



QUICK REFERENCE GUIDE: EXHIBITORS AND SPONSORS

2021 HLC Annual Conference
April 5 – 9 | Crisis and Community

This guide is intended to provide clarity on the terminology within the virtual conference platform and exhibit hall for prospective or current conference exhibitors and sponsors.

EXHIBIT HALL TERMS

Booth Category

Predetermined categories that each exhibitor selects that relates most with the product or services offered. Attendees will be able to search the Exhibit Hall by booth categories.

Company Banner

A customizable banner that is displayed at the top of the virtual booth and can link to an external URL.

Company Description

A brief description of the services or products offered that will be displayed on the company's virtual booth.

Company Logo

Logos will be displayed on the Logo Wall, where attendees can select a logo to enter the company's virtual booth. The logo is also visible within the virtual booth.

External Web Link

An external URL provided by the company that will be accessible in the company's virtual booth.

Information Request Report

Report with all users who requested information within the virtual booth.

Live Video Chat

Attendees will be able to connect with exhibitors over the live event dates using the real-time video chat feature, with designated times strategically scheduled over breaks in the General Program. It is mandatory that all exhibitors have at least one company representative available during all scheduled breaks within the General Program. This feature is only available April 6 – 9. This feature is only used for informational conversations and no presentations are allowed during these times.

PDF Uploads

Additional resources that are included in the designated virtual booth. Only informational documents are allowed.

Request Information Button

An opportunity for attendees to request information from exhibitors. Within their request, exhibitors will be notified of the requestors' name, email address and specific request comments that were included. This feature is available to attendees following the live event dates through the 60-days post event.

Sales Contact Information

The name, bio, email address, phone number and personal LinkedIn account of each contact.

Sponsor Recognition Badge

Badge located within virtual booth acknowledging the exhibitor is a conference sponsor.

Virtual Grab Bag Giveaway

Giveaway button within the virtual booth that can be linked to a third-party site or survey link to collect contact information/generate leads in exchange for a random drawing.

Virtual Visit Summary Report

Report that includes attendees name who clicked into the booth, favorited the booth, attendees' organizations, how many times each user viewed your booth and assets.

SPONSORSHIP TERMS

Global Banner Logo

Sponsor logo that is visible on the event platform welcome page, high traffic and frequently visited pages, which can link to the sponsors external website.

Global Banner Ad

Sponsor advertisement that is visible on the event platform welcome page, high traffic and frequently visited pages, which can link to the sponsors external website.

Global Scrolling Sponsor Logos

Horizontal scrolling list of sponsor logos at the bottom of the event platform. Sponsor logos are categorized by tier and can be linked to external URL.

Introduction Video

A 1–3-minute opening video within the virtual booth that provides a short synopsis of your company's mission or product.

Keynote Presentation Sponsor

Sponsor logo included on keynote presentation video and on session schedule. Logo will be visible during streaming of keynote presentation. There will be no verbal recognition of sponsor during the presentation.

Linked Social Media Accounts

Ability to link company Social Media Accounts (Twitter, Instagram, Facebook, LinkedIn) to virtual booth.

Live Showcase Presentation w/ Active Participants

Live presentation scheduled within the General Program. The presentation will be held outside of the event platform and Sponsor or Exhibitor is responsible for hosting the presentation within a separate external virtual platform.

Mid-Day Break Global Notification

Global notification displayed to all users in the virtual platform. The broadcasted message will include the sponsor's name and inform attendees to visit the exhibit hall during a break in the General Program schedule. The message is not customizable by sponsor.

Opt-in Mailing List

List of attendees who opt in to sharing their email addresses with conference sponsors during the registration process.

On-Demand Prerecorded Showcase Presentation

PowerPoint presentation with pre-recorded audio that will be visible in the session schedule, linked in the company's virtual booth and available on-demand.

Short Break Global Notification

Global notification displayed to all attendees logged into the conference platform. The broadcasted message will include designated sponsor name and inform attendees to visit the exhibit hall booth during a 15-minute break in the General Program schedule. The message is not customizable by sponsor.

Sponsor Page

Designated page within the event platform exclusive to sponsors, which includes their logos and listing of company's virtual booth.

Virtual Advertisement

Advertisement located in the virtual grab bag within the conference platform.

ADDITIONAL QUESTIONS?

Contact annualconference@hlcommission.org.