2021 NICA Virtual Meeting Platform
#NICA2021's Virtual Platform

## Features

<table>
<thead>
<tr>
<th>Video syndication</th>
<th>HTML 5</th>
<th>Bandwidth optimization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience engagement</td>
<td>Enterprize integrations</td>
<td>Real time reporting</td>
</tr>
<tr>
<td>Branded experiences</td>
<td>Mobile responsive</td>
<td>Accessibility</td>
</tr>
</tbody>
</table>
**Lobby**

The lobby serves as point of entry and provides simple navigation to key areas. This is attendees' first impression!

**Theater for Breakout Sessions**

Pre-recorded breakout sessions will be housed in a single space. Partner and sponsor ads are available in this space.

"Live," on-demand, and upcoming presentations are housed here.

Attendees can organize presentations by tracks.

Welcome video upon entry

Will display sponsors

Displays abstract and bio information for each presentation

Display banner ads
Flexible presentation design

The presentation of sessions is fully customizable, and therefore provides multiple sponsorship opportunities.

Supports 100,000+ concurrent viewers!
Exhibit hall

All exhibitors will have a virtual booth, which can be found by the organization's logo. There is ample space for sponsorship and/or partnership recognition. The Infusion Center Expo will look similar to this but will be housed in a different "hall."

Exhibit booths

Each exhibitor will have a booth to showcase content and network with attendees. They will build and customize their space at their own convenience.
Social profile

The social profile is designed to encourage social sharing, connecting users to each other as well as providing individual access to personal content.

Lounge

This is a central area for attendee interaction and a perfect sponsorship opportunity!
Games

Organizations have the choice to sponsor a game to engage attendees outside of sessions and the exhibit hall.

- **Game Choices:**
  - Trivia Challenge
  - Slide Puzzle

Badges

Attendees will be required to interact with various elements of the meeting (including all eligible exhibit booths) to receive badges and ultimately prizes. These badges will take the place of a physical exhibit hall passport and can also be used to encourage attendance at breakout sessions or product theaters.

- **Tab content will include rules, giveaways, and group chats**
- **Overall leaderboard display, as well as badge specific leaderboards to promote competition**
- **Leaderboard displays attendee standings**
- **Templates and customized badges**
Resource center

The resource center is a digital repository of content provided by partners and sponsors. This provides attendees with easy access to obtain materials and content they may have missed when in your booth.

Help desk

Questions during the meeting? The help desk provides attendees and exhibitors with technical support resources during the event. Attendees may chat with and submit questions to the support staff.
Mobile browser experience

Don't worry - even on a mobile device, attendees will have a comprehensive, fully engaging experience.

Mobile features:

- Full-featured mobile access including screen-sharing and engagement tools
- PIP webcast delivery with video and slides in one stream
- Responsive interaction on mobile devices
- Participate in live, simulive or on demand webcasts
- Browser based access with no app downloads
- Seamless navigation optimized for your device of choice
- Adaptive bitrate for optimal viewing
Case studies & examples
Theater Experience: McGraw Hill

McGraw Hill wanted an event to position themselves as a leader in adapting to new learning technologies. They were also looking to gain insight from their customers as to resource effectiveness.

With Studio’s virtual events tools they were able to provide resources, education, engagement and fun in a convenient, free, online environment.

Results:

- **3700** unique attendees (nearly 4x goal)
- **17%** close rate on business from event generating $6 million of revenue
- **94%** of attendees surveyed would recommend the event
Event Experience: Marketo

Marketo’s annual, physical conference, is a well-attended, highly engaging event. They needed a way to extend the content, sponsorships and reach of that event to the users who could not attend in person.

Results:

- 35+ industry experts streamed live from the conference
- Sponsors generated additional qualified leads that directly increased sales
- 15,000 additional registrants were able to engage in meaningful communications
Examples

The examples below display the different ways sessions can be presented as well as some sponsorship/branding options.

CNBC Iconic Series: Thought Leadership

Streaming Media: Industry Panel

VMware: Virtual Sales Kick-Off

EPICOR: Customer Case Study

Microsoft Modern Workplace: Thought Leadership

Marketo User Conference: Lead Generation