

# 7. Sponsor Exposure

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# Sponsorship Overview: Video Tutorial

# Company Profiles: Video Tutorial

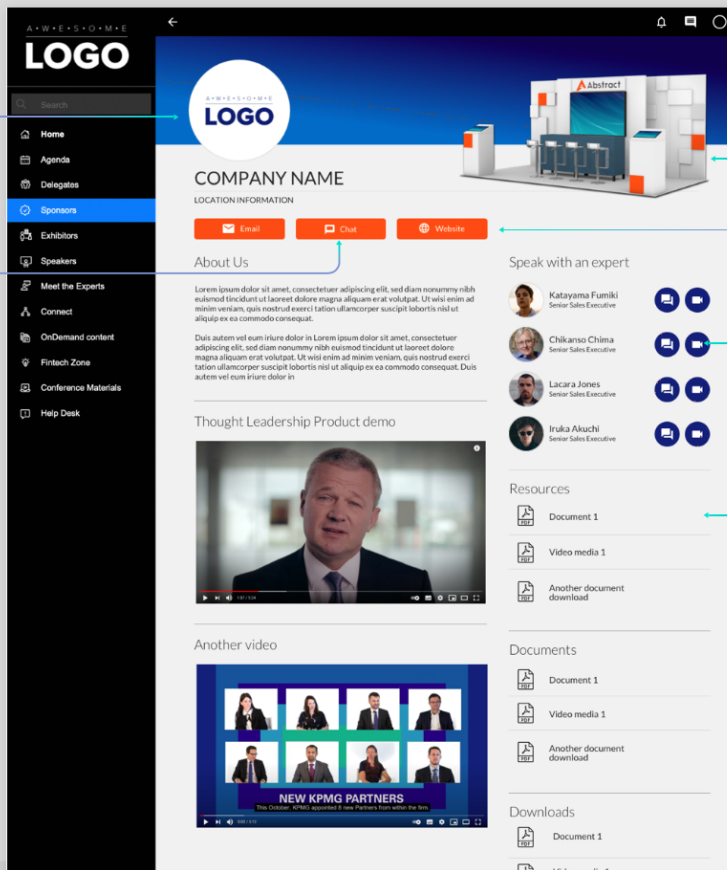
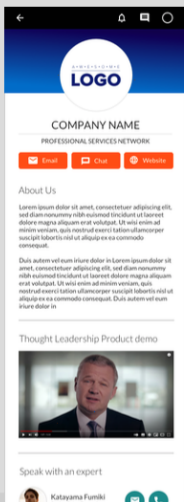
The new company profiles ensures any companies sponsoring or exhibiting can showcase their branding, highlight who they are; what they have to offer and why people should take note. In platform functionality makes it quick and easy for platform users to contact experts linked to the companies through chat, email, phone and video call.

The flexible CrowdComms platform allows you to rename any module including these new company profiles to repurpose for other uses including showcasing internal products or highlighting content where you wish to show several images along with different types of content in a format that is optimised across devices.

- [View example company profile](#) (Screenshots below)
- Attached in the left hand menu you will find:
  - CC-Sponsorship 21.pdf highlights sponsor and exhibitor exposure
  - Company-Booths-Specifications.pdf providing a detailed breakdown of the new company profiles. An image of this pdf is included below

**COMPANY LOGO:**  
400X400PX  
Logos will be displayed in a circle and cropped to the correct size for presentation

**LEAD COMPANY REP:**  
The CrowdComms Dashboard will allow you to assign a lead company contact to deal with chat and video messages on the company's behalf.



**BANNER IMG:** 1600X200PX  
The CrowdComms Dashboard will include an image cropper at the correct dimensions

**BOOTH IMG:** 540X265PX  
We recommend a transparent PNG image of your event booth for this area for maximum impact, however the Dashboard will accommodate any image in this area

**PRIMARY CONTACT BUTTONS:**  
Company-specific colours will be set in the dashboard using a hex colour value e.g #333333

**SECONDARY BUTTONS:**  
Company-specific colours will be set in the dashboard using a hex colour value e.g #333333

**CONTENT AREAS:**  
Content blocks will be controlled via the dashboard and will display with a set icon per file type

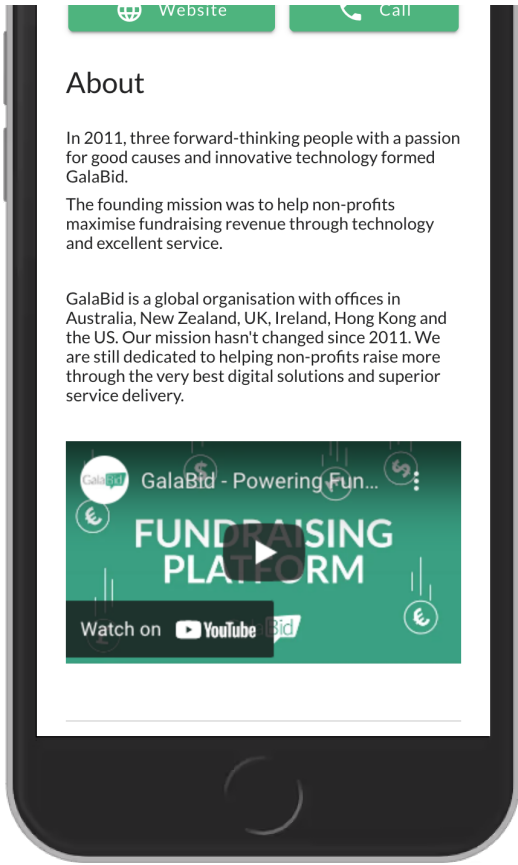
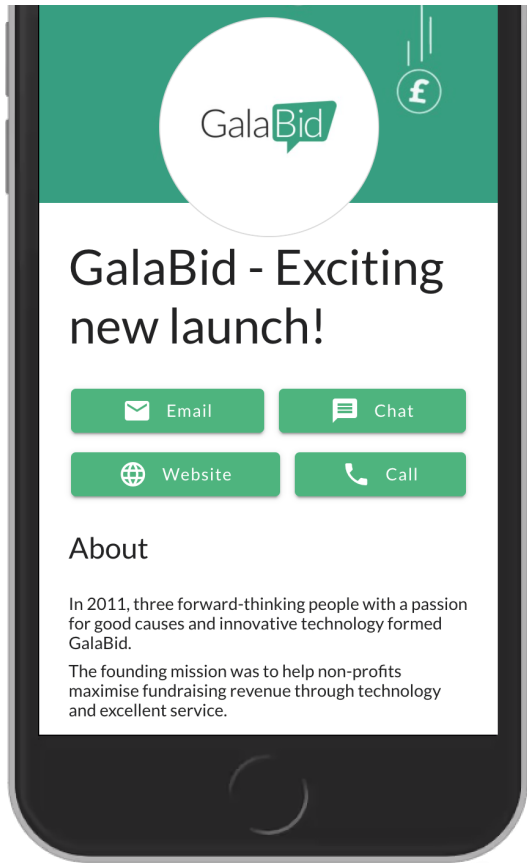
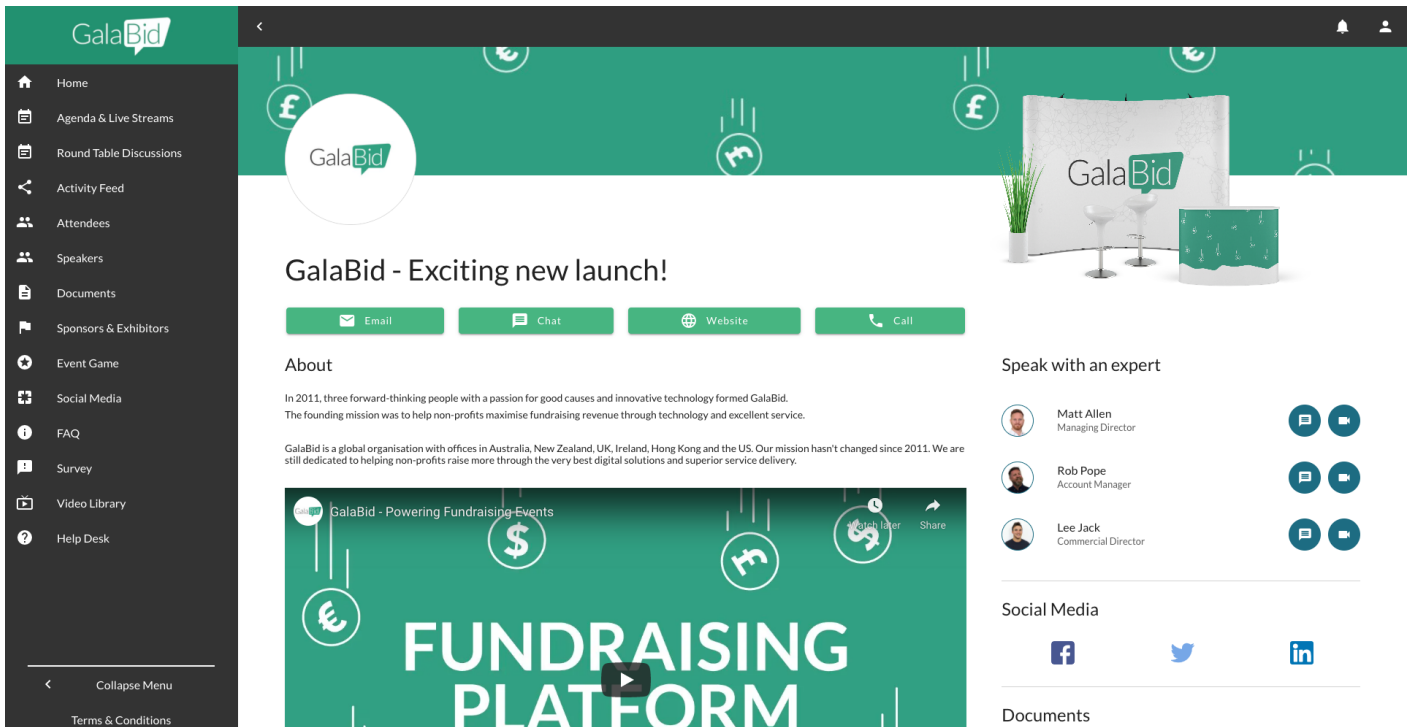


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# Sponsor and Exhibitor Reporting

## Overview

Sponsors and exhibitors have profiles within the platform including, logo, bio, social media, documents and linked representatives who can be contacted through the platform by users.

Reporting to quantify the exposure received is outlined here.

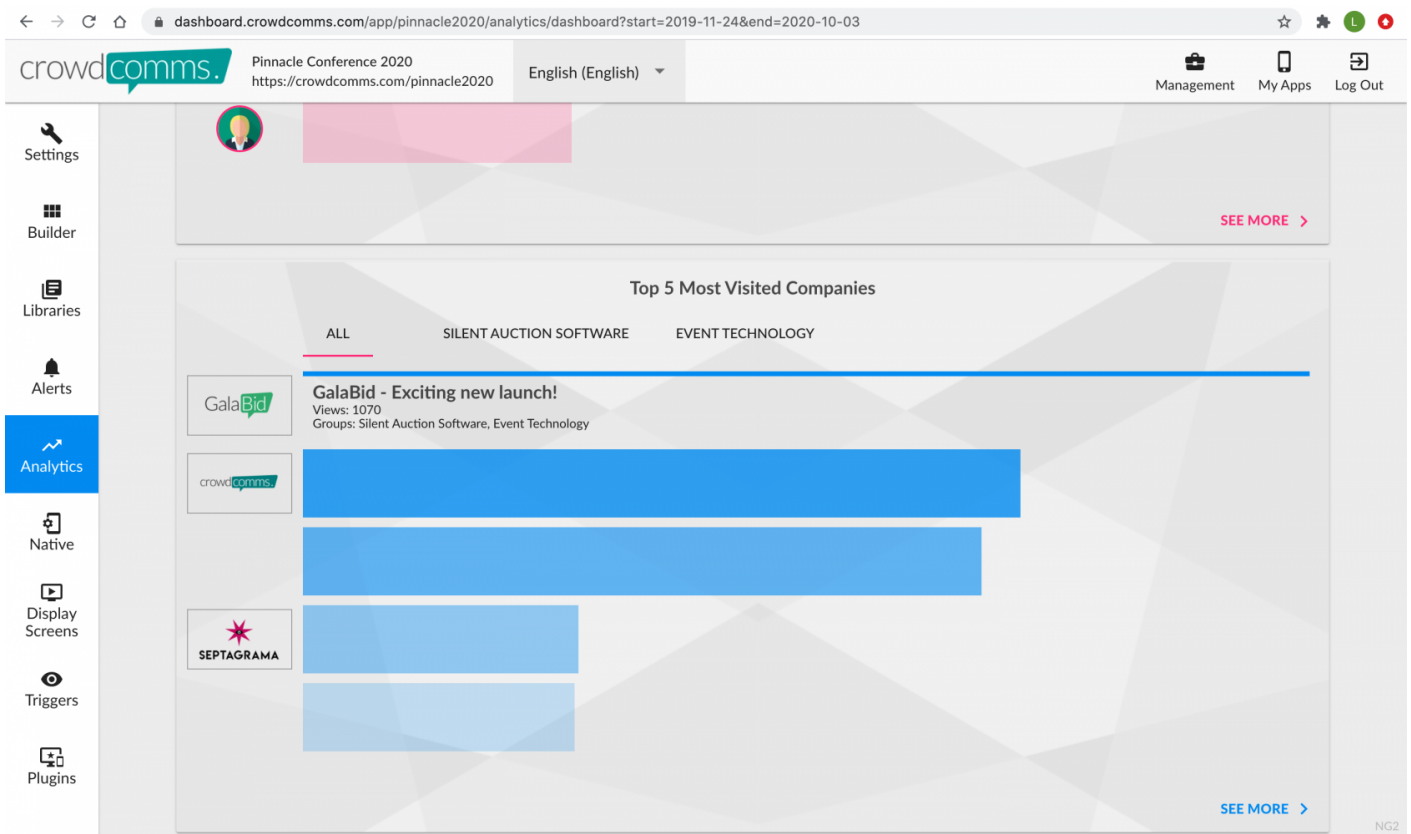
### Please note:

- All available analytics and reports are outlined within this [Analytics and Reporting](#) section.
- Data included in reports that identifies the user includes first name, last name and email address.
- If you need to analyse further user data such as group or custom fields, this can be achieved by cross referencing the reports available and the people export.

## Sponsor & Exhibitor Analytics

### Real time reporting available from the CrowdComms dashboard (CMS)

- Page views for specific companies linked to the platform including sponsors and exhibitors.
- Option to view companies by group to further analyse exposure i.e. look at page views for companies who are Sponsors or Exhibitors.
- Page views / number of clicks for documents including those linked to sponsor and exhibitor profiles. These are typically marketing documents used to promote the companies offering.



## Post event reporting, available on request from your allocated support specialist

- Excel report showing breakdown of who viewed a company profile including sponsors and exhibitors.
- Excel report showing breakdown of who clicked on documents including documents linked to company profiles.
- Excel report showing breakdown who stream views and who watched. If you have a sponsored session, this session will be included in the stream report
- These reports are available 48 hours post event due to the data being aggregated from Google Analytics before being available in usable report.