

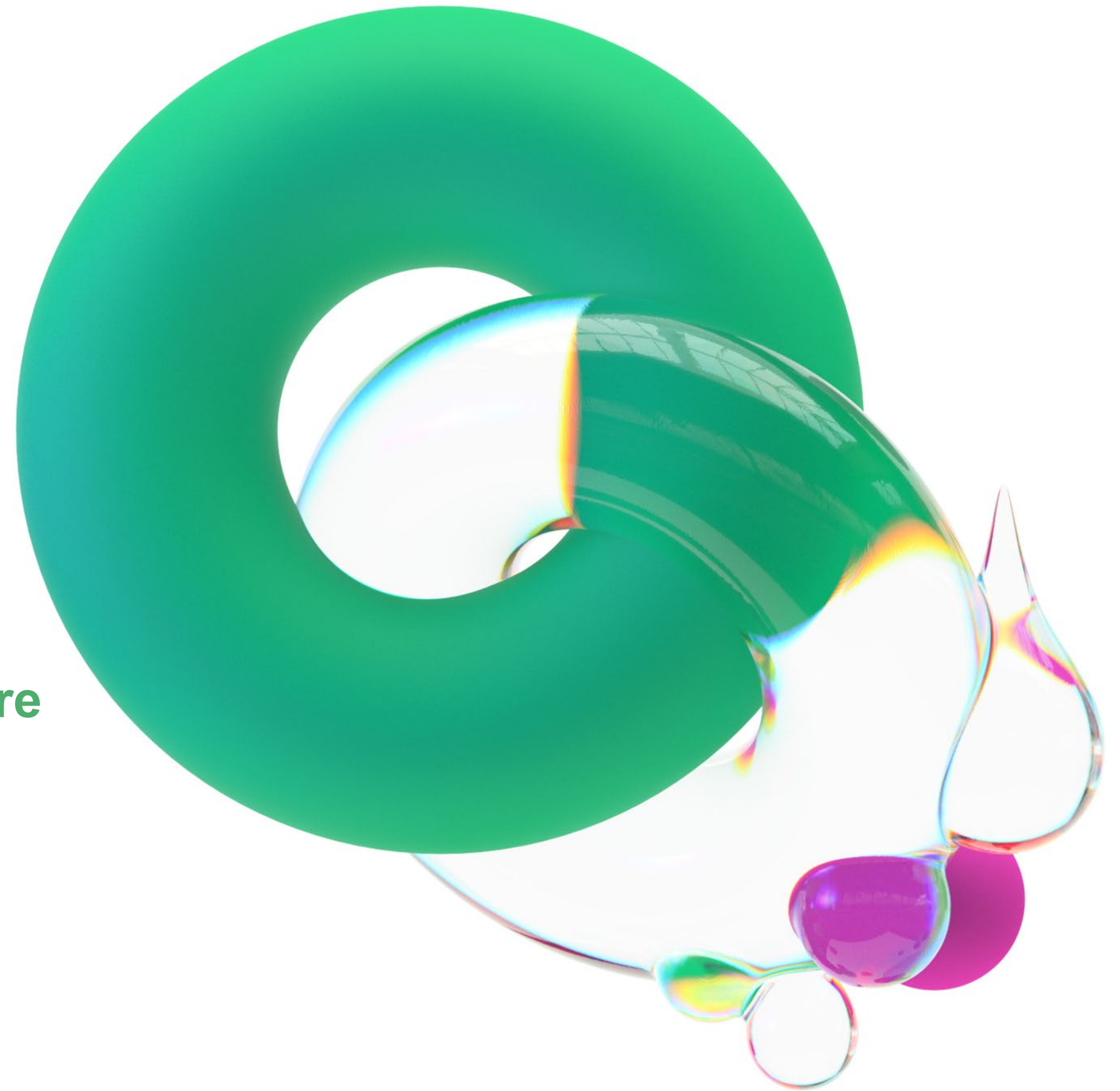
Successful **Virtual Event Sponsorships** with Brella

How to sponsor a virtual Brella event with measurable ROI



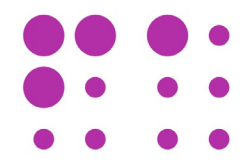
How can Brella deliver ROI for you?

- **Meaningful meetings with potential buyers**
- **Trackable data to justify the sponsor investment**
- **Completely new opportunities for maximized exposure**



Virtual events provide completely new opportunities for your company to reach their goals

Facetime with warm leads



Virtual sponsor booths



1:1 video meetings



Sponsor chat

Meaningful exposure



Sponsored live streams



Product presentations



Sponsor ads



Virtual venue branding

Data of ROI



Who met with whom



Who attended the sponsored session



Who is looking for your services

Facetime with warm leads

As a sponsor and exhibitor you want leads and meetings. Brella has you covered.

Attendees can easily find sponsor and exhibitor representatives at their booth and book 1:1 inbound meetings with them

Sponsors and exhibitors can add their product video, create a material bank, and chat with people who are excited about their solutions

The screenshot displays a Brella event page for a company named "Brella". The page header includes the company name and a description: "A networking company for events and communities". Below the header is a video player showing a laptop and smartphone displaying the Brella interface. Underneath the video are three buttons for sharing materials: "Company_Intro.pptx", "Value Proposition.pdf", and "Company Website". A section titled "Company Representatives (12)" is visible, with two representatives listed: Angela Ellis (Brella, Analyst Pro...) and Kathryn Fuller (Brella, Account Re...). To the right of the main content is a "Sponsor Chat (live)" window. The chat window has tabs for "Polls, Q&A" and "Other Integrations". The chat history shows several messages from attendees and Brella representatives. The chat input field at the bottom contains the text "Type your message here..." and a "Send" button.

Brella
A networking company for events and communities

Sponsor Chat (live) | Polls, Q&A | Other Integrations

Larry Ward
I really love your product, do you have any documents I can go through?

Kathryn Fuller **Brella**
@Larry, Thank you for contacting. You can find the PDF file attached below the video. Also, feel free to connect with me if you have more questions or post them in Q&A.

Larry Ward
Sure! I will send you a personal message right away!

Philip Hall
This is Great! How to ask questions?

Kathryn Fuller **Brella**
Did you check the Polls, Q&A tab? You can ask questions there to the host and also fill in polls set by the host.

Frances Nguyen
I am interested in buying this solution. @Kathryn, I sent you a meeting request! Lets chat soon :)

Company_Intro.pptx | Value Proposition.pdf | Company Website

Company Representatives (12) | Company Details

Angela Ellis
Brella, Analyst Pro... | 2 days

Kathryn Fuller
Brella, Account Re... | 4 days

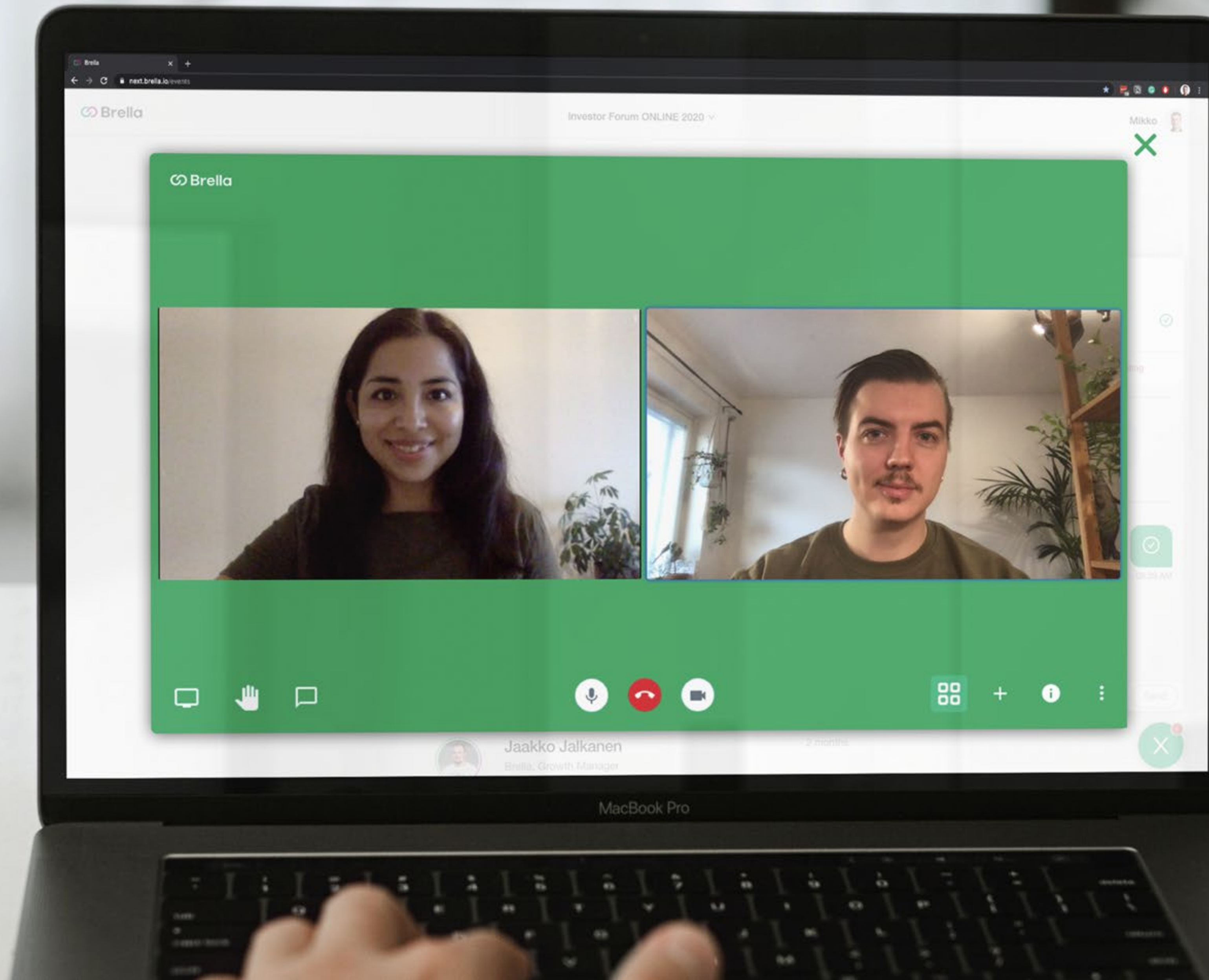
Type your message here... | Send

Facetime with warm leads

Take your virtual event sales meetings to the next level with 1:1 video meetings

Need to invite a colleague to the call? No problem

Screen sharing and so much more is also available!



The screenshot shows a Brella live stream interface. At the top left is the Brella logo. The main header reads 'VIRTUAL: How The Events World Is Responding To COVID-19'. Below this is a 'Live Stream' section featuring a video player with a woman speaking. The video player includes a 'LIVE' indicator and a viewer count of '173'. A 'zoom' logo is visible in the bottom right corner of the video frame. Below the video, the title 'How The Events World Is Responding To Covid-19' is displayed, followed by the 'glisser' logo. On the left side, there is a navigation menu with options: 'People', 'Schedule', 'Stream' (highlighted), 'Speakers', 'Partners', and 'More'. A small thumbnail image is also visible above the menu.

Meaningful exposure

Offer engaging streaming experiences to attendees

Attendees can enjoy your sponsored content and interact with others at the same time

Modern experience is essential for attendee satisfaction

Live or on-demand content, you decide

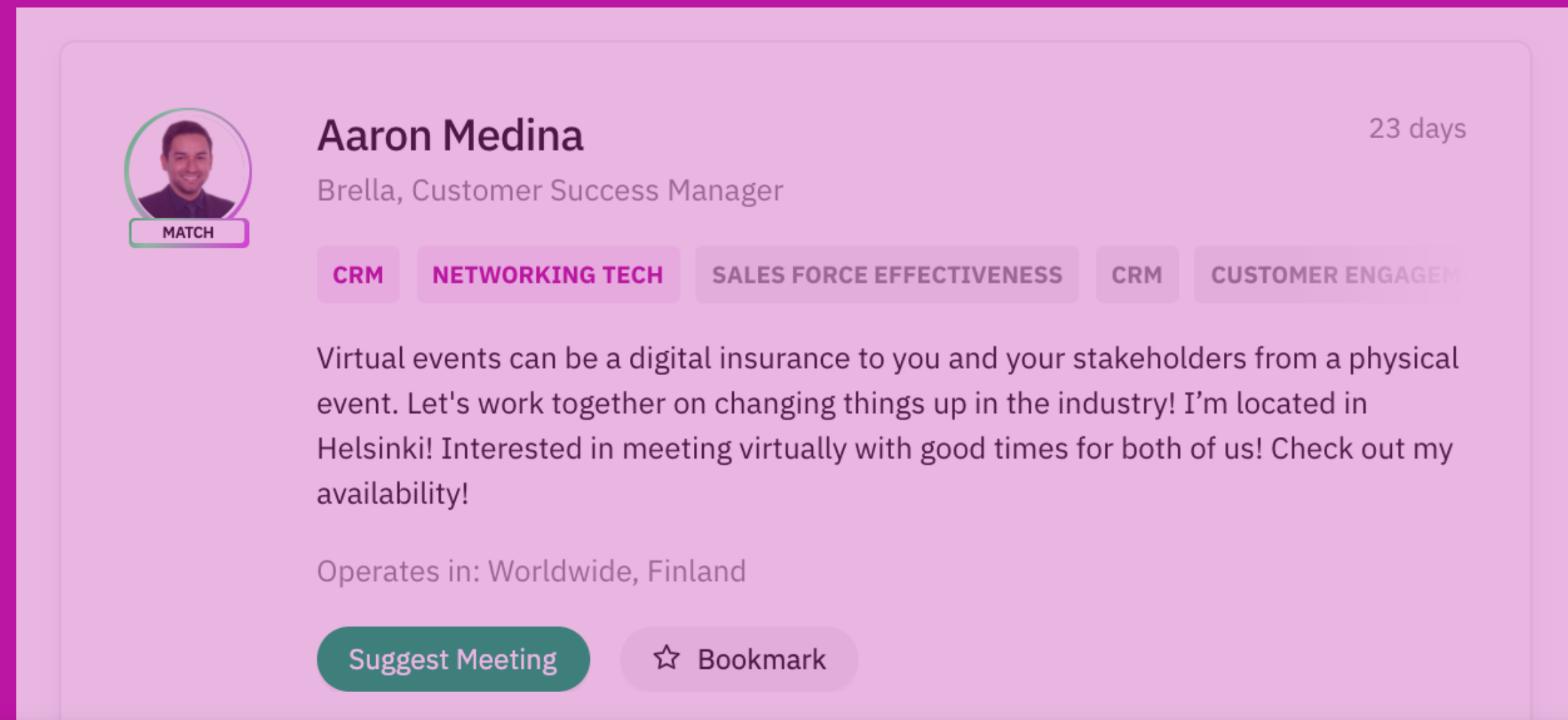
Meaningful exposure

Sponsored ads with a concrete call-to-action generate more inbound meetings to your team

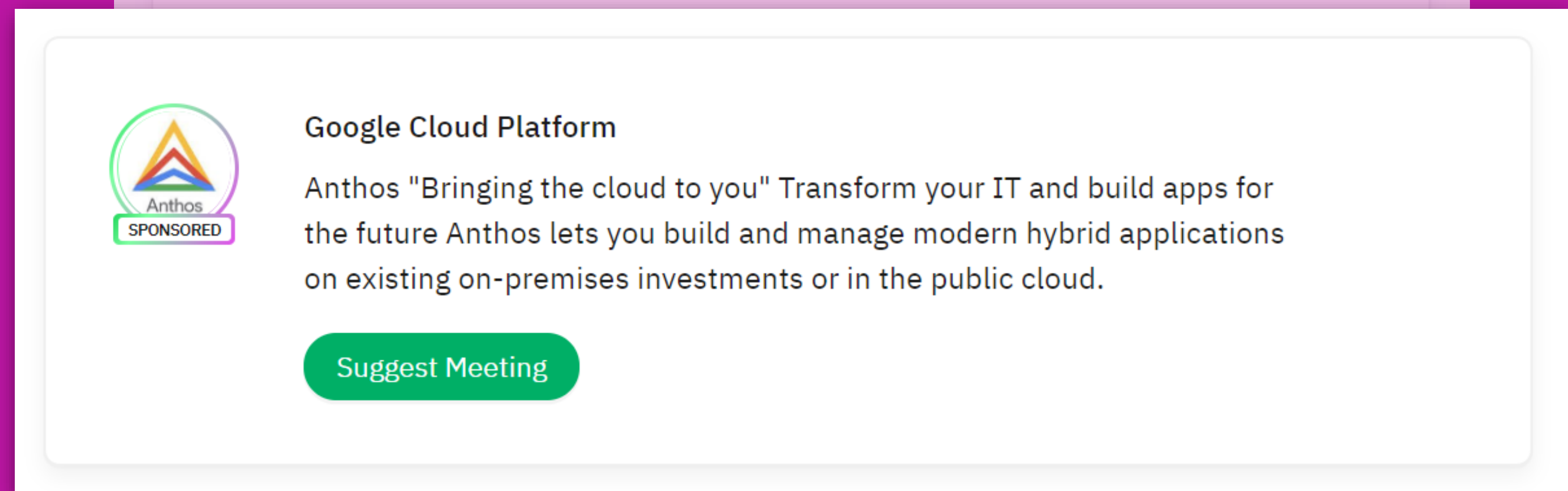
You can be highlighted in the top matches we suggest to our attendees

The promotion acts similar to a regular attendee profile, but when booking a meeting, it will take attendees to your profile and offer a list of your company representatives for attendees to meet with

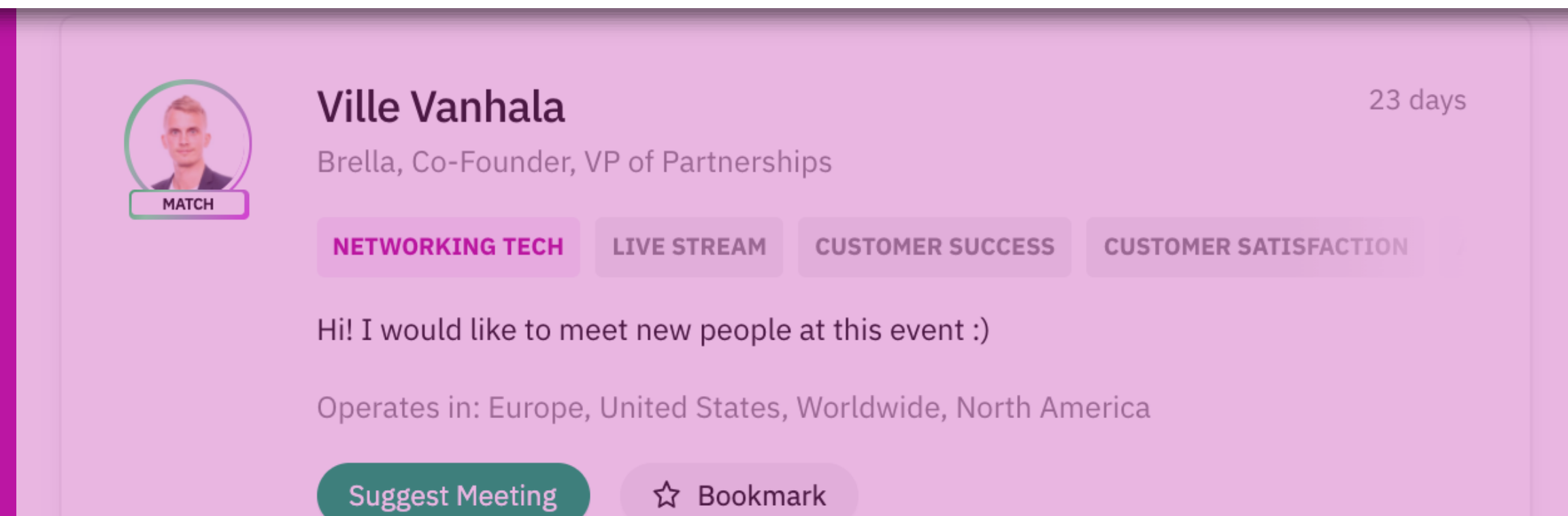
An ad without a call-to-action doesn't bring a lot of value. Brella sponsored ads can make sure you get meeting traffic



A screenshot of a Brella profile for Aaron Medina. The profile includes a circular profile picture with a 'MATCH' tag below it. The name 'Aaron Medina' is displayed in bold, with '23 days' to the right. Below the name is the title 'Brella, Customer Success Manager'. A row of skill tags includes 'CRM', 'NETWORKING TECH', 'SALES FORCE EFFECTIVENESS', 'CRM', and 'CUSTOMER ENGAGEMENT'. The main text reads: 'Virtual events can be a digital insurance to you and your stakeholders from a physical event. Let's work together on changing things up in the industry! I'm located in Helsinki! Interested in meeting virtually with good times for both of us! Check out my availability!'. Below this is the text 'Operates in: Worldwide, Finland'. At the bottom are two buttons: 'Suggest Meeting' and '☆ Bookmark'.



A screenshot of a Brella sponsored advertisement for Google Cloud Platform. On the left is the Google Cloud logo with 'Anthos' and 'SPONSORED' labels. The main text reads: 'Google Cloud Platform Anthos "Bringing the cloud to you" Transform your IT and build apps for the future Anthos lets you build and manage modern hybrid applications on existing on-premises investments or in the public cloud.' Below the text is a green 'Suggest Meeting' button.



A screenshot of a Brella profile for Ville Vanhala. The profile includes a circular profile picture with a 'MATCH' tag below it. The name 'Ville Vanhala' is displayed in bold, with '23 days' to the right. Below the name is the title 'Brella, Co-Founder, VP of Partnerships'. A row of skill tags includes 'NETWORKING TECH', 'LIVE STREAM', 'CUSTOMER SUCCESS', and 'CUSTOMER SATISFACTION'. The main text reads: 'Hi! I would like to meet new people at this event :)'. Below this is the text 'Operates in: Europe, United States, Worldwide, North America'. At the bottom are two buttons: 'Suggest Meeting' and '☆ Bookmark'.

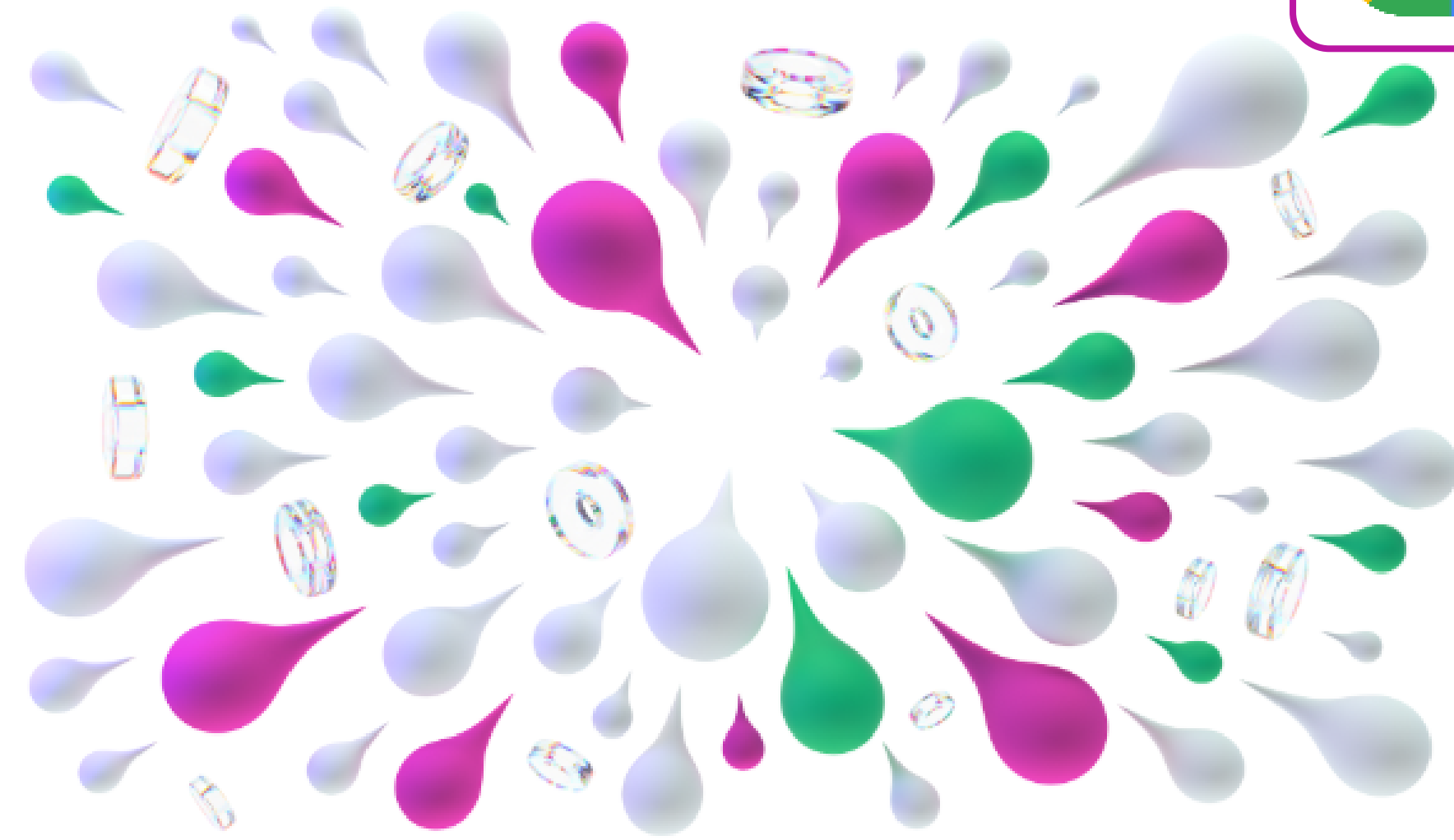
Meaningful exposure

Unleash your creative side with limitless possibilities in virtual events

Push notifications: Reach attendees via push notifications and encourage them to visit your virtual booth or sign up for a free online product demo.

Pre-Event Marketing and Brand Exposure: Pre-event marketing can start even 2 months prior the event days in Event Webpages, Social media and with Email marketing.

 Brella



Hi there,

Thanks for registering for Unicorn Hunt Conference 2020! 🌟🐾

[Download your ticket here](#) and use this join code to join the event: XXXXX

Special thanks to our partner Google Cloud for sponsoring our event!

Because you purchased a ticket, Google Cloud is offering you **5% off your next purchase with them.**

Google Cloud Platform Anthos lets you transform your IT and build apps for the future. Anthos lets you build and manage modern hybrid applications on existing on-premises investments or in the public cloud.

[Get 5% off Google Cloud Platform](#)

Data of sponsorship ROI




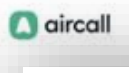
In virtual events it's important to be able to show ROI

Sponsors and exhibitors will receive a report that will tell you:





- how many interactions,
- meetings,
- who met with whom,
- how many times the sponsor ad was viewed and clicked,
- who attended your sponsored session

Meetings summary Export (.csv)

	Total	Inbound	Outbound
Total engagement	67	55	12
Accepted	21	11	10
Pending	23	22	1
Declined	13	12	1
Cancelled	10	10	0
Messages	69	41	28

<input type="checkbox"/>	 Google Cloud Accepted meetings	Diamond Partner	⋮
<input type="checkbox"/>	 ProfitWell Accepted meetings	Titanium Partners	⋮
<input type="checkbox"/>	 Salesforce Accepted meetings	Platinum Partners	⋮
<input type="checkbox"/>	 aircall Accepted meetings	Gold Partners	⋮

Representatives + Add representatives Export (.csv)

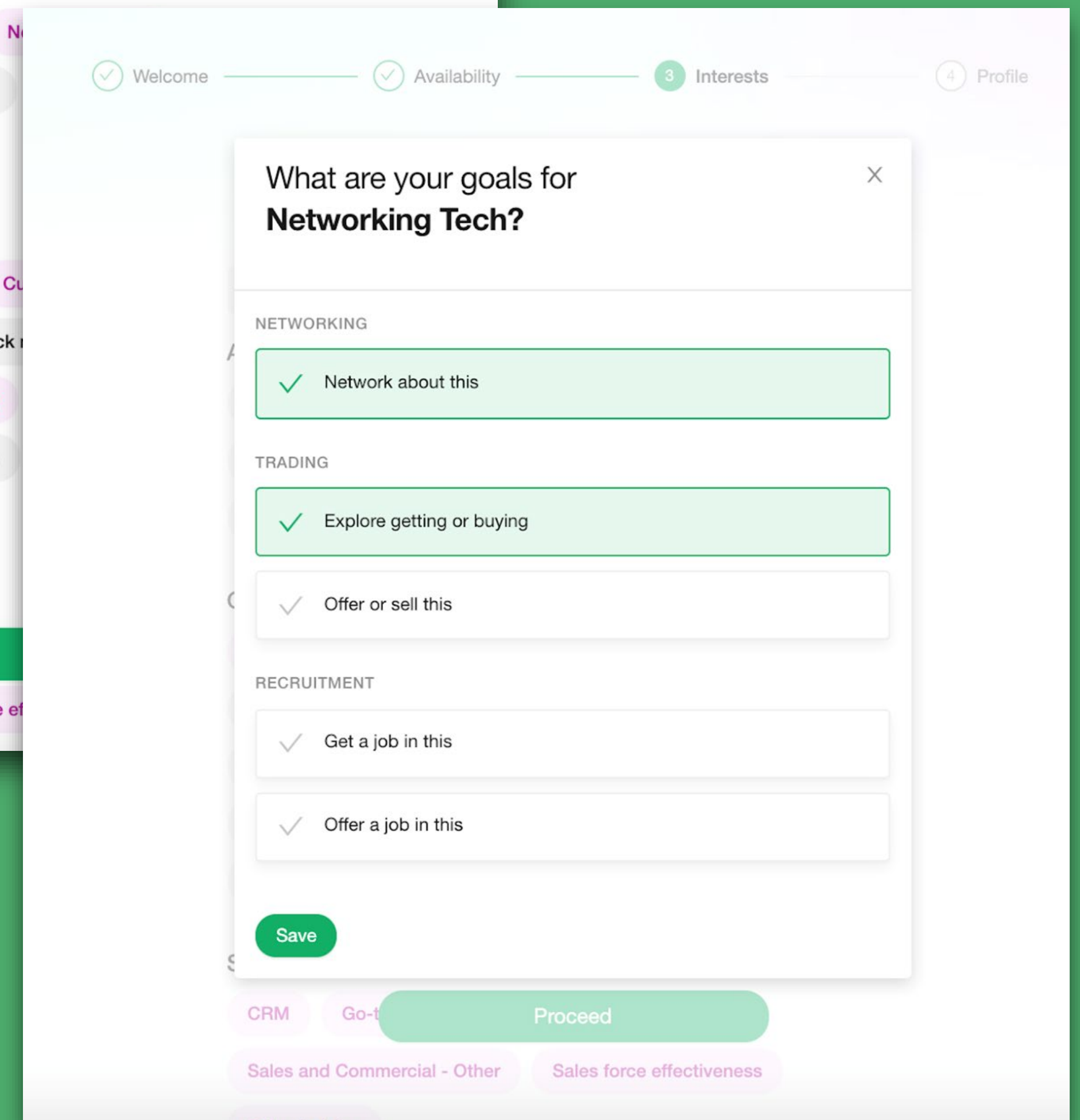
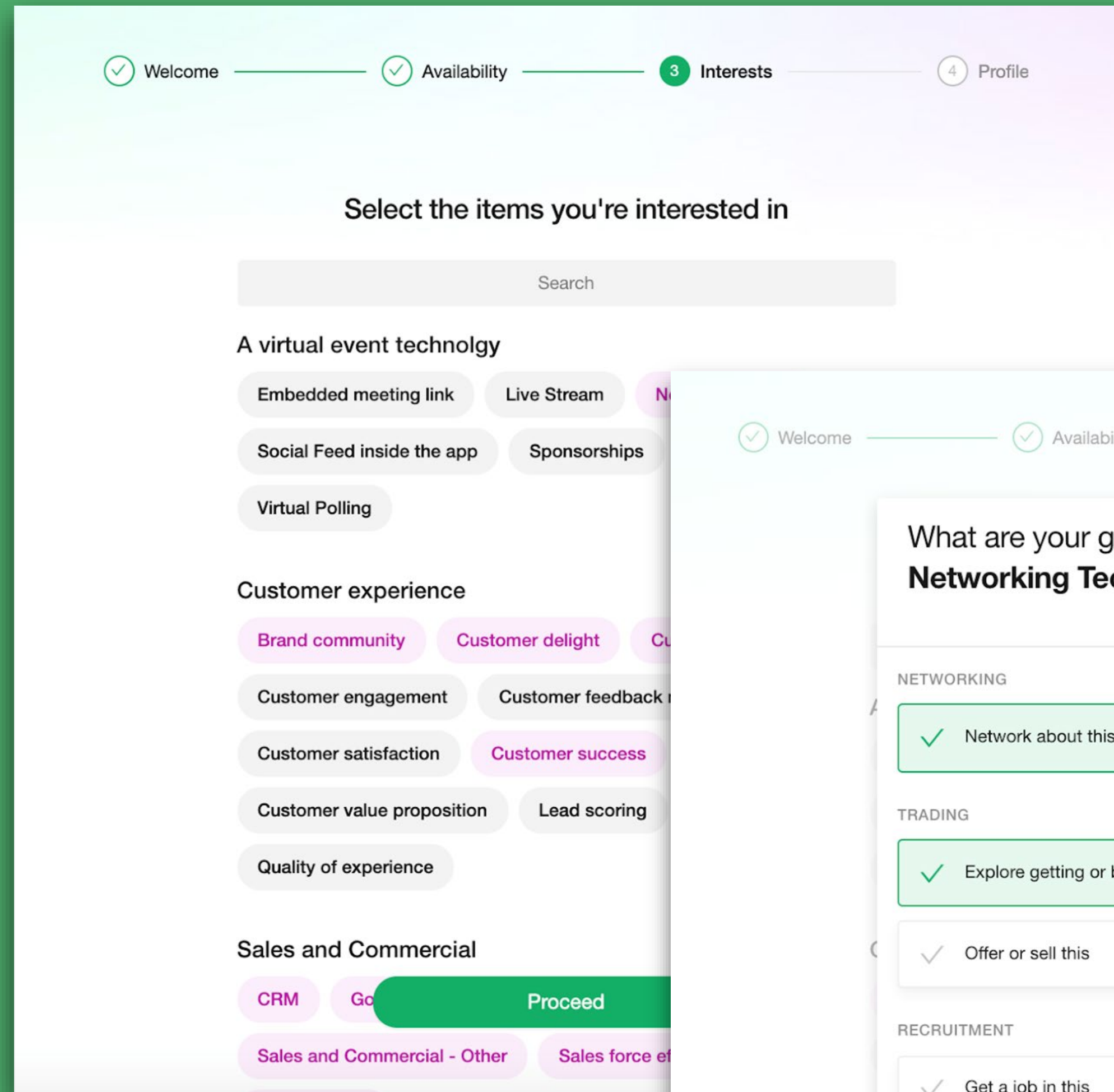
Name	Joined	Accepted	Pending inbound	Pending outbound	Cancelled	Declined	Total outbound	Chat open	Messages	
	2019-10-03 08:54	12	0	2	2	7	22	2	9	Remove
	2019-10-03 15:53	1	1	0	2	0	0	0	4	Remove
	2019-10-03 20:10	11	2	0	5	8	8	5	39	Remove
	2019-10-09 12:37	3	2	2	2	1	5	1	4	Remove

Sponsored Matchmaking Category

A sponsored matchmaking category will tell you who is looking for their services

We track the data of every matchmaking selection our attendees make.

You will have all this data at your fingertips after the event



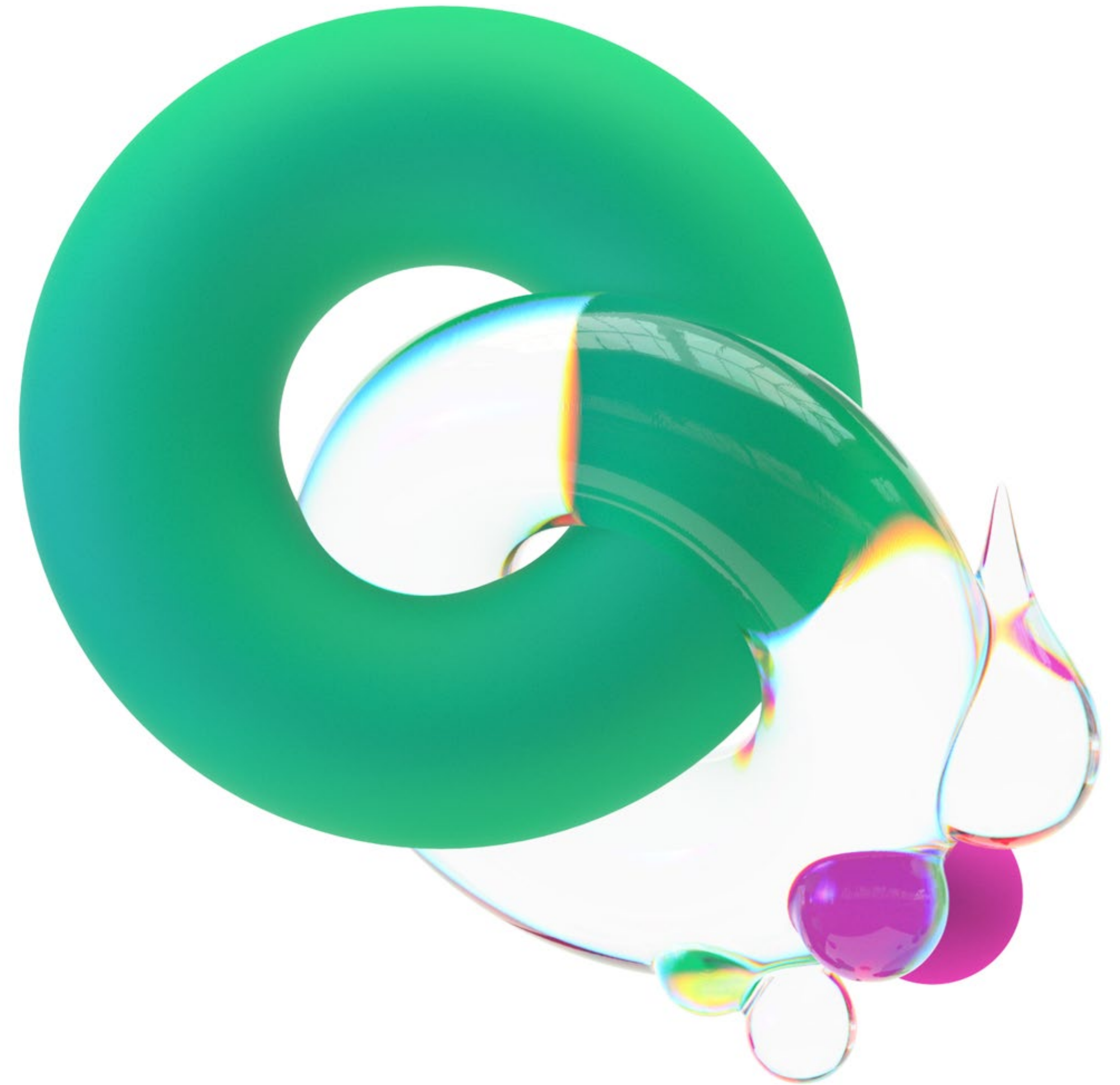
Brella Tips for Sponsors & Exhibitors

Tips

- Active sponsors can have up to three-digit amounts of pre-scheduled meetings in an event with multiple reps.
- You will know before the event who is interested in your products/services, plus you can schedule 1:1 meetings with them
- The better prepared you are, the better the results=Better ROI

Be Active!

- Sales requires you to be active. Using Brella is no different.
- Sponsors who send out bound requests themselves have 100%+ more meetings than those who rely solely on in bound requests.
- Attendees are more willing to meet with industry experts at events-experts like you.





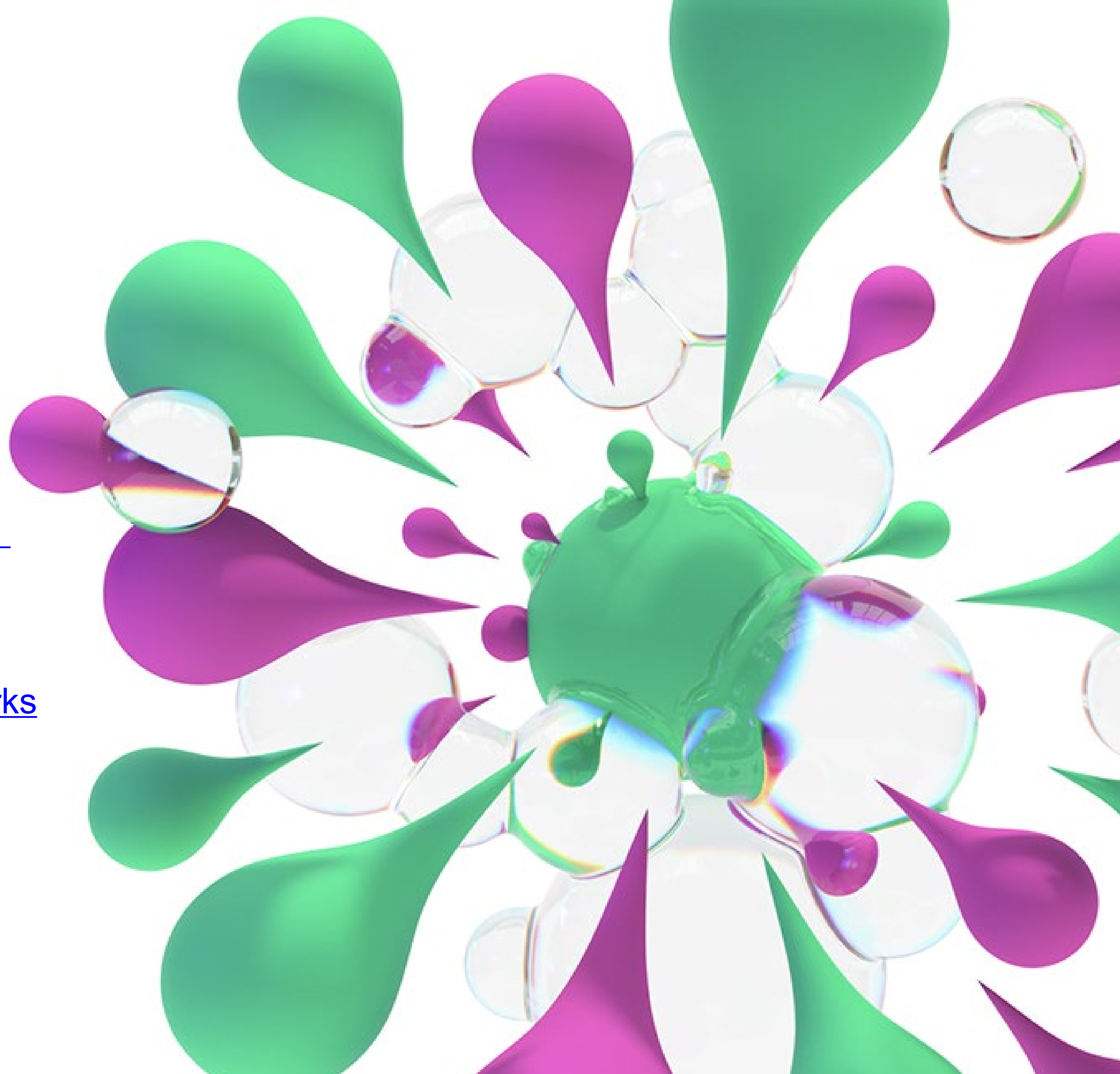
Demo Videos

Inside a Virtual Booth

- [Click Here to take a look inside a virtual booth](#)

Matchmaking Services

- [Click Here to see how Brella Matchmaking works](#)



Questions?

If you have any questions, please do not hesitate to contact your sales rep.

