

# Pricing Explained

Explanation of the available pricing options and specific line items.

- Event platform pricing
  - 12 month event platform with show day add ons
  - Event App: Per Event Pricing
  - Event App: Per User Pricing
  - Virtual, Hybrid & Webinar Pricing
- Internal comms
  - IC platform pricing
- Onsite filming
  - Onsite film production
- Pronto! Kiosks
  - Pronto! kiosks: Onsite badging solutions

# Event platform pricing

# 12 month event platform with show day add ons

Create an on brand, secure platform to host all your events and webinars in one place. Perfect for webinar series and when you have a captive audience attending events throughout the year. Utilise module privacy and personalised schedules to ensure only invited users can see the events they are invited too.

Send alerts and notifications to communicate upcoming events and allow your attendees to revisit past events all in one place.

## **Included at all times:**

- Showcase and promote upcoming events to drive up adoption
- On demand access to past events with analytics and reporting to measure uptake
- Share attendee lists of upcoming events and past events. Security options available to control who can see these. 1-2-1 chat messaging and business card exchange supported.
- Promote sponsors and allow attendees to access their content. Provide analytics to your sponsors to quantify the exposure they have received.
- Ongoing or event specific games with live leaderboard. Incentivise platform and content related engagement and provide awards
- Social feeds to allow users to share their experiences and collaborate on your approved topic areas
- Capture feedback related to user experience to continually improve their event experiences
- Alerts and notifications to keep your audience informed of latest events or push any of the above features and uses

## **Included on show days:**

- Live stream to your invited audiences
- Live engagement during sessions including live polling, Q&A, session feedback and session notes
- Networking spaces with collaboration between users utilising Smart Sessions
- Breakout sessions using our branded in platform breakout rooms or the zoom integration
- 1-2-1 video calls and meeting booking between attendees, speakers and sponsors depending on your admin settings and user privacy settings (Available 7 days pre and post your show day add on)
- Event and session specific game challenges

**Sponsor**

- Home
- Watch Live
- Upcoming events
- On Demand
- Attendees
- Win Prizes
- Social Feed
- Feedback

**THE AWESOME BRAND CO.**

Welcome to our 2022 event series. Join events happening now, see what's coming up and watch past events on demand.

**WATCH LIVE** →

Join us for our latest event. Take part in polling, ask questions and network with your peers!

**Event Starts In:**

Days	Hours	Minutes	Seconds
106	21	39	38

- WATCH LIVE
- UPCOMING EVENTS
- ON DEMAND
- ATTENDEE

Powered by **crowdcomms.**

# Event App: Per Event Pricing

## All prices are on a per event basis: What does this mean?

- All users access the same custom url or app name and land on the same branded home screen
- Content can be personalised to the user using module privacy and personalised schedules however all content must be related to a single event
- All show days must be within a 7-day period to be considered a single event license
- Show days outside of the supported 7-day period will require a new event license or consider a 12-month platform
- Event content will be available for six months post event to allow users to revisit the platform, access content, provide feedback and network with other users
- The platform cannot be repurposed for other events without a new license and during the on demand period, changes to content can no longer be made

## Multi-license, bulk purchase options

- By committing to multiple event licences at the same time, you will receive additional discount. The discount percentage increases as the number of events you commit to increases therefore dramatically reducing your per event costs
- Payment required 30 days from invoice date to secure the bulk purchase discount
- Event licences to be used in 12 month period

## Event App (Event platform without streaming functionality)

- Custom event app for physical event with no streaming
- 1000 users supported with all live show days related to a specific event taking place within 7 days
- Secure platform
- GDPR compliant
- Custom URL
- Responsive platform that across devices including desktops, tablets and mobile phones:
  - [Browser requirements](#)
- Replicate event branding: [Design setup included](#)
- Event content utilising available platform modules: [Platform docs](#)
- Session engagement
  - [Session chat](#)

- Audience Q&A
- Live polling
- Event game with session challenges
- Activity feed(s) linked to relevant sessions
- Networking
  - Related features
- Meeting booking: View details
  - 1-2-1 meeting booking between platform users
  - Pre-define time slots for audience to meet with one another or allow them to define their own availability
  - Meet in person or online, with simple step by step user experience
- 1-2-1 video calls: [View details](#)
  - Allow users to begin video calls with other online users within the platform
    - Attendee to attendee
    - Attendee to exhibitor and vice versa
    - Attendee to speaker and vice versa
    - Attendee to event organiser or vice versa
    - Options to restrict access for certain groups if needed
- Exhibitor and sponsor exposure
  - [View details](#)
- Surveys and session feedback with reporting
  - Surveys linked to sessions with session specific questions
  - Event surveys linked from menu or home screen
  - No limits on number of surveys or survey questions
  - Multiple question types: Single choice, multiple choice, star rating, sliding scale rating and open end response
  - Reporting for admins in csv available for download in real time
- Analytics and reporting
  - Real time highlights dashboard
  - Detailed csv reports with user specific data
  - [View details](#)
- Does not include split pane session view, video player or stream hosting: Only suitable for events where no streaming is required.

## Increase capacity by 1000 users

- As standard the 'Event platform without live streaming' provides a 1000 user capacity. This can be increased by units

## Remove 'Powered by CrowdComms' logo

- Remove this logo from login and left hand menu providing a complete white label solution

## App store listing

- Optional feature: Native app available in Apple app store and Google Play
- Custom app name, splash screen image and app icon
- Push notifications

## Registration light

- Integration options with your preferred registration provider are included as standard without purchasing this optional registration light solution. [Integration options](#)
- Registration light is a simple user friendly branded registration platform with live api integration into the event platform
  - [View details](#)

## Standalone attendance tracking app

- Optional standalone app: Only available for physical events
- Onsite admins, hosts, and hostesses download attendance tracking app onto phones or iPads
- Enter event code followed by session or location code
  - Session or location code can be updated as they scan attendees into new sessions
- Scan attendee QR codes on their badges to track their movement
- Permissions to control who is allowed to attend specific sessions
- Reporting available for admins

## Standalone lead capture app

- Optional standalone app: Only available for physical events
- Allocate a lead user for each exhibitor
- Lead exhibitor user downloads the lead capture app, enters event code followed by their unique exhibitor code
  - This information is communicated to exhibitors by email from organisers
- Ability to invite team leaders who can then download and join their exhibitor lead capture app
- Pre defined qualifying questions and option to create personalised questions
- Scan attendee QR codes on badges to capture details
- Enter responses to qualifying questions based on the conversation to have central hub of qualified lead data
- Reporting for exhibitors
- Reporting for event admins

## Design Setup

- Included with platform license

- [View details](#)

## Custom design page(s)

- Optional service, discuss options with your account manager
- Design setup utilising one of the tried and tested templates 1-8 is included as standard without the custom page add on - [View standard design setup options](#)
- If you need something a bit special that goes above and beyond the included templates home screens or menu options, we can code custom pages to replicate your designs
- Send your custom page requirements to your account manager for review

## Allocated account manager, support manager, training and support included with platform license

- Included as standard with any platform purchase
- Allocated support manager provides training and support: [View details](#)

## Managed content service

- Optional service: [View details](#)
- Allocated resource uploads your event content
- Multilingual platforms require one x managed content service per language

## Allocated show day platform resource (per day, per technician)

- Dedicated CrowdComms resource allocated to work as an extension of your team during your show day
- [View details](#)

# Event App: Per User Pricing

## What is per user pricing?

- Ideal for smaller events. Price is based on the number of users you provide access to the event platform.
- Minimum of 50 users per event.
- Each event containing a minimum of 50 users supports:
  - Content can be personalised to the user using module privacy and personalised schedules however all content must be related to a single event
  - All show days must be within a 7-day period to be considered a single event license
  - Show days outside of the supported 7-day period will require a new event license or consider a 12-month platform
  - Event content will be available for six months post event to allow users to revisit the platform, access content, provide feedback and network with other users
  - The platform cannot be repurposed for other events without a new event being setup
- Infrastructure is scaled to ensure the number of users you have loaded can comfortably be supported. For this reason the price is based on the number given access and not just on those that login.

## Bulk purchase options

- By committing to a higher number of per user licences, you receive increased discount. For example by committing to a 1000 user allowance, the price per user is reduced from £25 to £15.
- Continuing to use this example, the 1000 per user licences can then be used across unlimited events until the 1000 licences have all been used. For example 20 x 50 user events or 10 x 1000 user events.
- The minimum 50 users per event still applies when bulk purchasing user licences.
- Payment required 30 days from invoice date to secure the bulk purchase discount.
- Event licences to be used in 12 month period.

## Event App (Event platform without streaming functionality)

- Custom event app for physical event with no streaming
- 1000 users supported with all live show days related to a specific event taking place within 7 days
- Secure platform

- GDPR compliant
- Custom URL
- Responsive platform that across devices including desktops, tablets and mobile phones:
  - [Browser requirements](#)
- Replicate event branding: [Design setup included](#)
- Event content utilising available platform modules: [Platform docs](#)
- Session engagement
  - [Session chat](#)
  - [Audience Q&A](#)
  - [Live polling](#)
  - [Event game with session challenges](#)
  - [Activity feed\(s\) linked to relevant sessions](#)
- Networking
  - [Related features](#)
- Meeting booking: View details
  - 1-2-1 meeting booking between platform users
  - Pre-define time slots for audience to meet with one another or allow them to define their own availability
  - Meet in person or online, with simple step by step user experience
- 1-2-1 video calls: [View details](#)
  - Allow users to begin video calls with other online users within the platform
    - Attendee to attendee
    - Attendee to exhibitor and vice versa
    - Attendee to speaker and vice versa
    - Attendee to event organiser or vice versa
    - Options to restrict access for certain groups if needed
- Exhibitor and sponsor exposure
  - [View details](#)
- Surveys and session feedback with reporting
  - Surveys linked to sessions with session specific questions
  - Event surveys linked from menu or home screen
  - No limits on number of surveys or survey questions
  - Multiple question types: Single choice, multiple choice, star rating, sliding scale rating and open end response
  - Reporting for admins in csv available for download in real time
- Analytics and reporting
  - Real time highlights dashboard
  - Detailed csv reports with user specific data
  - [View details](#)
- Does not include split pane session view, video player or stream hosting: Only suitable for events where no streaming is required.

## Increase capacity by 1000 users

- As standard the 'Event platform without live streaming' provides a 1000 user capacity. This can be increased by units

## Remove 'Powered by CrowdComms' logo

- Remove this logo from login and left hand menu providing a complete white label solution

## App store listing

- Optional feature: Native app available in Apple app store and Google Play
- Custom app name, splash screen image and app icon
- Push notifications

## Registration light

- Integration options with your preferred registration provider are included as standard without purchasing this optional registration light solution. [Integration options](#)
- Registration light is a simple user friendly branded registration platform with live api integration into the event platform
  - [View details](#)

## Standalone attendance tracking app

- Optional standalone app: Only available for physical events
- Onsite admins, hosts, and hostesses download attendance tracking app onto phones or iPads
- Enter event code followed by session or location code
  - Session or location code can be updated as they scan attendees into new sessions
- Scan attendee QR codes on their badges to track their movement
- Permissions to control who is allowed to attend specific sessions
- Reporting available for admins

## Standalone lead capture app

- Optional standalone app: Only available for physical events
- Allocate a lead user for each exhibitor
- Lead exhibitor user downloads the lead capture app, enters event code followed by their unique exhibitor code
  - This information is communicated to exhibitors by email from organisers
- Ability to invite team leaders who can then download and join their exhibitor lead capture app
- Pre defined qualifying questions and option to create personalised questions
- Scan attendee QR codes on badges to capture details

- Enter responses to qualifying questions based on the conversation to have central hub of qualified lead data
- Reporting for exhibitors
- Reporting for event admins

## Design Setup

- Included with platform license
- [View details](#)

## Custom design page(s)

- Optional service, discuss options with your account manager
- Design setup utilising one of the tried and tested templates 1-8 is included as standard without the custom page add on - [View standard design setup options](#)
- If you need something a bit special that goes above and beyond the included templates home screens or menu options, we can code custom pages to replicate your designs
- Send your custom page requirements to your account manager for review

## Allocated account manager, support manager, training and support included with platform license

- Included as standard with any platform purchase
- Allocated support manager provides training and support: [View details](#)

## Managed content service

- Optional service: [View details](#)
- Allocated resource uploads your event content
- Multilingual platforms require one x managed content service per language

## Allocated show day platform resource (per day, per technician)

- Dedicated CrowdComms resource allocated to work as an extension of your team during your show day
- [View details](#)



# Virtual, Hybrid & Webinar Pricing

## All prices are on a per event basis: What does this mean?

- All users access the same custom url or app name and land on the same branded home screen
- Content can be personalised to the user using module privacy and personalised schedules however all content must be related to a single event
- All show days must be within a 30-day period to be considered a single event license
- Show days outside of the supported 30-day period will require a new event license or consider a 12-month platform license with show day add on(s)
- Event content will be available for six months post event to allow users to revisit the platform, access content, provide feedback and network with other users
- The platform cannot be repurposed for other events without a new license and during the on demand period, changes to content can no longer be made

## Virtual, Hybrid or Webinar event platform

- 500 users supported within starting package. Higher user options available.
- Live stream player to deliver high quality production to your audience around the world.
  - Global CDN ensuring stable, fast connection for users regardless of where they access (For mainland China audiences, please discuss options with your Account Manager).
  - Engagement panel to facilitate seamless participation.
  - Picture and picture supported.
- Secure platform
- GDPR compliant
- Custom URL
- Responsive platform that across devices including desktops, tablets and mobile phones:  
[Browser requirements](#)
- Replicate event branding: [Design setup included](#)
- Event content utilising available platform modules: [Platform docs](#)
- Session engagement
  - [Session chat](#)
  - [Audience Q&A](#)

- Live polling
- Event game with session challenges
- Activity feed(s) linked to relevant sessions
- Networking
  - Related features
  - 1-2-1 video calls not included in standard package
- Meeting booking: View details
  - 1-2-1 meeting booking between platform users
  - Pre-define time slots for audience to meet with one another or allow them to define their own availability
  - Meet in person or online, with simple step by step user experience
- Smart session: Networking rooms, [View details](#)
  - Create branded networking spaces
  - Dynamic networking experience for user to bump into other attendees and join private or group conversations
  - Watch content together removing the isolation of virtual events
  - Participate in group chat
- 1-2-1 video calls: [View details](#)
  - Allow users to begin video calls with other online users within the platform
    - Attendee to attendee
    - Attendee to exhibitor and vice versa
    - Attendee to speaker and vice versa
    - Attendee to event organiser or vice versa
    - Options to restrict access for certain groups if needed
- Group video roundtable meetings: [View details](#)
  - Group video roundtable meetings supporting up to 12 users.
  - Branded group video calls linked to sessions
  - Roundtable style, open conversation sessions
  - Switch up your event by rotating between live stream / broadcast sessions to roundtable discussions
- Exhibitor and sponsor exposure
  - [View details](#)
- Surveys and session feedback with reporting
  - Surveys linked to sessions with session specific questions
  - Event surveys linked from menu or home screen
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  - [View details](#)

- Split pane view with video player and pop out player
- Stream hosting and global cdn for stable stream delivery
- Multilingual functionality
  - Allow users to access the platform in supported languages: [View details](#)
  - Content must be provided and uploaded in each required language

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- Optional service: [View details](#)
- Allocated resource uploads your event content
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## Managed live stream service

- Optional service: [View details](#)

- Streaming can be managed internally or through AV / production partner if preferable
- Allocated production manager
- Pre event review exploring requirements and providing insights and recommendations
- Speaker briefing to ensure speakers understand the platform and relevant session engagement features
- Collaboration with organisers to ensure agenda follows best practise and assets are provided as required
- Production manager works with the allocated streaming technician to ensure they understand requirements and are prepped to seamlessly stream the running the order

## Streaming technician(s)

- Optional service: Streaming can be managed internally or through AV / production partner if preferable
- Experienced technician manages the delivery of your live stream following the agreed running order
- Seamless transitions between content including session engagement
- High production live stream output to the remote audience within event platform
- [View details](#)

## Allocated show day platform resource (per day, per technician)

- Dedicated CrowdComms resource allocated to work as an extension of your team during your show day
- [View details](#)

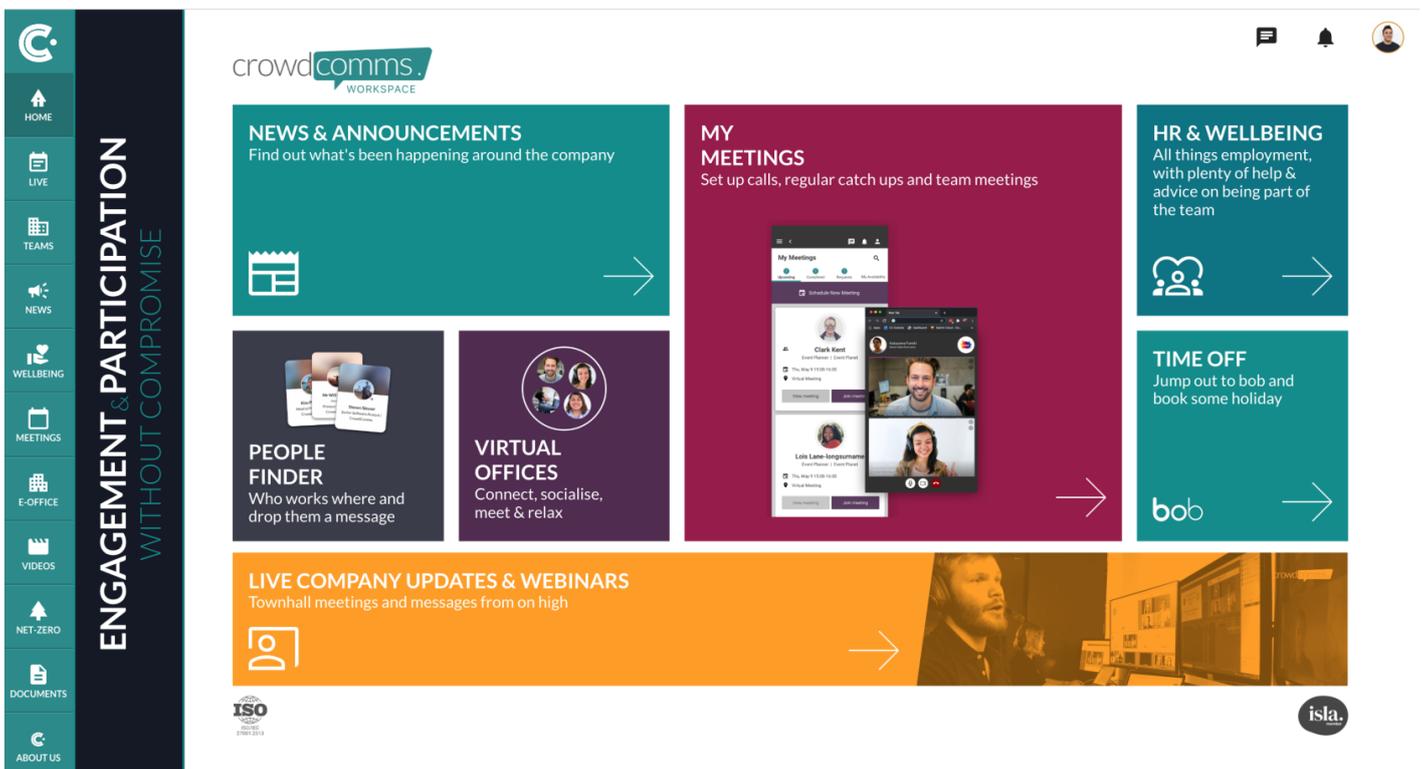
Internal comms

# IC platform pricing

Take your employees, members or prospective clients and turn them into a community. Keep your audience informed of the latest updates, allow users to voice their opinions and create dynamic working spaces for collaboration. Unlimited 1-2-1 meetings, group meetings and events all housed within a branded and secure platform.

## What's included in the community platform?

In short, everything available in the CrowdComms platform. This enables you to create a unique and personalised community experience built around your specific requirements. Work with your Account Manager during the onboarding consultation to build a platform that is setup to share the right content, at the right time whilst engaging with your audience to get tangible results.



- **Customisation without compromise:** Create a truly on brand platform. Choose from 15 templates optimised for all devices with your brand applied. Or work with our design team to create a custom new template. Everything down to fonts and button styles will be applied to deliver a white label solution.
- **Show case content:** Whether you are looking to promote your company mission statement, employee wellness, charity drives or share success stories, there is a vast feature set to ensure you have options to show case content in a way that delivers the message.

- **Networking and collaboration:** Keep everyone connected whether they're in the office, at home or offsite. 1-2-1 and group chat, video calls and branded workspaces provided a variety of ways to keep your community connected.
- **Events and webinars:** Take advantage of your captive community. Run all your events and webinars within the platform driving up adoption and engagement.
- **Engagement and feedback:** Whether you're looking to run a last minute poll, allow users to ask questions, provide feedback or take part in wider platform games with live leaderboards and prizes, there are options to get the conversation going and keep your community engaged.
- **Shared social feed:** Create multiple social feeds to post both your company approved updates and those from your community. Comments, photo and video uploads, along with likes and comments on other posts creates an area to celebrate success and share best practise.
- **Analytics and reporting:** Quantify the success of your community with real time reporting. Learn from the data and improve the community experience by making continual improvements, all managed from an easy to use admin dashboard.
- **Secure platform:** Choose from the security options to ensure only approved users have access. CrowdComms is a leading provider when it comes to security, options range from public access to registered users only. Multi factor authentication and authenticator app are available as extra tiers of security to adhere to the most security conscious communities.

# Onsite filming

# Onsite film production

## Summary

- Ensure your physical and remote audience enjoy the same high-quality production experience no matter how they attend your event
- A dedicated on-site team to ensure your livestream will be the same high quality as your on-stage production
- Multiple camera angles to give your remote audience a sleek and well-delivered broadcast
- Livestream fed directly back into your event platform, enabling remote and live audiences to participate in the same engagement features in real-time
- Rehearsal time with your event speakers so they can factor the remote audience into their presentation
- Communication with your AV team to coordinate the audio and visual elements of production
- Pre-event set up day with our on-site team to confirm livestream logistics and prepare for a seamless broadcast

## Production Package: What's included?

- The setup
  - Main auditorium will have 3 cameras
  - 2 technicians for on-site set up and delivery
  - Control deck
  - Streaming equipment
  - Optional camera configuration across single or multiple rooms
  - Live streaming to remote audiences
  - Optional on-site event management specialist
- The output
  - Simultaneous filming from 3 different camera angles
  - Professional stream direction from the control deck
  - High quality 1080p stream
  - Single camera for concurrent streams or multiple camera for single sessions
  - Output via the platform for virtual audience or physical attendees via the app
  - High-quality production including transitions, picture in picture and event and sponsor logos to maximise exposure
  - With the push of a button your content will be available on demand for your remote and live audiences to watch after the event

- Ability to download the stream for your own use after the platform has closed

## Onsite live stream technician

- Experienced resource(s) managing the setup and delivery of onsite filming
- Minimum of two resources for the standard setup and additional resources available for three or more parallel sessions and other complex requirements
- Your AV team will be in control of the audio output, sound checks and lighting
- We will integrate with the existing onsite teams to configure audio output forWe will plan our involvement ahead of time with any organisation that you will be working with
- If the event has displays set up, we can work with AV teams to feed a broadcast back to be shown throughout the venue
- If needed we can take a feed of presentations or VT's from the AV team
- Our recommended approach is that we coordinate your remote speakers. We will then vision mix to include branding assets, logos and sponsors before feeding to AV teams to display on big screens at the event

## Transport, accommodation, sustenance and logistics

- Price will vary depending on location and number of technicians
- We do not add margin to these costs. The aim is only to cover costs incurred delivering agreed services

# Pronto! Kiosks

# Pronto! kiosks: Onsite badging solutions

## Summary

To comfortably manage your registration requirements including processing the required number of attendees within an agreed time, we will quote based on the recommended number of kiosks and resources to oversee the setup and delivery of onsite registration.

## Pronto!Max

- Free standing kiosks with digital display and room on the kiosk for brand or sponsor exposure
- Self service, contactless badge printing: Attendees scan QR code to print badge. Option to enter unique code or name if preferred to QR code
- Each Pronto!Max kiosk can process around 100 badges per hour
  - Variables affecting how many badges printed include: single or double sided badge, badge material, complexity of graphic, the attendee
- We look at the number of attendees and how quickly these need to be registered. We then quote based on the recommended number of kiosks to comfortably manage your registration requirements
  - 500 attendees who need to be processed in one hour will require less kiosks than 500 attendees who need to be processed in 30 minutes

## Pronto!Glide

- Compact and sleek design with digital display for brand or sponsor exposure
- Self service, contactless badge printing: Attendees scan QR code to print badge. Option to enter unique code or name if preferred to QR code
- Each Pronto!Glide kiosk can process around 100 badges per hour
  - Variables affecting how many badges printed include: single or double sided badge, badge material, complexity of graphic, the attendee
- We look at the number of attendees and how quickly these need to be registered. We then quote based on the recommended number of kiosks to comfortably manage your registration requirements
  - 500 attendees who need to be processed in one hour will require less kiosks than 500 attendees who need to be processed in 30 minutes

## Kiosk manager software

- Required to operate the Pronto! kiosks
- Generates unique QR codes for the attendee list or option to import QR codes from event platform
- Manage wait times by directing attendees in a queue to available kiosks where you have auto-printed their badge
- Live reporting

## Onsite kiosk manager

- Required resource
- Experienced resource to oversee the setup and delivery of the Pronto! kiosks
- Resource will communicate with client onsite and work to ensure smooth registration experience assisting attendees as required

## Supporting kiosk technician

- Recommended and required depending on number of kiosks
- Experienced resource to support the setup and delivery of the Pronto! kiosks
- Available to assist attendees and quickly address paper jams or other issues leaving the Pronto! Manager to continue overseeing the registration process
- Number of technicians quoted will vary depending on the number of kiosks required to deliver event requirements

## Single sided badge stock

- One of the options available for badges
- Badge stock available in variety of sizes with branding and content printed on single side
- Dual clips or plastic pouch to ensure the badge doesn't rotate
- Branding, user type / group which can be differentiated by colour, full name, job title and company
- Agenda isn't included on badge as this is available within mobile app which can be personalised and updated in real time
- Details to access mobile app can be included on the badge

## Double sided badge stock

- One of the options available for badges
- Badge stock available in variety of sizes with branding and content printed on both side
- Option of single, dual clips or plastic pouch as content will be printed on both sides
- Branding, user type / group which can be differentiated by colour, full name, job title and company
- Agenda isn't included on badge as this is available within mobile app which can be personalised and updated in real time
- Details to access mobile app can be included on the badge

## Environmentally friendly badges

- Plastic free badges made from recycled material
- Branding and content printed on single side
- Tear resistant material ensuring your badges last for multi-day events
- Dual clips or plastic pouch to ensure the badge doesn't rotate

## Branded decals for Pronto!Max

- Optional
- Branded stickers are created in line with your specifications
- The stickers are applied to kiosks to show off your event brand or sponsor(s)

## Lanyard tree

- Optional: Recommended
- Lanyards are hung here and the lanyard trees are strategically positioned to speed up the registration process

## iPad hire

- iPads delivered to you onsite to be used as required
- Common use cases:
  - Kiosk manager
  - Session tracking
  - Lead capture
  - Speaker questions iPad
- Client is responsible for ensuring iPads are returned and each iPad lost is charged at £500 per device

## Transport, accommodation, sustenance and logistics

- Price will vary depending on location, number of kiosks and number of technicians
- We do not add margin to these costs. The aim is only to cover costs incurred delivering agreed services.

## Dimensions

- Pronto! Max - 1640mm tall x 420mm wide x 480mm deep
- Pronto! Glide - 1400mm tall x 400mm wide x 720mm deep