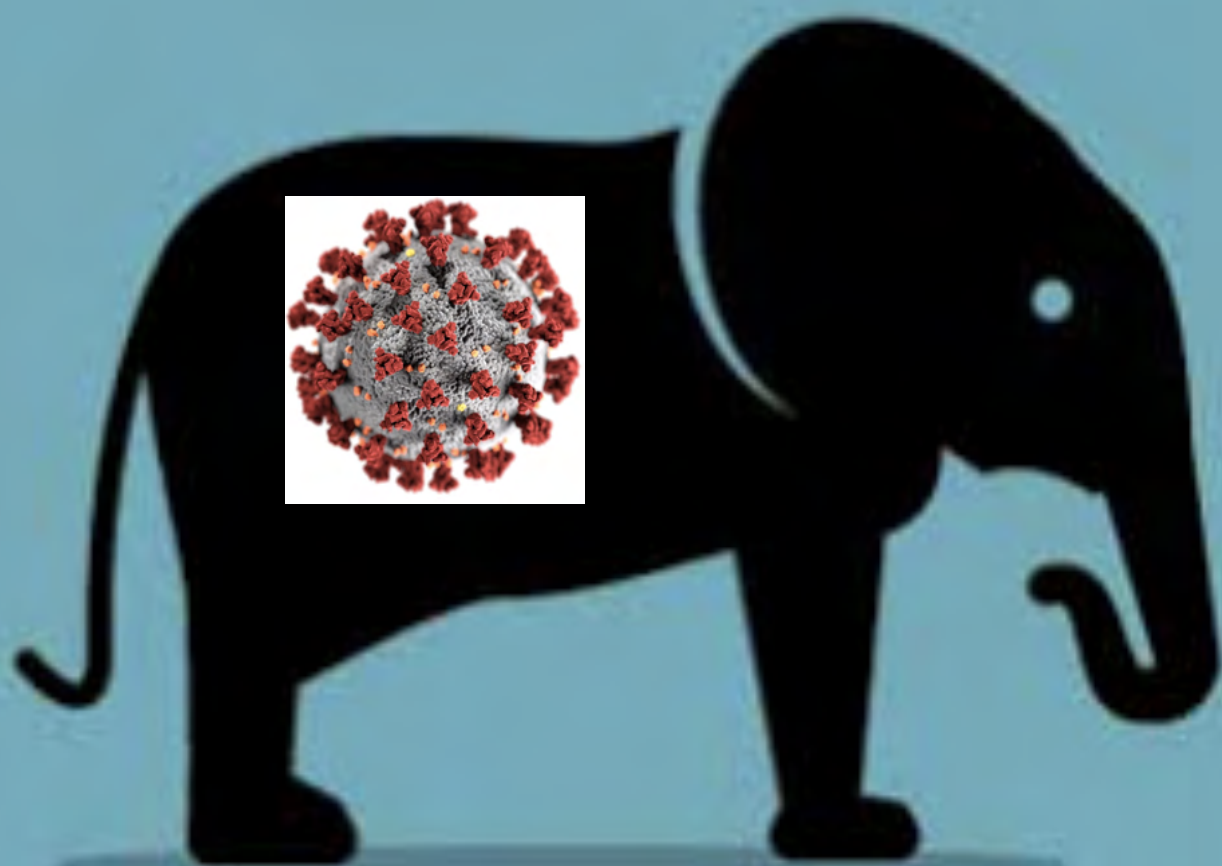




Delivering Value to Sponsors and Exhibitors in 2021



Evan O'Neill
Associate Director of Sales
evan@feathr.co






Poll Question 1:

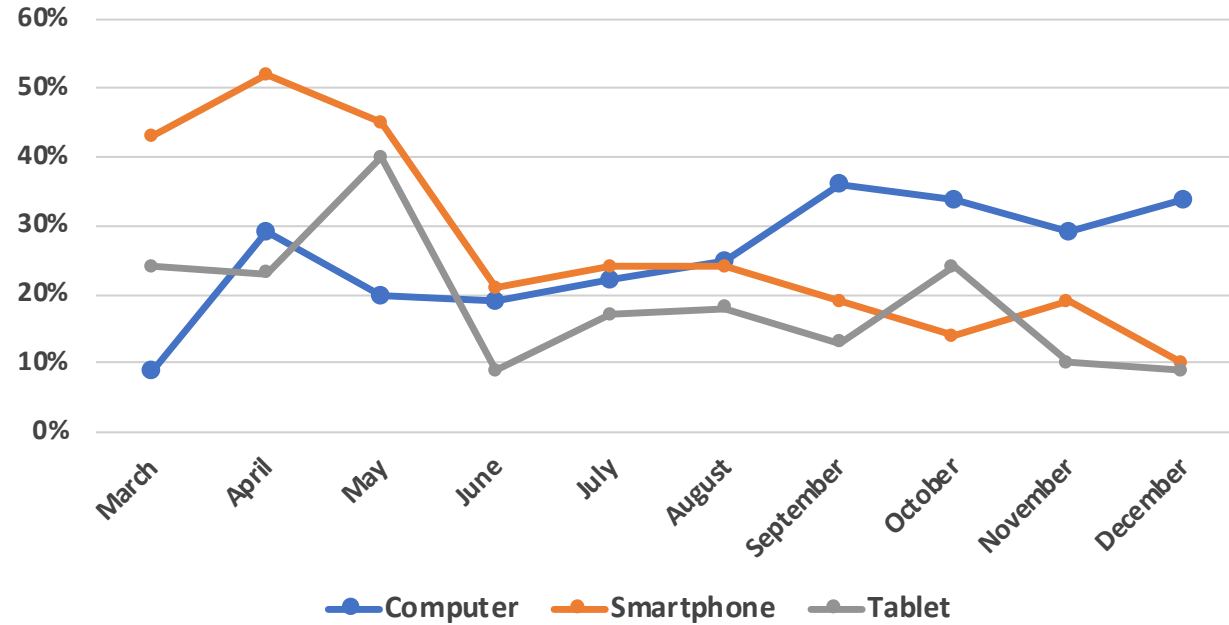
**How many of you had to cancel, postpone,
or shift an event to virtual in the past 12
months?**



Keep in mind...

1. You aren't the only one in your industry who experienced this
 2. Other traditional B2B marketing channels are less effective
 3. Virtual/digital isn't going away
 4. People are spending a *LOT* more time online right now
- 

% Increase in Data Usage in 2020 vs 2019



INSIDER
INTELLIGENCE

eMarketer



US adults added 1 hour of digital time in 2020

Smartphone time surpassed 3 hours per day for the first time in 2020

Article by Insider Intelligence Editors | Jan 26, 2021

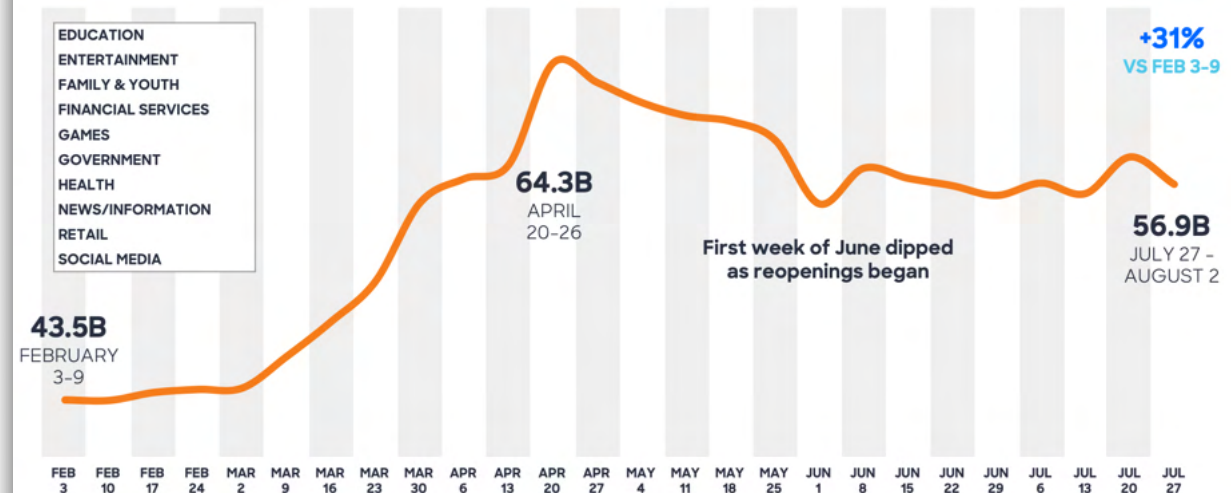
NEWS

US online sales rise 43% amid pandemic in September

Stephanie Crets | Oct 19, 2020

Total Digital Visits

TEN KEY CATEGORIES






Sponsorship Trends: During the Event

- **Live Involvement:** Intros/Thank You's, Workshops, Panel Moderation/Participation, Co-Presenting
- **Digital Involvement:** Waiting Rooms, Logos, Backgrounds, Pre/Mid/Post-roll Videos
- **Physical Involvement:** Swag Bag via Mail, Virtual 5k/Yoga, HH/Coffee Break (virtual or physical), Photo Booth



Sponsorship Trends: Before **and** After the Event

- Sponsored e-blasts
 - On-site experiences: logos and chatbots
 - Sponsored ad retargeting
 - Spotlight articles and sponsored content
 - Social media posts
- 




Poll Question 2:

How would you describe your experience selling virtual and digital exhibitor/sponsor experiences?



Sponsorship Trends: Before **and** After the Event

- Sponsored e-blasts
 - On-site experiences: logos and chatbots
 - Sponsored ad retargeting
 - Spotlight articles and sponsored content
 - Social media posts
- 

Sponsored Email Blasts

Benefits:	Everyone understands it
	Segmentation potential
	Very measurable
	Essentially free

Limitations:	Inbox clutter for recipients
	No guarantee they ever open the email
	One-time sends have minimal impact; you need multiple sends to deliver real value, but this isn't feasible when you're serving multiple sponsors

Very limited "inventory" to sell (e.g., limited spots in email newsletters)

On-Site Sponsored Ads

Benefits:	Most people understand it
	Very measurable

Limitations:	Limited segmentation potential; only way is to put specific ads on specific pages, so people are seeing ones that correspond with pages they're looking at, but there are limitations to this)
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Very limited "inventory" to sell (i.e., limited spots on site for ad placement)

No guarantee that the right people will see the ads; they have to go to the site or to a specific page on the site, and this is hard to control

Can't guarantee impact; even if someone sees an on-site ad one or two times, it's unlikely to be enough to convert them



Sponsorship Trends: Before **and** After the Event

- Sponsored e-blasts
 - On-site experiences: logos and chatbots
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- 

The background of the slide features a decorative pattern of light blue dots arranged in a grid. Overlaid on this grid are several small, interconnected clusters of nodes. These nodes are represented by small circles in shades of blue and teal, connected by thin, light blue lines. The clusters are scattered across the top and bottom portions of the slide, creating a modern, tech-oriented aesthetic.

What's Ad Retargeting?

Step One: You visit an online shopping site



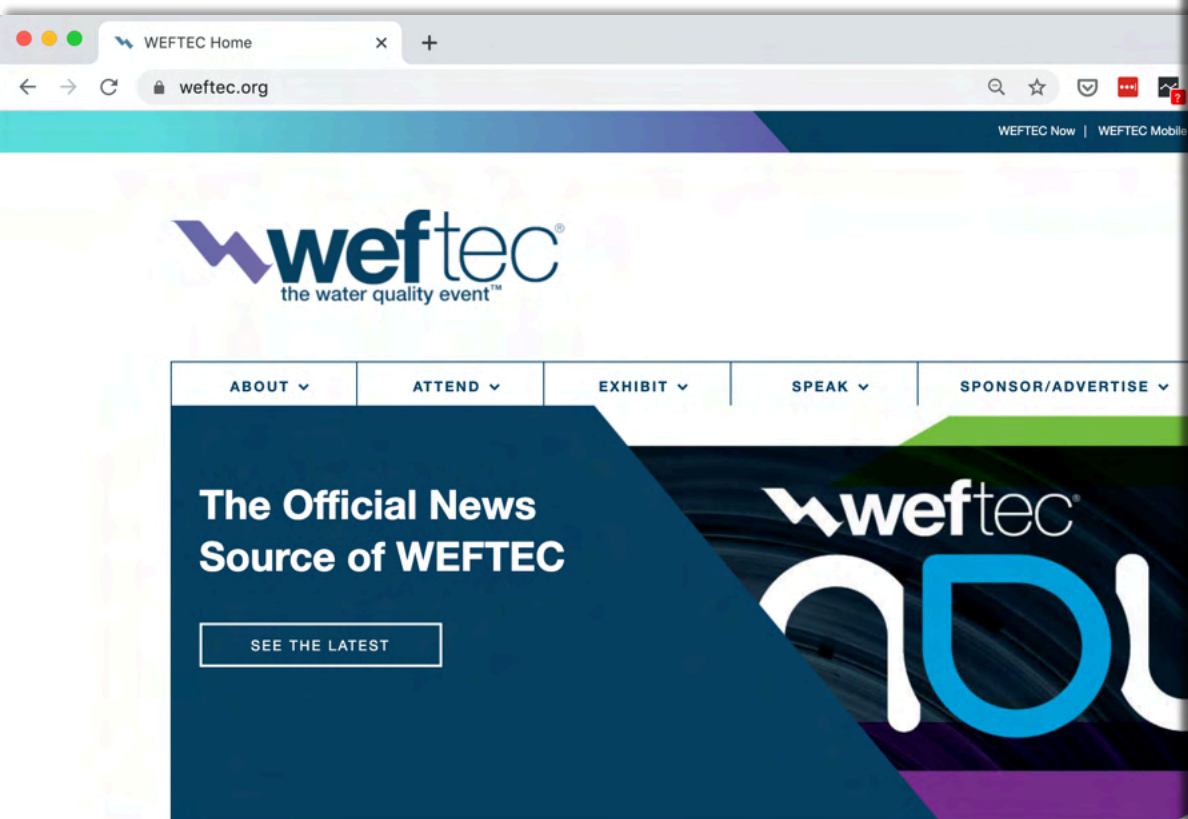
Step Two: You leave without purchasing, then start seeing ads for that product “follow” you



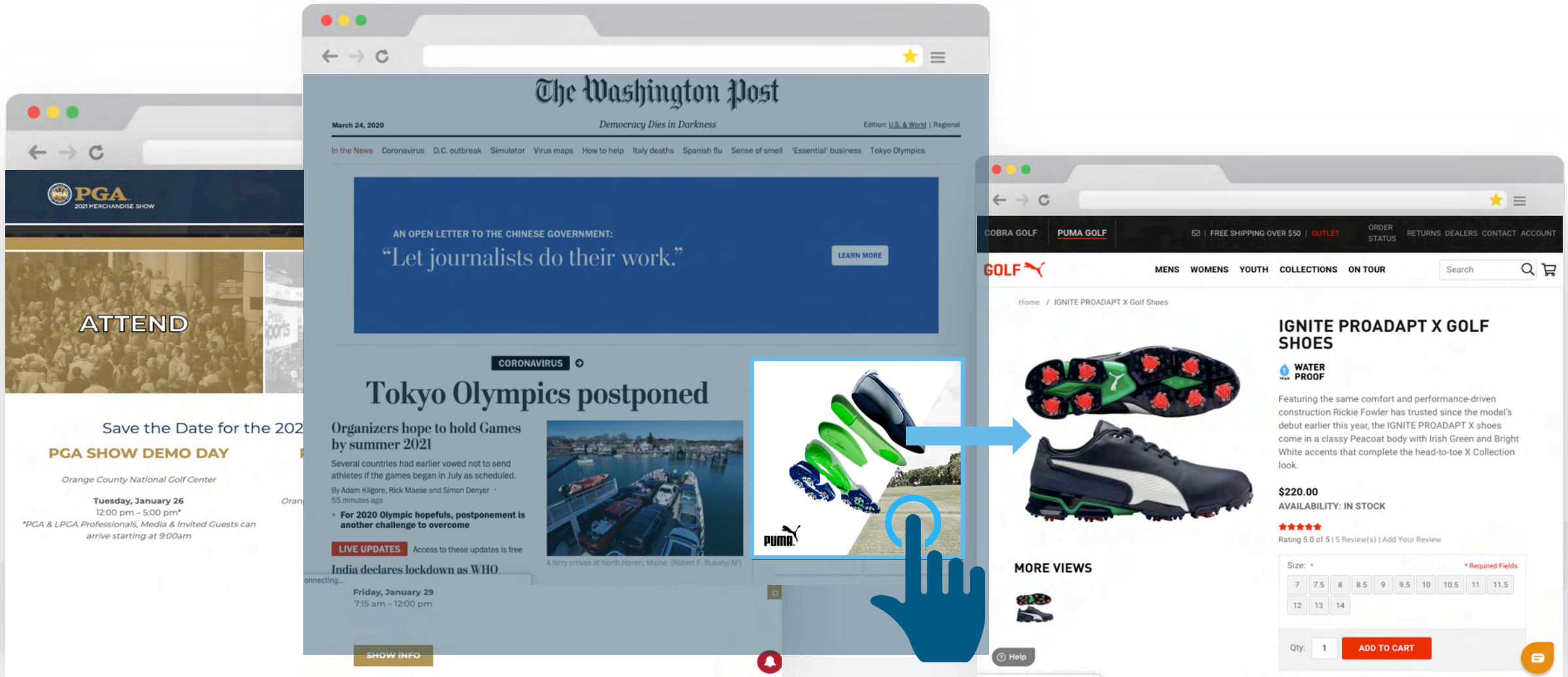
Step Three: You go back to the site and purchase



Water Environment Federation - WEFTEC



PGA Merchandise Show



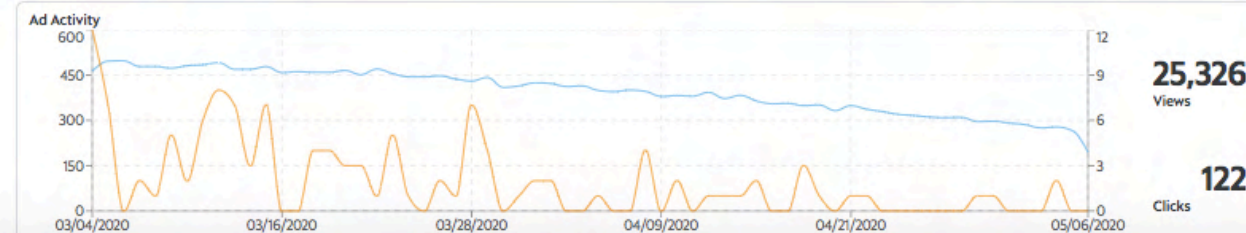
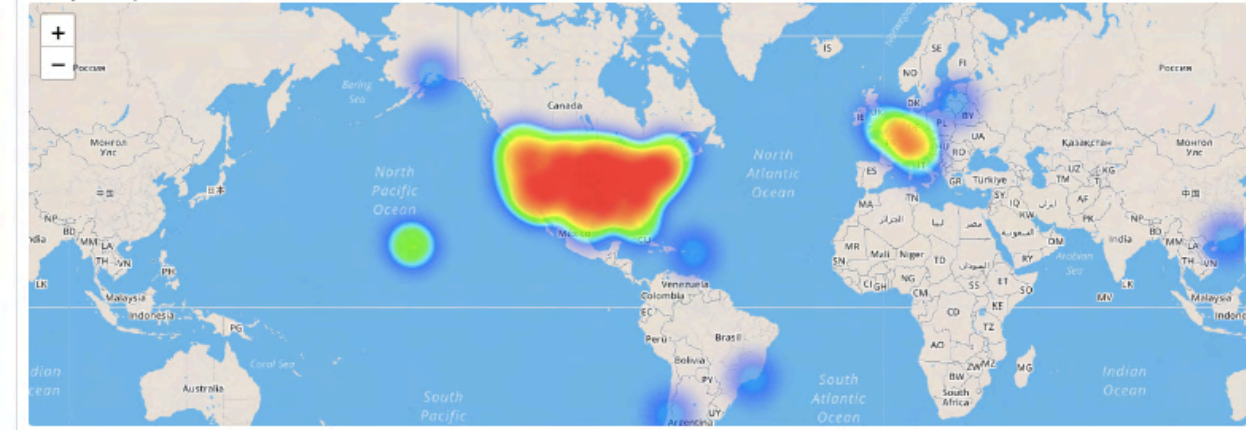
Sponsor Reporting

Alliant NAMA Show 2020 Retargeting Campaign V2

Overview of marketing activity from March 4th 2020 to May 6th 2020

Views	Clicks	Unique Clicks	Reach
25,326 out of 30,000 (84.42%)	122 0.48% CTR	118	6,813

Activity Heatmap



Creatives

Export to CSV

Thumbnail	Name	Spec	Dimensions	Views	Clicks	CTR	Status	Destination URL
	970x250-ALLIANT-Banner.jpg	Billboard	970px x 250px	93	7	7.53%	Disabl...	https://www.alliantcoffee.com
	300x1050-ALLIANT-Banner.jpg	Portrait	300px x 1050px	10	0	0.00%	Disabl...	https://www.alliantcoffee.com
	728x90 Alliant Banner - Brands.gif	Leaderboard	728px x 90px	1,215	7	0.58%	Disabl...	https://www.alliantcoffee.com
	300x600-ALLIANT-Banner.jpg	Filmstrip	300px x 600px	332	5	1.51%	Disabl...	https://www.alliantcoffee.com
	300x250 ALLIANT Banner.gif	Medium Rectangle	300px x 250px	2,170	7	0.32%	Disabl...	https://www.alliantcoffee.com
	160x600-ALLIANT-Banner.jpg	Wide Skyscraper	160px x 600px	438	8	1.83%	Disabl...	https://www.alliantcoffee.com

Sponsored Retargeting

Benefits

- Significant “inventory” to sell
- Exclusive to you
- No increase in clutter
- Sustained multi-touch exposure
- Segmentation potential
- Very measurable
- Controllable, significant margin

Limitations

- Lack of familiarity for both sales reps and sponsors

RETARGETING

DRIVE SALES AND GET YOUR BRAND PROMOTED IN FRONT OF WATER QUALITY DECISION-MAKERS LOOKING FOR SOLUTIONS.

WEF's digital retargeting ad program is the optimal way to reach, target, and influence your customers anytime, anywhere.

WEF DIGITAL RETARGETING – HOW IT WORKS

Retargeting is a digital advertising tool that can help extend the reach of your ads and keep your brand in front of our website audience long after they've left the site. With this powerful branding and conversion optimization tool, we will track who browses our website and then deliver your ads to these website visitors again as they browse other websites, so you stay at the front of their minds.



Standard Package 1
30K Impressions – \$2,175.00

Standard Package 2
50K Impressions – \$3,375.00

Standard Package 3
100K Impressions – \$5,750.00

Standard Package 4
200K Impressions – \$9,975.00

WEB BANNERS
THE SIZES
ARE IN PIXELS,
WIDTH X HEIGHT

300 x 250
160 x 600
728 x 90
180 x 150

MOBILE BANNERS
THE SIZES
ARE IN PIXELS,
WIDTH X HEIGHT

320 x 100
320 x 50

Get Closer to Your Potential Customers!
Contact a WEF Advertising representative to develop a campaign unique to your brand's needs.

➔ Visit www.weftec.org



Measurable ROI

Detailed reporting breaks down your results and value. Track impressions, clicks, and geographic reach to optimize future campaigns.



Focused Marketing

Eliminate the guess work. Reach your target audience. Tailor your campaign to reach only the customers in your specific vertical.



Digital Reach

Strategically position your ads to reach visitors of wef.org, weftec.org, and weftec.org attendees before, during, and after the show.



Why Retargeting?

Retargeting uses “cookies” to track the visitors of one site and deliver relevant ads to them on other sites as they surf the web.

2:44 PM Wed Oct 14

[Inbox](#)

Still want to reach the PAS audience? Let us show...



PAS
Pediatric Academic Societies

Meeting Updates

Your ads can be in front of the premier pediatric medical community today!

Get in touch with PAS Meeting website visitors! Put your message in front of the right people, and drive them to your site with targeted ads that speak to them on a personal level. Easy reporting and analytics let you adjust campaigns on the fly, so your ads are always working for you.

1. VISITORS
COME
TO OUR
SITE



2. THEY LEAVE OUR SITE



3. WE DISPLAY
YOUR AD ON
SITES THEY
VISIT LATER,
KEEPING
YOUR BRAND
TOP OF MIND

PAS Meeting Website Retargeted Advertising



PAS

“We started thinking of all the different ways that we are more than just a meeting right now, and we realized that we needed to change the way that we interact with our community and provide resources to them.”

CARMEN VALLS BECK, MBA, HMCC, DIRECTOR OF RESOURCE DEVELOPMENT - PAS

Why Retargeting?

Advertise directly to PAS website visitors and professional learning participants. Retarget these visitors with your brand's ads anywhere they visit online.

Quality Targeting

Ad retargeting guarantees sustained, specific exposure to the exact qualified audience you're trying to reach. Tap into PAS's exclusive network rather than relying on broad, generic targeting on common ad platforms.



CHOOSE YOUR REACH & DURATION:

Package	Price	Duration	# of Impressions
Option A	\$5,000	3 Months	100,000
Option B	\$8,000	3 Months	200,000

4

Packages sold following the event's cancelation

84%

Gross profit margin on retargeting packages

629%

ROI from Feathr Monetization



Questions?

evan@feathr.co