



**ECOMMERCE
EXPO US**

VIRTUAL 2021

May 18-20, 2021

www.ecommerceexpo.us



**ENGAGE.
CONNECT.
TRANSFORM.**

eCommerce Expo Sponsor Guide 2021

SPONSOR GUIDE

Thank you for sponsoring eCommerce Expo US will take place May 18-20, 2021.

The sponsor guide features all information pertinent to planning your sponsorship at this year's Virtual Conference. We are committed to ensuring you receive the information and assistance you need to plan a successful event. Please contact us at k.runner@closerstillmedia.com if we can be of assistance.

Items Needed

eCommerce Expo will send you a separate online form to fill out sections 1 - 3.

1) Speaking Session

- Topic
- Title
- Description
- Will your session be Live or Pre-recorded
- How will your session's Q&A be handled

SPONSOR GUIDE - CONTINUED

2) Speaker(s) Details

- Name
- Title
- Email *every speaker must have an email in addition to admins
- Social Media Handles (if applicable)
- Headshot
- Bio

3) Guest Speaker(s) Details (if applicable)

- Name
- Company – confirmed public-facing
- Title
- Email *every speaker must have an email in addition to assistants
- Social Media Handles (if applicable)
- Company Logo
- Headshot
- Bio

SPONSOR GUIDE - CONTINUED

Registration

eCommerce Expo will provide you with a form to include the staff that will be participating in the event. We will register the staff and send the confirmation to either the team member(s) or to you directly.

Swapcard Sponsor Profile

You will receive an email to log in and set up your Sponsor Profile page within our Virtual Conference Platform - Swapcard. Below are the items needed to complete your profile page.

- Marketing Assets:
 - Header – option for either a video or banner
 - Video – added link - must be hosted on YouTube or Vimeo
 - Banner Image – 1200 x 675 – no larger than 1MB
 - Logo – 400 x 200
 - Background Image for the page (should you choose to use it) – 2560 x 1600 – no larger than 1MB
 - Vertical Side Banner - 1080 x 1920 - no larger than 1MB
- Sponsor Info:
 - Company Name
 - Company Description
 - Company Website
 - Company Category
 - Social Media Links
 - General Email
 - General Phone Number
 - Option to add Products, Giveaways & Documents (white papers, case studies, etc.)
 - Team Members of the Company – these will be added through registration of the system (to be handled by eCommerce Expo)

SPONSOR GUIDE - CONTINUED

Deadlines & Key Dates

- ASAP: Logo – png.file type
- ASAP: Company URL
- 5/3: Swapcard opens to Sponsors
- By 5/3: Session Decision – live or pre-recorded
- By 5/3: Session Information - Description, Confirmed Speaker Info, etc.
- By 5/3: ECE US will provide social media & banners graphics for promotion (unless your team will be creating their own)
- By 5/3: List of everyone registering to attend – name, title, email (ECE US to provide form)
- Week of 5/3: Session Pre-record Dates
- Week of 5/3: Live Session Materials Submitted for Review and Approval (Live Sessions will be extended to 5/10)
- By 5/10: All Sponsor Info loaded into Sponsor Profile in Swapcard. This is the drop-dead date as the platform will go live for all attendees on 5/11.
- Week of 5/10: Session Tech Run-through Dates
- Post-Show: The attendee List for your sponsorship level will be sent