

Successful **Virtual Event Sponsorships** with Brella

How to sponsor a virtual Brella event with measurable ROI

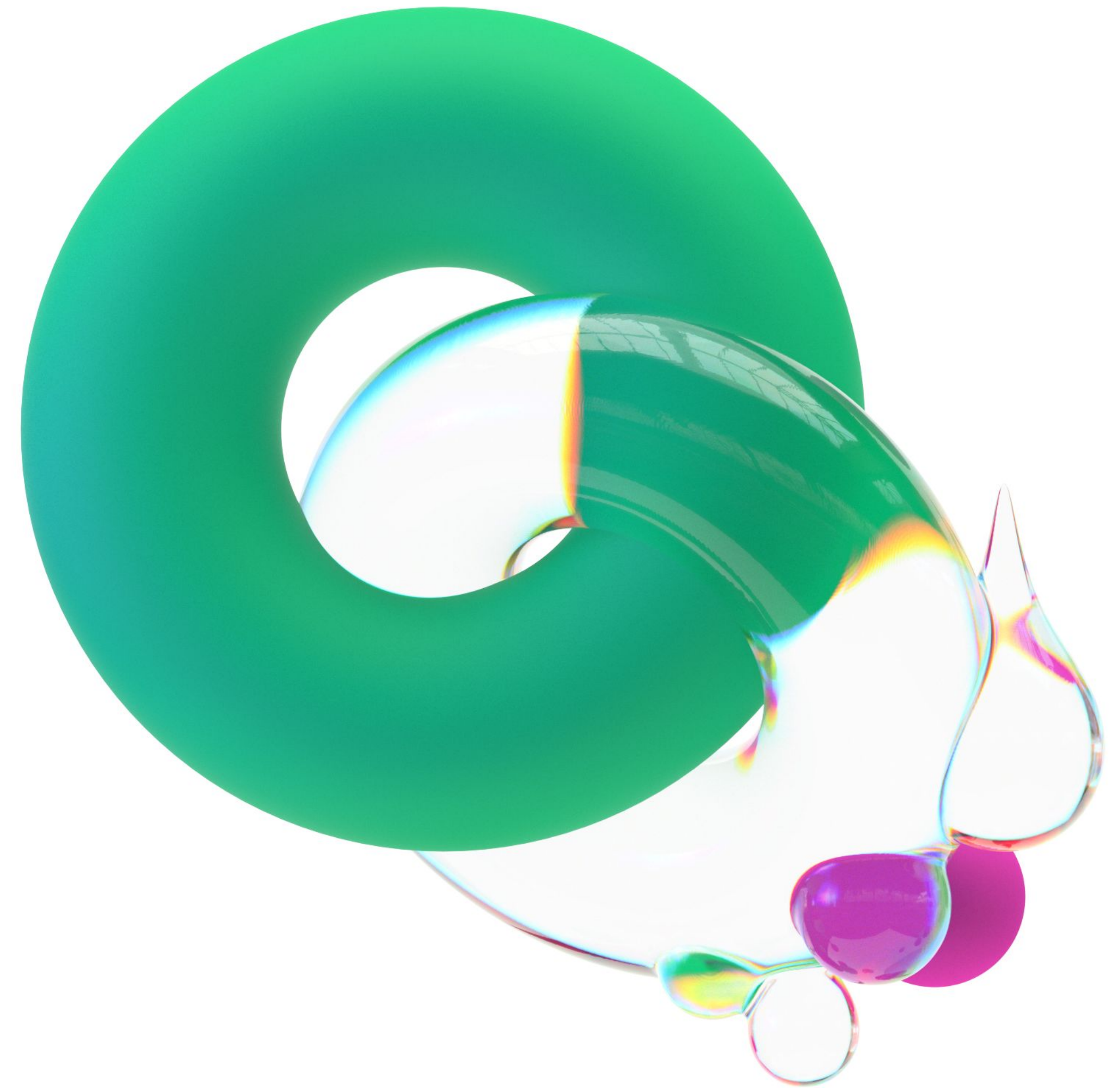


How does Brella deliver ROI for your sponsors?

Meaningful meetings with potential buyers: No matter if sponsoring a physical or a virtual event, sponsors are looking for ROI in terms of sales. Deliver them what they want with meaningful meetings with potential buyers.

Trackable data to justify the sponsor investment: A sponsorship agreement is a promise, and your sponsors expects you to deliver. Brella sponsor dashboard gives you the numbers you need to rebook your sponsor for the next event.

Completely new opportunities for maximised exposure: Brella platform is the event venue for your virtual event. Your attendees will spend a lot of time on Brella. Make sure your sponsors get their fair share of that attention.



No matter if sponsoring a physical or a virtual event, sponsors are looking meaningful meetings with potential buyers.

"Our company has invested a lot of money so that I can come here, so I need to be able to show my director who I met. Because of Brella, I can go back and show a list of people I met and who I had a good 15 minute conversation with."



Dave Hazan
Versapay

We are working with the leading event organizers in the world

Over **1,000** events in **2019**

538,500 1:1 meetings

59 different countries

informa

dmg events



SaaSStock

PLUGANDPLAY

TE TechCrunch

Google

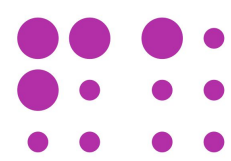


SAMSUNG



Virtual events provide completely new opportunities for your sponsors to reach their goals

Facetime with warm leads



Virtual sponsor booths



1:1 video meetings



Sponsor chat

Meaningful exposure



Sponsored live streams



Product presentations



Sponsor ads



Virtual venue branding

Data of ROI



Who met with whom



Who attended the sponsored session



Who is looking for your services

Facetime with warm leads

Generate **revenue** with **virtual booths**

- Sponsors and exhibitors want leads and meetings. No worries, we got you covered
- Attendees can easily find sponsor representatives at their booth and book 1:1 inbound meetings with them

Sponsors can add their product video, create a material bank, and chat with people who are excited about their solutions

Brella

A networking company for events and communities

Company_Intro.pptx

Value Proposition.pdf

Company Website

Company Representatives (12)

Company Details

Angela Ellis
Brella, Analyst Pro... 2 days

Kathryn Fuller
Brella, Account Re... 4 days

Sponsor Chat (live)

Polls, Q&A

Other Integrations

Larry Ward
I really love your product, do you have any documents I can go through?

Kathryn Fuller Brella
@Larry, Thank you for contacting. You can find the PDF file attached below the video. Also, feel free to connect with me if you have more questions or post them in Q&A.

Larry Ward
Sure! I will send you a personal message right away!

Philip Hall
This is Great! How to ask questions?

Kathryn Fuller Brella
Did you check the Polls, Q&A tab? You can ask questions there to the host and also fill in polls set by the host.

Frances Nguyen
I am interested in buying this solution. @Kathryn, I sent you a meeting request! Lets chat soon :)

Type your message here...

Send

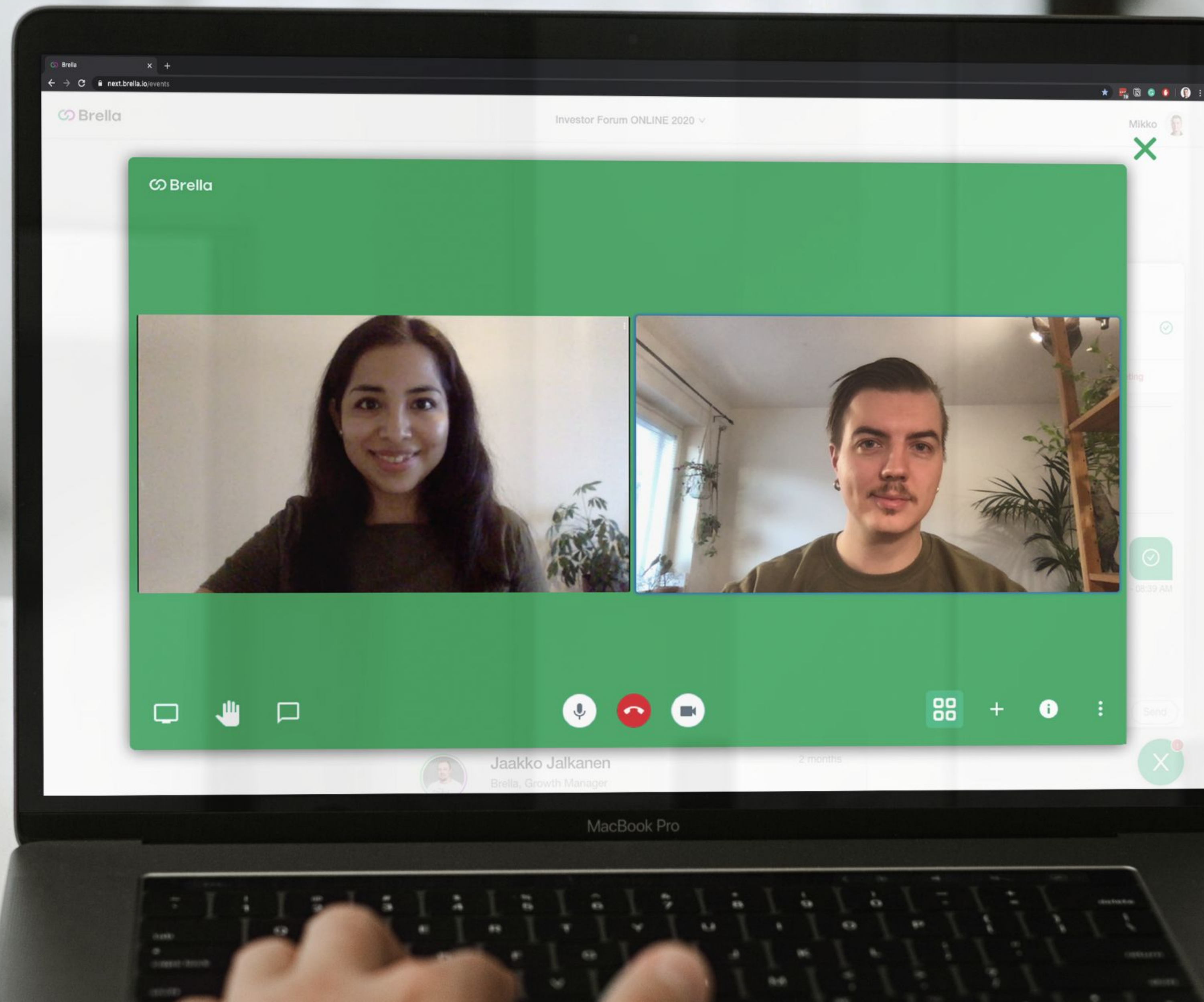
Facetime with warm leads

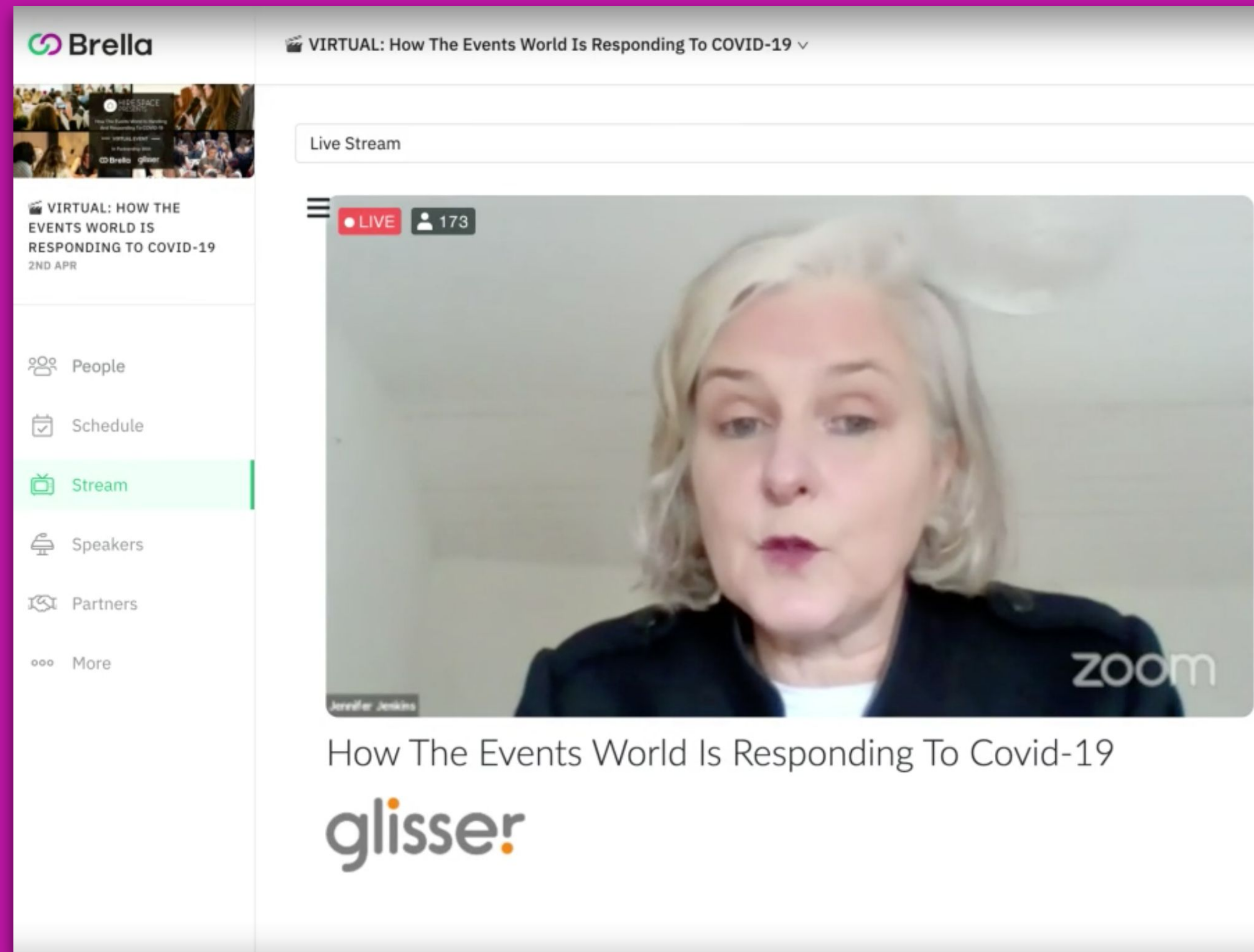
Take your **virtual event sales meetings** to the **next level** with 1:1 video meetings

— Make your attendees and sponsors' life easy with virtual meetings

— Your sponsor representative wants to invite a colleague to the call? No problem

— Screen sharing and so much more is also available!





Meaningful exposure

Let your sponsors offer **engaging live stream experiences** to your attendees

- Your attendees can enjoy your sponsor's amazing content and interact with others at the same time
- Modern experience is essential for attendee satisfaction
- Live or on-demand content, you decide


Meaningful exposure

Sponsor ads with a **concrete call-to-action** generate more inbound meetings to your sponsors

Your sponsors can be highlighted in the top matches we suggest to your attendees

The promotion acts similar to a regular attendee profile, but when booking a meeting, it will take attendees to the sponsor profile and offer a list of suitable representatives to meet.

An ad without a call-to-action doesn't bring a lot of value. Brella sponsor ads can make sure your sponsors get meeting traffic




Aaron Medina23 days
Brella, Customer Success Manager

CRMNETWORKING TECHSALES FORCE EFFECTIVENESSCRMCUSTOMER ENGAGEMENT

Virtual events can be a digital insurance to you and your stakeholders from a physical event. Let's work together on changing things up in the industry! I'm located in Helsinki! Interested in meeting virtually with good times for both of us! Check out my availability!

Operates in: Worldwide, Finland


Suggest Meeting☆ Bookmark



Google Cloud Platform

Anthos "Bringing the cloud to you" Transform your IT and build apps for the future Anthos lets you build and manage modern hybrid applications on existing on-premises investments or in the public cloud.

Suggest Meeting



Ville Vanhala23 days
Brella, Co-Founder, VP of Partnerships

NETWORKING TECHLIVE STREAMCUSTOMER SUCCESSCUSTOMER SATISFACTION

Hi! I would like to meet new people at this event :)

Operates in: Europe, United States, Worldwide, North America

Suggest Meeting☆ Bookmark

Meaningful exposure

Virtual venue supports **completely new branding opportunities**

— Give the spotlight to your top sponsors in your virtual venue

Sponsor exposure on event hero image
— makes sure every attendee notices who your biggest partners are

—

1 Welcome — 2 Availability — 3 Interests — 4 Profile



Welcome to

🦄 **Unicorn Hunt Conference 2.0**

To help you meet the most relevant people who can help you achieve your goals, let's first create your networking profile. Brella's matchmaking with artificial intelligence will then suggest people you may want to meet.

Let's get started!

Start networking

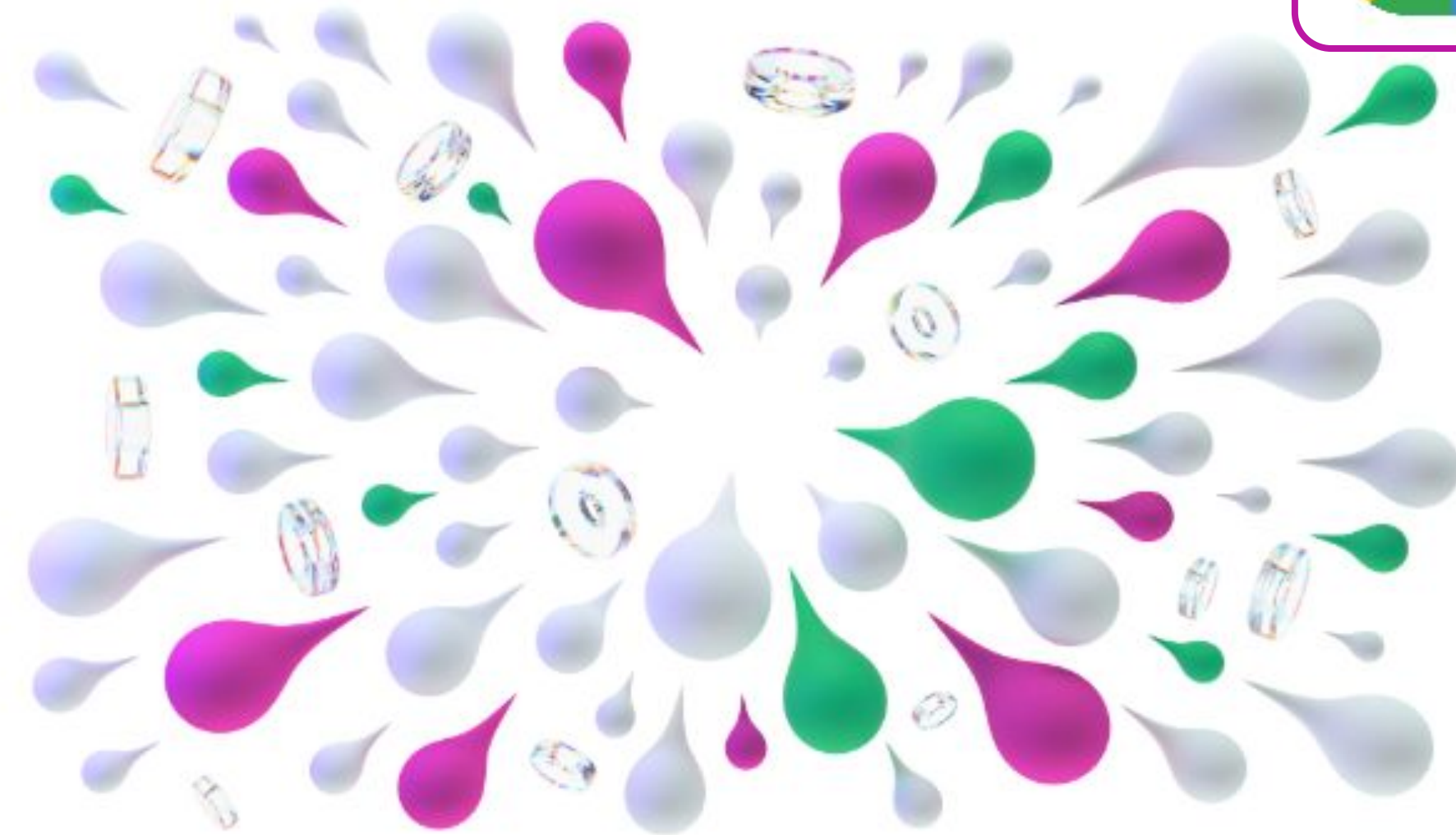
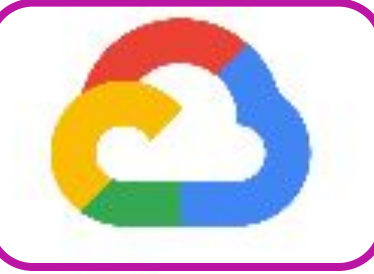
Meaningful exposure

Unleash your creative side with **limitless possibilities** in virtual events

- **Push notifications:** Reach attendees via push notifications and encourage them to visit sponsor's virtual booth or sign up for a free online product demo.
- **Registration:** Add Logo + promotional text in registration email and trackable links for guaranteed
- exposure for all attendees registering to the event

Pre-Event Marketing and Brand Exposure: Pre-event marketing can start even 2 months prior the event days in Event Webpages, Social media and with Email marketing.

 **Brella**



Hi there,

Thanks for registering for Unicorn Hunt Conference 2020! 🌟🐾

[Download your ticket here](#) and use this join code to join the event: XXXXX

Special thanks to our partner Google Cloud for sponsoring our event!

Because you purchased a ticket, Google Cloud is offering you **5% off your next purchase with them.**

Google Cloud Platform Anthos lets you transform your IT and build apps for the future. Anthos lets you build and manage modern hybrid applications on existing on-premises investments or in the public cloud.

Get 5% off Google Cloud Platform

Data of sponsorship ROI

Better sponsor/exhibitor retention rates

- In virtual events it’s important to be able to prove the sponsor ROI
- You will have access to all the sponsor data:
 - how many interactions,
 - meetings,
 - who met with whom,
 - how many times the sponsor ad was viewed and clicked,
 - who attended your sponsored session

This means you have full transparency into how your most important sponsors succeeded at your event

Meetings summary

Export (.csv)

	Total	Inbound	Outbound
Total engagement	67	55	12
Accepted	21	11	10
Pending	23	22	1
Declined	13	12	1
Cancelled	10	10	0
Messages	69	41	28

☐

Google Cloud

Accepted meetings

Diamond Partner

☐

ProfitWell

Accepted meetings

Titanium Partners

☐

Salesforce

Accepted meetings

Platinum Partners

☐

aircall

Accepted meetings

Gold Partners

Representatives

Add representatives

Export (.csv)

Name	Joined	Accepted	Pending inbound	Pending outbound	Cancelled	Declined	Total outbound	Chat open	Messages	
	2019-10-03 08:54	12	0	2	2	7	22	2	9	Remove
	2019-10-03 15:53	1	1	0	2	0	0	0	4	Remove
	2019-10-03 20:10	11	2	0	5	8	8	5	39	Remove
	2019-10-09 12:37	3	2	2	2	1	5	1	4	Remove

Data of sponsorship ROI

Matchmaking categories tell your sponsors **who are looking for their services**

We track the data of every matchmaking selection your attendees make.

The categories can be fully customizable for your sponsor's needs so connecting the supply and demand at your event is made simple

Your sponsors will have all this data at their fingertips after the event, it's like a free market research for them

1 Welcome — 2 Availability — 3 Interests — 4 Profile

Select the items you're interested in

Search

A virtual event technology

- Embedded meeting link
- Live Stream
- Social Feed inside the app
- Sponsorships
- Virtual Polling

Customer experience

- Brand community
- Customer delight
- Customer engagement
- Customer feedback
- Customer satisfaction
- Customer success
- Customer value proposition
- Lead scoring
- Quality of experience

Sales and Commercial

- CRM
- Go-to-market
- Sales and Commercial - Other
- Sales force effectiveness

Proceed

What are your goals for Networking Tech?

NETWORKING

- ✓ Network about this

TRADING

- ✓ Explore getting or buying
- ✓ Offer or sell this

RECRUITMENT

- ✓ Get a job in this
- ✓ Offer a job in this

Save

CRM Go-to-market Proceed

Sales and Commercial - Other Sales force effectiveness

Brella is the **right partner** for you to take your sponsors' success from **offline to online**

We also promise full support of our consultants and experts to ensure your sponsors' switch to online is painless and stress-free

