



VSF Virtual VidTrans 2021

Sponsor and Exhibitor Rules and Benefits

Sponsors

- 20 second, single page PowerPoint slide (16x9)
 - o All sponsor slides must be submitted in advance for VSF content + tech approval
 - o Rules: No pricing info on the slides, no bashing competitors
 - o VSF has right to reject any proposed sponsor slides
- Slides will be shown during breaks as part of normal video scroll in Main Stage
 - o Two breaks scheduled during technical conference
 - o Scroll will also be shown on Main Stage pre-and post-conference each day
 - o Slides may include animations, no audio
 - o Silent video clip OK if it runs automatically
- Web links can be displayed, but won't be clickable
- Each sponsor may buy only one slide per day
 - o VSF reserves right to limit quantity of slots available
- Two decks will be published – one for each day of the conference
- No promises for special positioning, competitors may be present in same deck
- Sponsor logos will be displayed on VSF website pre- and post-show
- Each sponsor will be allowed one downloadable asset (PDF) on show platform/VSF website
- Sponsorship pricing:
 - o Members: one day sponsorship \$125, two days \$200
 - o Non-members: one day sponsorship \$175, two days \$300

Exhibitors

- Single, private room on LIVE! Zoom platform
 - o Private, connected break-out rooms can be enabled
- Exhibitors will be allowed to control attendees who can be present in their room
 - o Booth hours: 9:30 am to 2:30 pm EST Monday, 9:30 to 2:00 Tuesday
 - o Exhibitors will be allowed to do screen sharing
- Logo branding of booth on main navigation screen
- Exhibitor logos will be displayed on VSF website pre- and post-show
- Each exhibitor will be allowed three downloadable assets (PDFs) on show platform/VSF website
 - o Each booth can be optionally linked to a webpage on Exhibitor's website
- Door prizes will be awarded at random from pool of attendees who visit all exhibitor booths
 - o Prizes will be \$50 gift cards
 - o Attendee tracking system/timing of drawings TBD
 - o Attendees will be strongly encouraged to visit all booths
- Exhibitor pricing:
 - o Members: \$500 (includes \$100 towards door prizes, mandatory)
 - o Non-members: \$900 (includes \$100 towards door prizes, mandatory)

Interested in Exhibiting or Sponsoring?

If so, call Wes Simpson +1-203-376-3372 or email wes@LearnIPvideo.com