crowdcomms.
EVENT HEROES
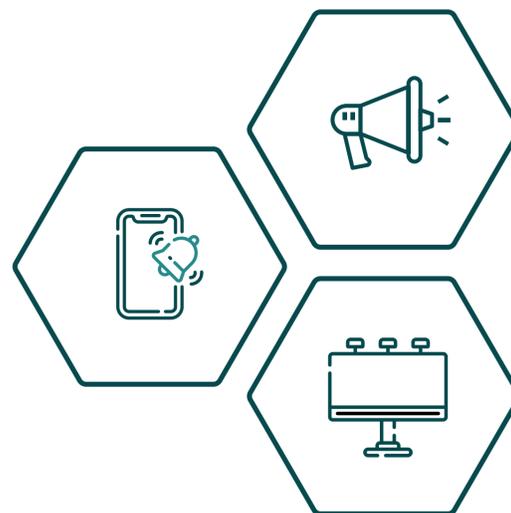
SPONSORSHIP

Whether your goal is to increase networking or drive traffic to exhibitor booths, awarding points and providing incentives can ignite your event.

Overview

We know that sponsors are an imperative cog in the machine of any corporate event or trade show. Without them, you may lose out on the funding you need for the extra details that will give your event that edge. This means that you want to give back to your sponsors in every way you can, so why not utilise your event platform?

There are many opportunities to give more exposure to your sponsors through our event platform, and the analytics we provide mean you can show your sponsors their excellent analytics to ensure they come back to you year after year! With multiple areas to display sponsor information, you can use the platform to maximise sponsor exposure and engagement.

Sponsor dynamic networking rooms

COMING SOON!
Speak to one of our account managers for more details...
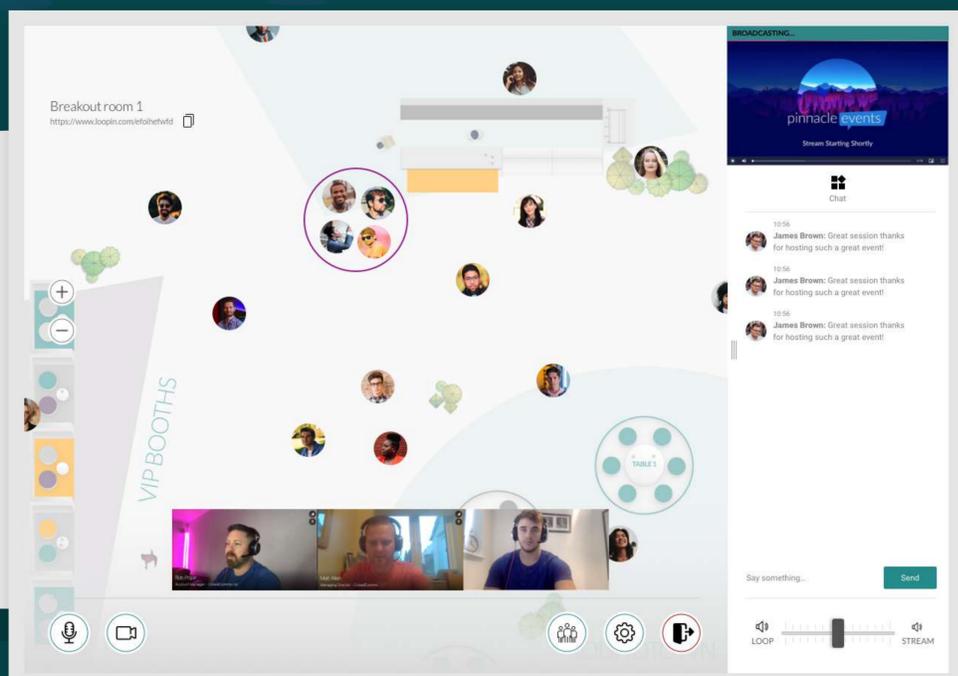
Homepage Sponsor Exposure and Dual Sponsorship Opportunities

Make sure your main event sponsor has maximum exposure by putting their logo on the homepage of the platform.

This will be the first thing people see when they enter the site so will be a great exposure opportunity for them. If you have more than one main sponsor at your event, you can display more than one logo. We offer homepage templates to showcase multiple sponsors depending on your event set up.

Banner Ads and Exclusive Sponsorship

Give a select few of your sponsors an exclusive opportunity by using their logo throughout your event platform.

Banner ads appear throughout the platform on pages such as the speakers list, which are guaranteed to get a lot of traffic, as well as the main menu of the platform. You could even take this a step further and feature their logo on the home screen, perhaps with a link to their website or in-platform profile. The large scope of exposure means that you can charge sponsors a little more for this opportunity, you could even have an event platform sponsor!
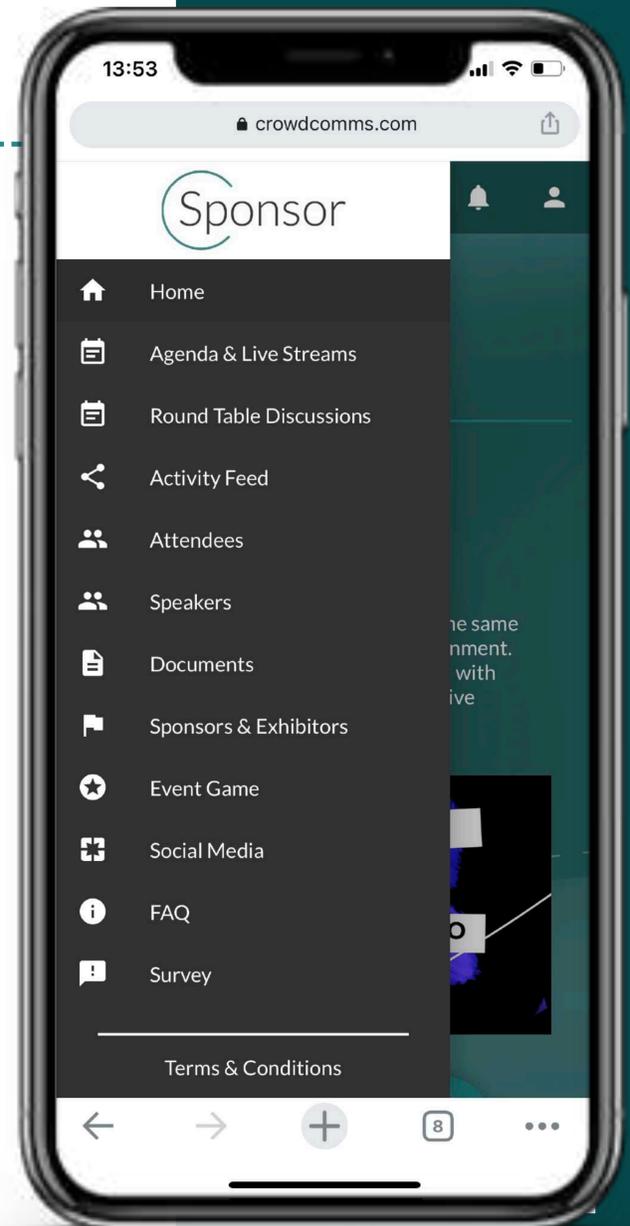
Detailed Sponsor Profiles

In-platform profiles are a great way to promote sponsors using your event platform. You can showcase logos, websites, social media, company representatives and descriptions as part of sponsors' profiles by using an event platform.

You could also branch out and ask your sponsors to provide documents and videos to display on the event platform. A well filled out profile is brilliant because it allows attendees to get the full impression of a sponsor and allows for quick and effective exposure.

With the option to add sponsor representatives to sponsor profiles, your audience can easily contact sponsor reps should they wish, making networking with your sponsors seamless and simple.

Push Notifications and Alerts

In-platform notifications and alerts are another brilliant way of promoting your sponsors to your attendees via the event platform.

If you have a native app, send a push notification to remind your audience to visit a certain sponsor's stand, or even to simply thank them for their support and guide attendees to their website.

In-platform alerts and notifications can be pre-scheduled so you can timetable your sponsored alerts to ensure that attendees' phones are not bombarded with sponsored content. You can add videos and links to these alerts to showcase sponsor material. There is an option to send alerts as an email as well so you can make sure your audience receive your sponsor material even if they aren't logged in.
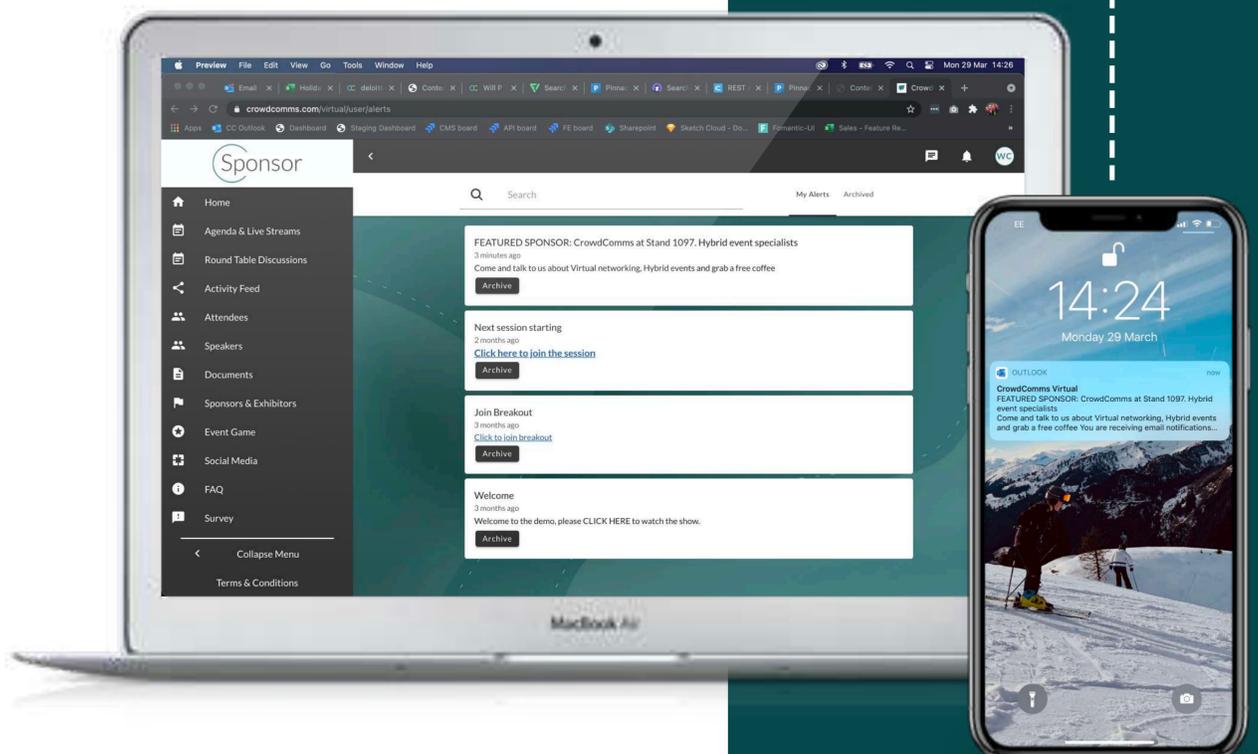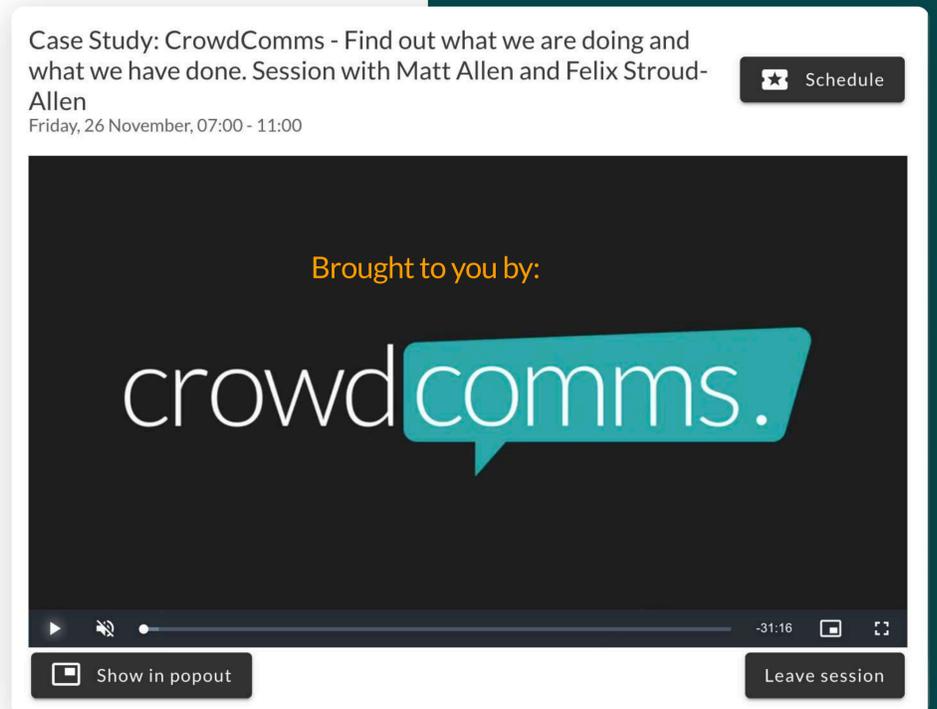
Live Stream Sponsor Ads

Guarantee exposure for a select few of your sponsors by including their logo on your livestream background.

With the ability to customise your livestream background, you can include multiple logos to maximise exposure for your sponsors. Encourage companies to sponsor a specific session or have overall sponsors for all your sessions. The sponsor logos will appear in the background by your speakers and will be visible for everyone watching the sessions, so they're a great way to ensure your sponsors have a strong presence at your event.

Case Study: CrowdComms - Find out what we are doing and what we have done. Session with Matt Allen and Felix Stroud-Allen
Friday, 26 November, 07:00 - 11:00

Schedule

Brought to you by:

crowdcomms.

-31:16

Show in popout

Leave session

App Gaming and Quiz Questions

Using a game as a part of your event platform is not only a fun and effective way to engage attendees with your event, but also a brilliant way to boost exposure for your sponsors.

You can create individual challenges or quiz questions for your sponsors or get them involved by asking them to provide prizes for the top scorers. You could also use an event platform game at your event to boost attendees' movements around the platform with scavenger hunt-style questions to get attendees to a sponsor's stand. Add codes to different sponsor booths and get your attendees to look for them and enter the codes to win points. Ask questions about different sponsors in the quiz sections to get delegates to visit different sponsor stands.

Sponsor Challenge

Incomplete Challenge

CONGRATULATIONS!

TRY AGAIN
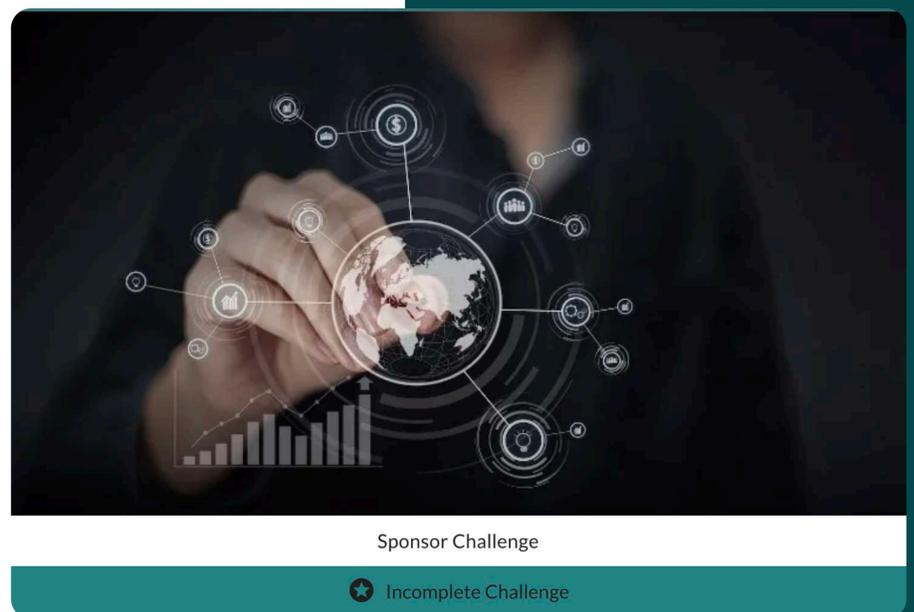
Analytics and Data

From the launch of your event to its finish, you need to be able to see how your event is going and be able to show your sponsors how effective their campaigns are. We offer a combination of real-time and post-event analytics so you can gain an in-depth insight into the success of your event both during and after.

Our real-time analytics show you the adoption rate, as well as how popular different areas of the platform are with your audience. During your livestream, you can also see the number of viewers watching, and using polling and Q&A features is another great way to measure engagement. After your event, our analytics give you a complete picture of how it went for you and your sponsors. We can give you information on exactly who watched your stream and for how long, who clicked on company booths and viewed documents. This gives you contacts should your sponsors want to get in touch with people, and also shows them how much exposure they got.