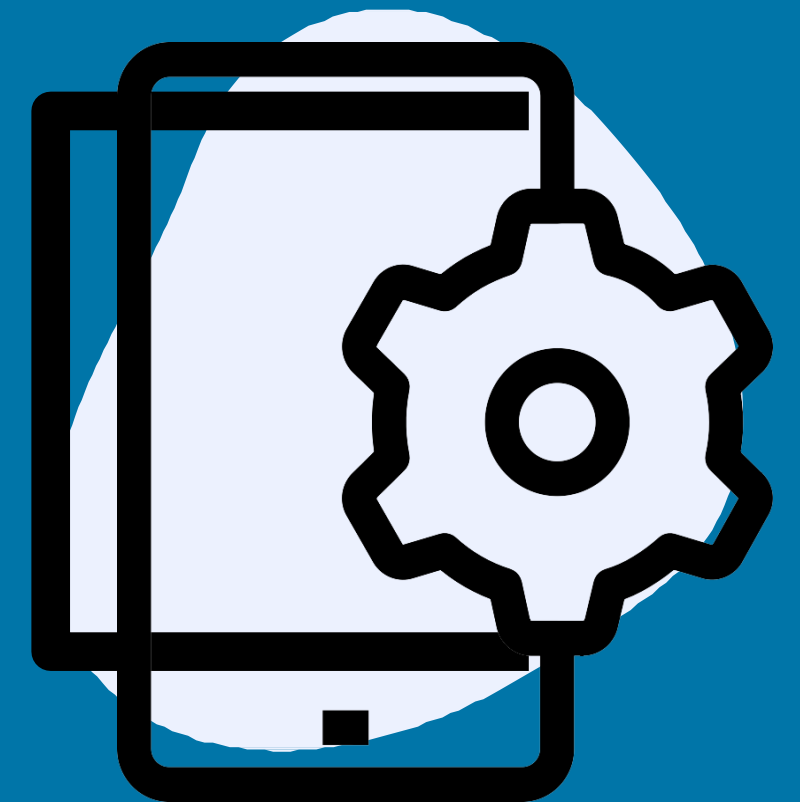


Have one-on-one conversations



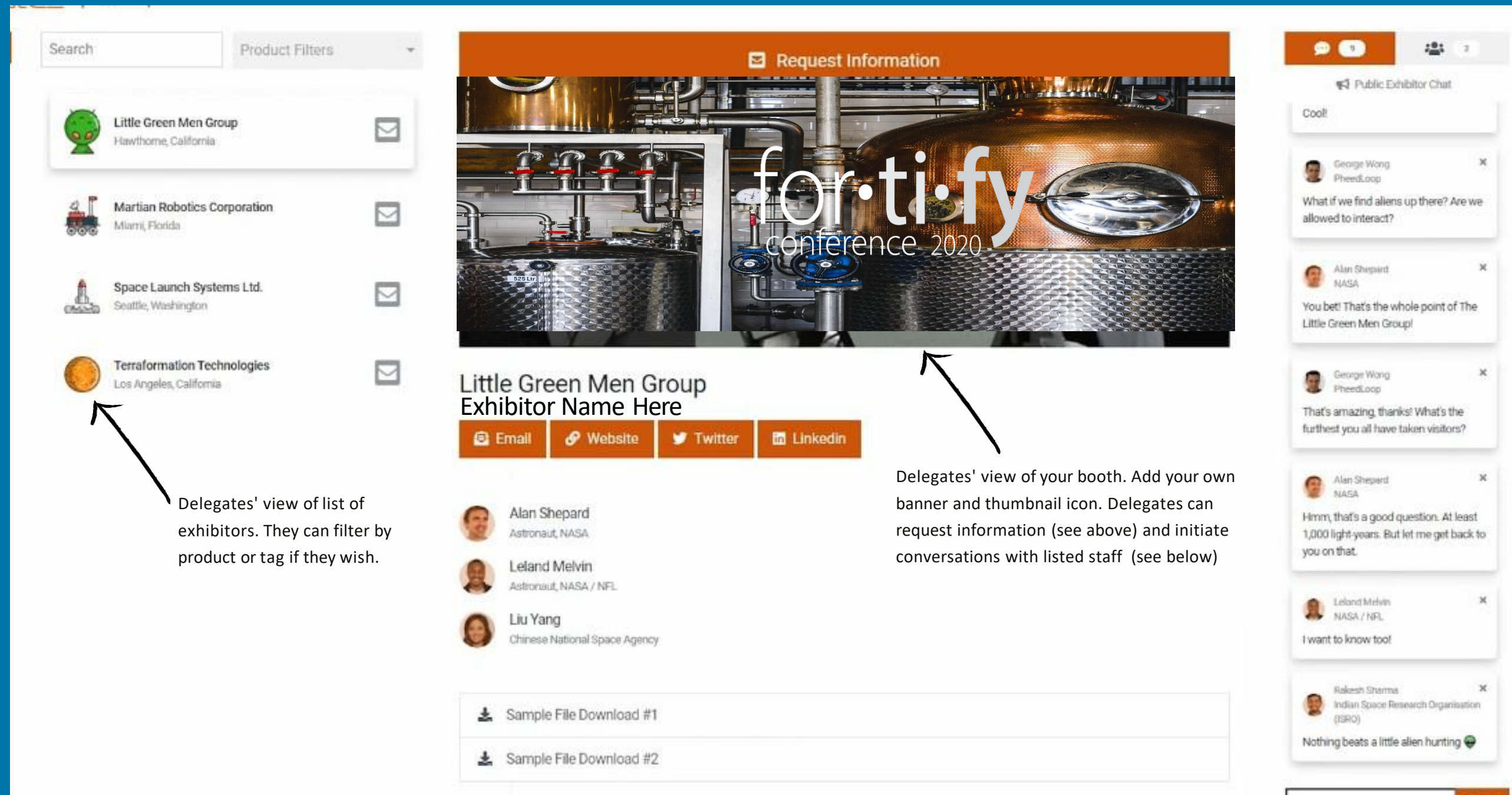
Keep your listing live until  
December 31, 2020

As an exhibitor at the virtual tradeshow you'll have access to a number of features that will enable your company to stand out, attract leads, and make meaningful connections with new and current customers and clients.



# Virtual Booth Example

Below is an example of what a virtual booth can look like. There are numerous opportunities for making for your booth stand out including adding video, images and downloadable pfs.



As an exhibitor, you can view who has left comments or who has viewed your booth. You can initiate one on one conversations with those who have publically shown interest in your booth, even if you didn't have a chance to meet with them on their first visit.



# Virtual Booth Example Part II

The screenshot displays a virtual booth for 'Martian Robotics Corporation'. On the left, a sidebar lists four exhibitors: 'Little Green Men Group' (Hawthorne, California), 'Martian Robotics Corporation' (Miami, Florida), 'Space Launch Systems Ltd.' (Seattle, Washington), and 'Terraformation Technologies' (Los Angeles, California). Each entry includes a logo and an email icon. An arrow points from the text 'You can add a description, a promo video, and files to your virtual booth.' to the email icon next to 'Terraformation Technologies'. The main content area features a 'Request Information' button, two 'Sample File Download' links, a paragraph of Lorem Ipsum text, and a video player titled 'SpaceX Interplanetary Transport System'. The video shows a rocket launch. On the right, a 'Public Exhibitor Chat' section shows a conversation between George Wong (PheedLoop) and Alan Shepard (NASA). The chat messages are: George Wong: 'Cool!'; Alan Shepard: 'What if we find aliens up there? Are we allowed to interact?'; George Wong: 'You bet! That's the whole point of The Little Green Men Group!'; Alan Shepard: 'That's amazing, thanks! What's the furthest you all have taken visitors?'; George Wong: 'Hmm, that's a good question. At least 1,000 light-years. But let me get back to you on that.'; Alan Shepard: 'I want to know too!'; George Wong: 'Nothing beats a little alien hunting 🛸'.

CE | Martian Robotics Corporation

Search Product Filters

Request Information

Sample File Download #1

Sample File Download #2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

SpaceX Interplanetary Transport System

Watch later Share

Public Exhibitor Chat

Cool!

George Wong PheedLoop

What if we find aliens up there? Are we allowed to interact?

Alan Shepard NASA

You bet! That's the whole point of The Little Green Men Group!

George Wong PheedLoop

That's amazing, thanks! What's the furthest you all have taken visitors?

Alan Shepard NASA

Hmm, that's a good question. At least 1,000 light-years. But let me get back to you on that.

Leland Melvin NASA / NFL

I want to know too!

Rakesh Sharma Indian Space Research Organisation (ISRO)

Nothing beats a little alien hunting 🛸

You can add a description, a promo video, and files to your virtual booth.

# Virtual Trade Show

Let's take a look at what the "front end" of the trade show will look like for delegates.



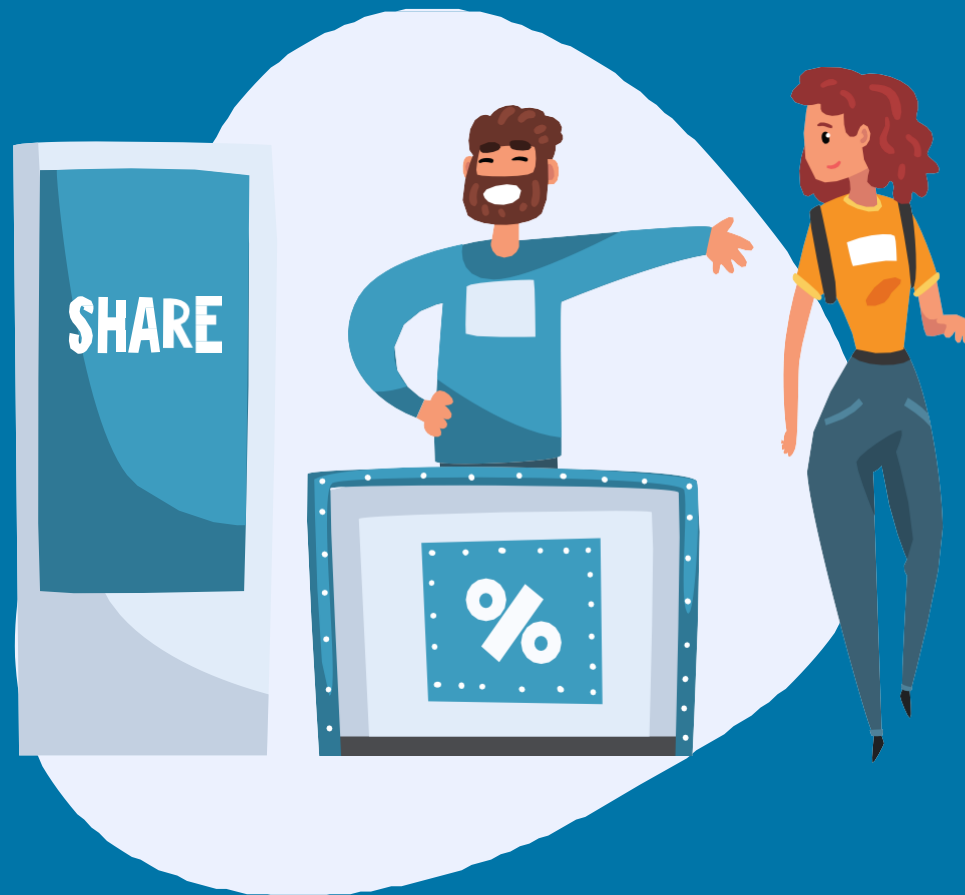
This platform comes with a robust filtering system that allows delegates to filter based on product, company and more.



Delegates can communicate with exhibitors through the chatroom in each booth or one on one by sending a message to an exhibitor. This feature provides the opportunity for face-to-face conversations.



Your virtual booth can help drive traffic to your website and social media. Even your booth banner can contain a hyperlink.



# Delegates Initiating Conversation with Exhibitors

Delegates can start a private chat with staff listed under the virtual booth.



# View your Visitors

The screenshot displays the 'Space Travel Conference' website interface. On the left, a sidebar for user 'Simon Young' includes navigation links: Lobby, Sessions, Exhibit Hall, Showcase, Networking (highlighted), Event App, Settings, Help, and Logout. The main content area has tabs for Attendees, Chats, and Booth. The Attendees tab shows a list of visitors, including Simon Young, Sally Parker, Araaz Adeys, Jocelyn Bell, Alan Shepard, Taylor Wang, Liu Yang, and Johannes Kepler. An arrow points to this list with the text: 'Easily keep track of connections you've made throughout the conference, while also tracking booth visitors'. On the right, the profile of Alan Shepard is shown, including his photo, name, title 'Astronaut, NASA', and social media links for Website, Twitter, and LinkedIn. An arrow points to this profile with the text: 'View public profiles of attendees you've connected with or who have visited your booth'. Below the profile is a 'Start Chat' button and a section for 'Alan Shepard's Resume' and 'Finding Your Way to Space (Presentation)', each with a 'View File' button. A bio paragraph at the bottom describes his historic space flight.

SPACE TRAVEL CONFERENCE

Martian Robotics Corporation

Simon Young

Lobby

Sessions

Exhibit Hall

Showcase

Networking

Event App

Settings

Help

Logout

Attendees

Chats

Booth

Last seen 21 minutes ago

Simon Young  
Event Host Inc.  
Last seen 2 hours ago

Sally Parker  
PheedLoop  
Last seen 5 days ago

Araaz Adeys  
University of Singapore  
Last seen 17 days ago

Jocelyn Bell  
International Space Institute  
Last seen 19 days ago

Alan Shepard  
NASA  
Last seen 20 days ago

Taylor Wang  
NASA  
Last seen a month ago

Liu Yang  
Chinese National Space Agency  
Last seen 2 months ago

Johannes Kepler  
Eberhard Karls University of Tübingen  
Last seen 2 months ago

Alan Shepard

Astronaut, NASA

Website

Twitter

LinkedIn

Start Chat

Alan Shepard's Resume

View File

Finding Your Way to Space (Presentation)

View File

Alan Shepard became the first American in space when the Freedom 7 spacecraft blasted off from Cape Canaveral, Florida, on May 5, 1961, aboard a Mercury-Redstone rocket. Ten years later, Shepard would leave Earth's atmosphere again to become the fifth man to walk on the moon – and the first one to play a bit of lunar golf.





# One-on-One Conversations

The screenshot displays the user interface for the "SPACE TRAVEL CONFERENCE" virtual event. The top header includes the event logo, a "Virtual Event Sponsor" (Martian Robotics Corporation), and the "TERRAFORMATION TECHNOLOGIES" logo. A left sidebar lists navigation options: Lobby, Sessions, Exhibit Hall (selected), Showcase, Networking, Event App, Settings, Help, and Logout. The main content area features a search bar, product filters, and a list of exhibitors: Little Green Men Group, Martian Robotics Corporation, Space Launch Systems Ltd., and Terraformation Technologies. A large orange button labeled "Join Video Call" is prominently displayed. Below it, text reads "Or text chat using the private chat widget on the right". An illustration of a person at a desk with a laptop and a potted plant is shown. On the right, a "Private Attendee Chat" widget shows a list of messages and contact cards. A black arrow points from the text below to the "Join Video Call" button.

On the right, you and the delegate will view the private chat between you. As you can see, there's also the option to easily enter a video chat between you and the delegate where you can connect face-to-face



# Branding your Booth

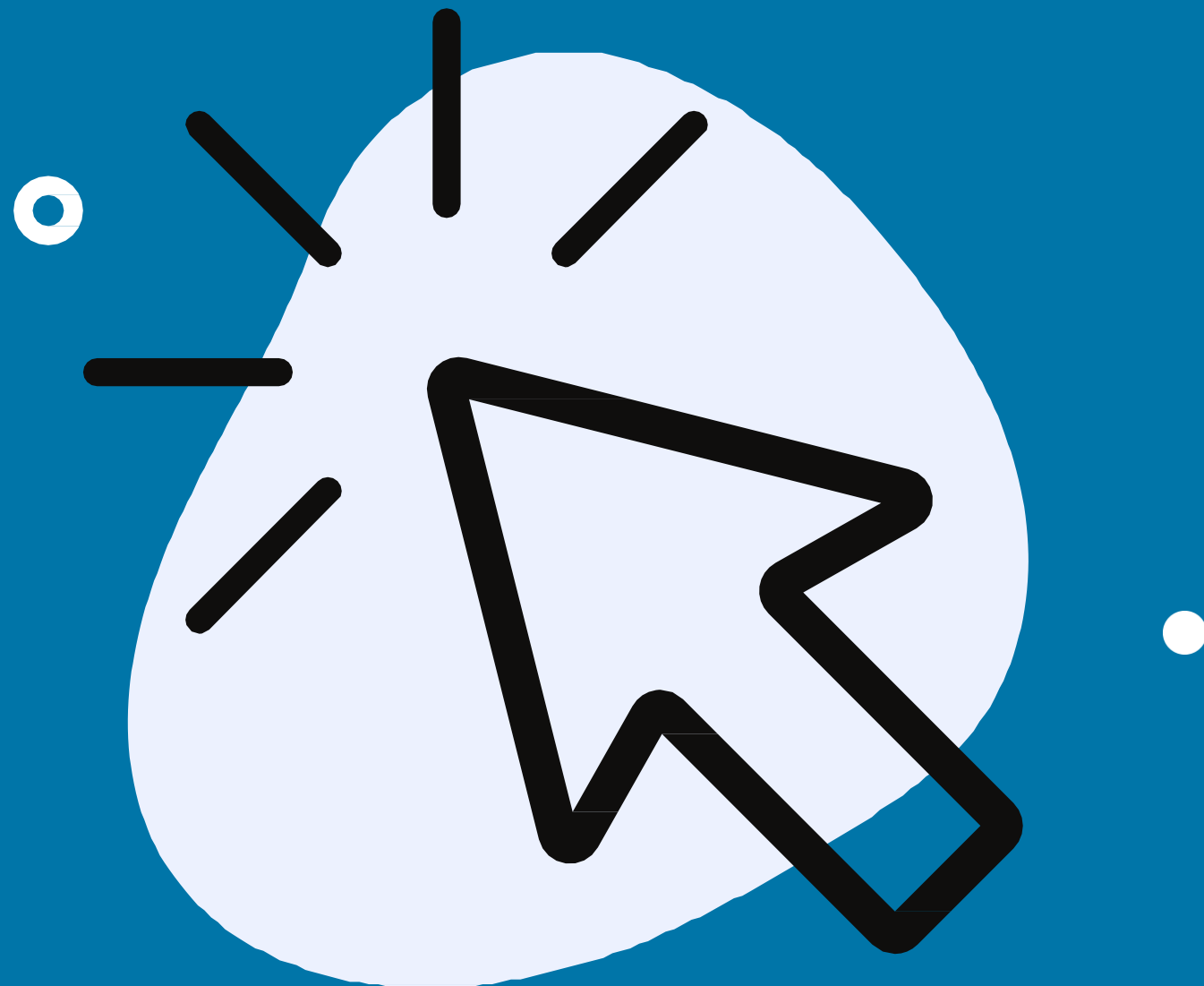
As an exhibitor, you can customize and brand your booth through our dedicated exhibitor portal.

The screenshot displays the exhibitor portal for the Space Travel Conference. On the left, a sidebar menu for 'Martian Robotics Corporation' (Booth 704) includes options like Information, Edit Profile, Edit Design (highlighted), Floor Plan, Assigned Tasks, Managers and Tickets, Lead Retrieval, File Uploads, Co-Exhibitors, Products and Services, Purchases and Contract, Announcements, and Download Event Application. Below the menu is a thumbnail image of a Mars rover and the conference logo. The main 'Edit Design' area features three sections: 'Logo' (with a 'Choose file' button and 'Browse' link), 'Thumbnail' (with a 'Choose file' button and 'Browse' link), and 'Banner' (with a 'Choose file' button and 'Browse' link). To the right of these sections is a preview of the booth design, which includes the 'for·ti·fy conference 2020' logo, two circular icons (one with barrels, one with a flask), and a banner with the text 'Creating Tracks Before Boot Prints'. A large orange 'Save Design' button is at the bottom.



# Lead Retrieval

As an exhibitor, you have the ability to purchase additional lead retrieval features to optimize your experience.



01

Files that exhibitors and sponsors attach to their booths can be protected with a pop-up that requires attendees to submit their lead information prior to gaining access.



02

Exhibitors that purchase built-in lead retrieval through the platform will have access to standing lead capture tools and access to contact information.



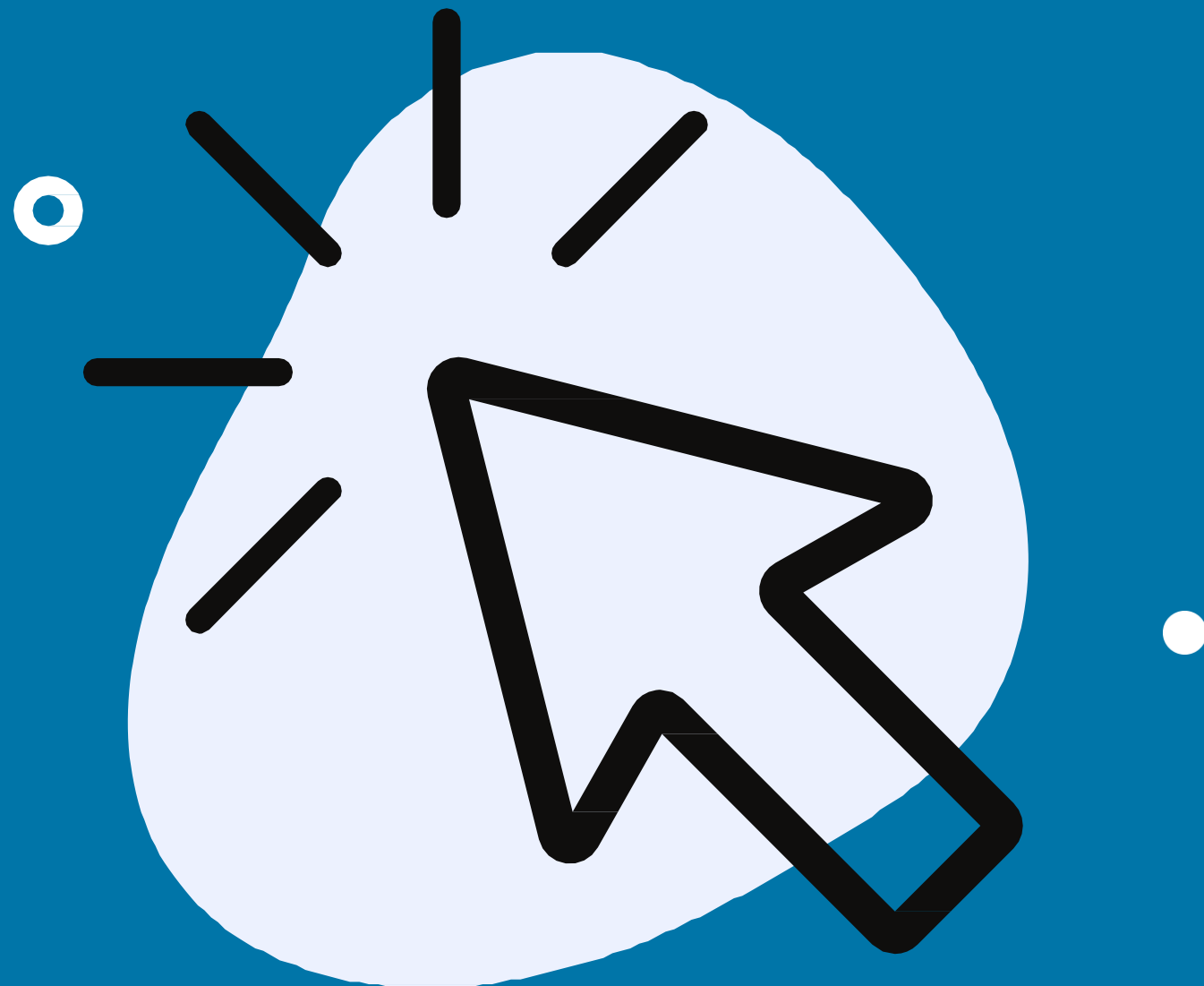
03

On your organization's profile page in the exhibiting hall and the general listing, visitors will be able to submit requests for information with contact information added automatically.



# Exhibitor Pricing

A virtual platform means we can offer you broader brand exposure at a special price.



01

Your basic booth that includes all of the features, except lead retrieval, is priced at \$400 CAD



02

This includes early access to the dedicated exhibitor portal so you can customize your virtual booth and train your booth staff. It also includes your booth listing remaining live on the Fortify website until December 31, 2020.



03

You can add on a lead retrieval report for only \$120 CAD

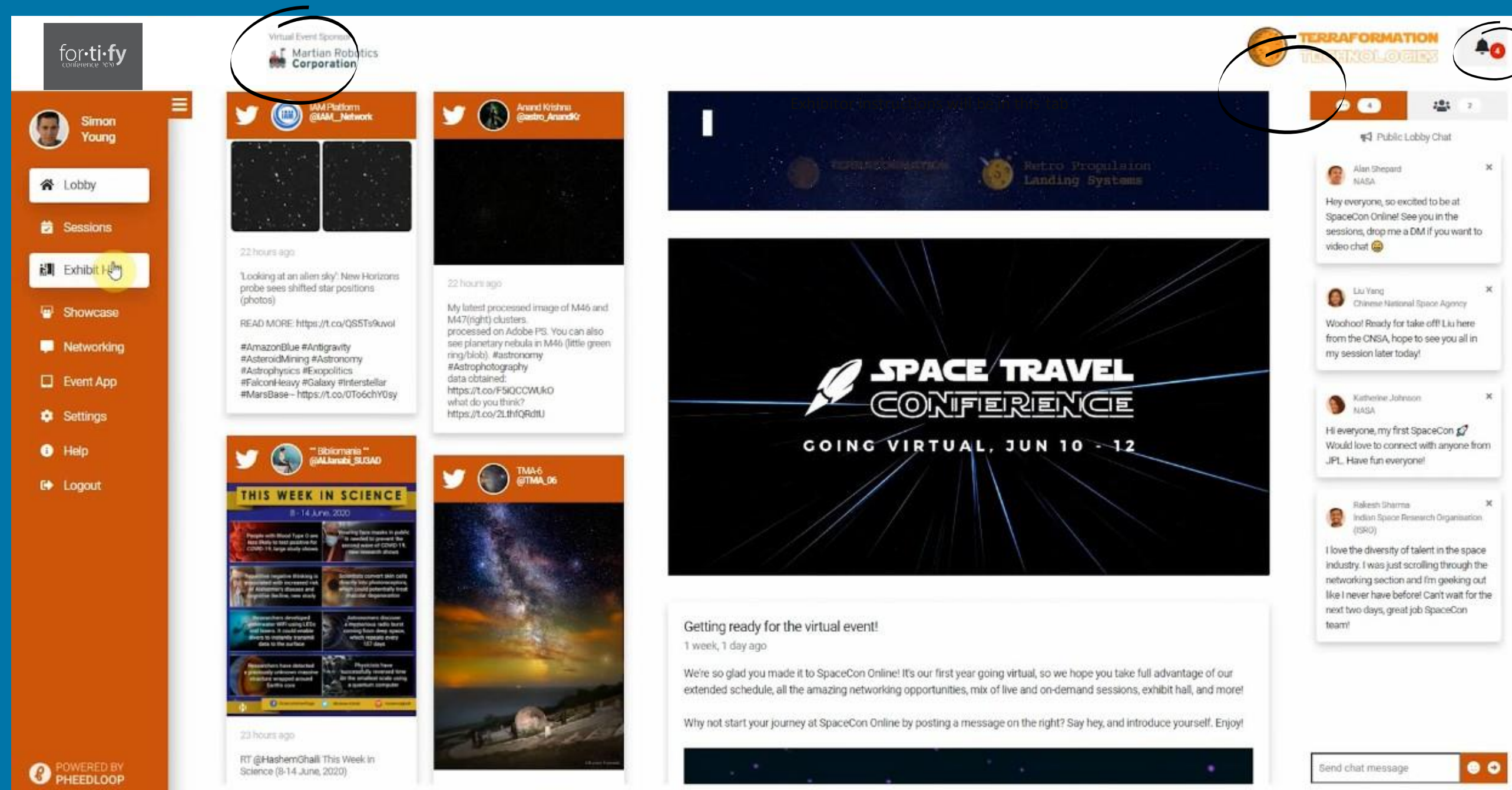


# Sponsorship Opportunities

<b>Diamond Sponsorship</b> <b>\$5000</b>	Complimentary Virtual Tradeshow Booth Brand Recognition – Logo placed on promotional materials, show guides, promotional emails & website Brand Recognition – Logo placed on Opening / Closing Slides Brand Recognition – Interactive Billboard Ad (static) in the virtual lobby - standing poster board in lobby in full colour, can re-direct clicks to website or video. Logo and link on Fortify website Mentioned as Sponsor on Fortify Twitter Mentioned as Sponsor on Fortify Instagram	<b>Silver Sponsorship \$1000</b>	Brand Recognition – Logo placed on promotional materials, show guides, promotional emails & website and conference platform Logo and link on Fortify website Mentioned as Sponsor on Fortify Twitter Mentioned as Sponsor on Fortify Instagram
<b>Platinum Sponsorship</b> <b>\$3000</b>	Brand Recognition – Logo placed on promotional materials, show guides, promotional emails & website Brand Recognition – Logo placed on Opening / Closing Slides Brand Recognition – Interactive Floor Decal at entry to virtual event lobby - can re-direct clicks to website or video. Logo and link on Fortify website Mentioned as Sponsor on Fortify Twitter Mentioned as Sponsor on Fortify Instagram	<b>Session Sponsorship</b> <b>\$1000</b>	Brand Recognition – Logo placed on promotional materials, show guides, promotional emails & website Brand Recognition – Logo placed on Opening / Closing Slides of session Session Introduced by Sponsor Representative Logo and link on Fortify website Mentioned as Sponsor on Fortify Twitter Mentioned as Sponsor on Fortify Instagram
<b>Gold Sponsorship \$ 3000</b>	Brand Recognition – Logo placed on promotional materials, show guides, promotional emails & website Brand Recognition – Logo placed on Opening / Closing Slides Brand Recognition - Billboard Ad (Rotating) – standing poster board in virtual lobby in full colour, rotating with 5 other sponsors. Logo and link on Fortify website Mentioned as Sponsor on Fortify Twitter Mentioned as Sponsor on Fortify Instagram	<b>Bronze Sponsorship</b> <b>\$500</b>	Brand Recognition – Logo placed on promotional materials, show guides, promotional emails & website Logo and link on Fortify website Mentioned as Sponsor on Fortify Twitter Mentioned as Sponsor on Fortify Instagram

# Virtual Lobby Sponsorship

The Fortify 2020 conference lobby will feature a public chat section where everyone can share their excitement about the event. There are several banners, gifs, videos and even push notifications that can be used to highlight our Diamond Sponsors.



Sponsorship opportunities on the lobby page include

- Branded notifications on the top right corner
- A logo beside ours on the top left corner
- A logo in the sponsorship carousel in the top right corner
- A logo in the banner gif in the middle
- A logo in the video in the center, and more!



# Virtual Session Sponsorship

As you can see, there are numerous ways to gain exposure during sponsored sessions. Other opportunities include short pre-roll videos and branded Power Point slides.

The screenshot displays the 'Space Travel Conference' virtual event interface. The top header features the 'SPACE TRAVEL CONFERENCE' logo on the left and the 'Space Launch Systems LTD.' logo on the right. A 'Virtual Event Sponsor' banner for 'Martian Robotics Corporation' is highlighted with a red circle. The left sidebar contains navigation links: 'Lobby', 'Sessions', 'Exhibit Hall', 'Showcase', 'Networking' (highlighted with a red circle), 'Event App', 'Settings', 'Help', and 'Logout'. The main content area is titled 'Bio-Requirements for Space Settlement' for Wednesday, June 10th, 9:00 - 11:00 AM, in Room A. It features a video feed of a woman speaking, with a 'Terraformation Technologies' logo overlaid. Below the video, a list of sessions is shown, including 'Mankind's Future on Mars', 'Achieving Earth Independence', 'Next Generation Space Elevators', and 'Space Solar Power'. The right sidebar contains a 'Public Session Chat' with messages from participants like Leland Melvin, Rakesh Sharma, and Katherine Johnson. At the bottom, there are social media icons and a 'Send chat message' input field.

- Register at [www.fortifyconference.ca](http://www.fortifyconference.ca)
- Number of tradeshow booths are limited, register early to ensure you'll be part of this great event
- Tradeshow registration deadline: Friday, November 6, 2020 (but booths are first come, first served.)
- For inquiries, please contact Carolyn MacLaren at [dcmacclaren@shaw.ca](mailto:dcmacclaren@shaw.ca) or call/text 778.878.6145