How to Budget & Price Your Hybrid Event

SB Expos & Events

28
Virtual conventions

5
Hybrid conventions

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- **Key hybrid expenses that need to be considered, allocated and minimized**
- **Registration pricing strategy**
- **Exhibits and sponsorship options**

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DEFINE HYBRID

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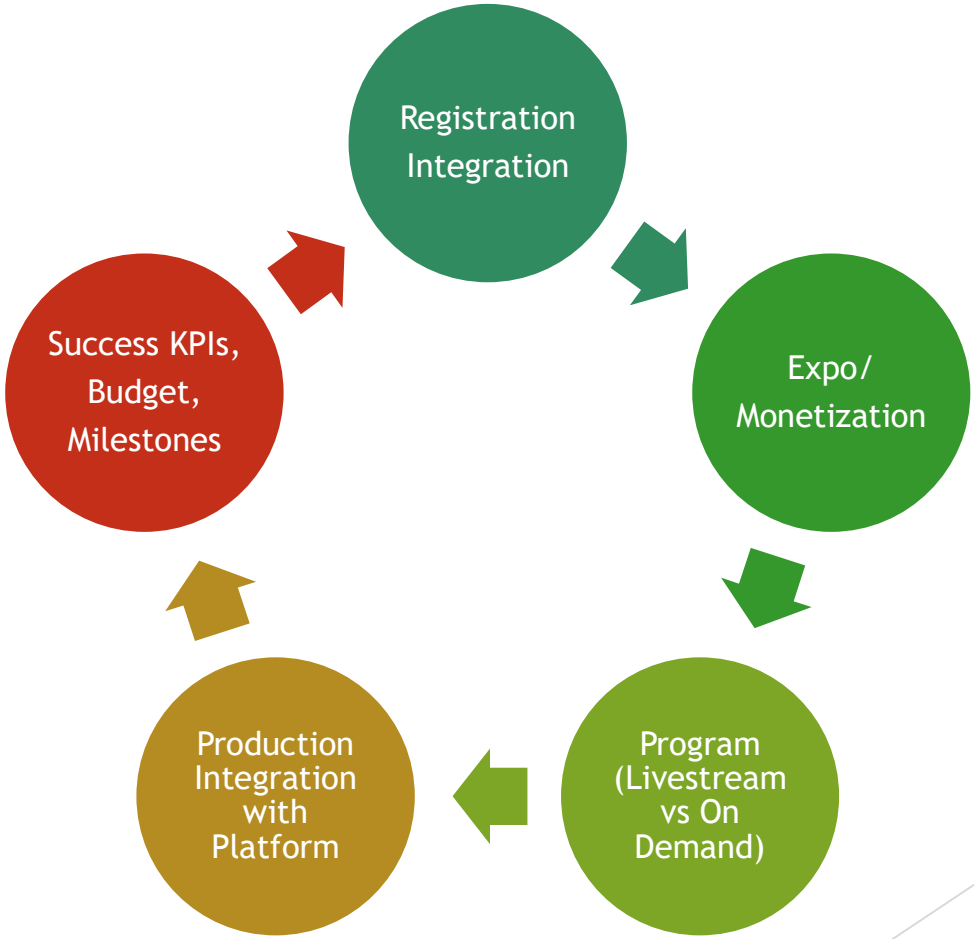
Hybrid Strategy



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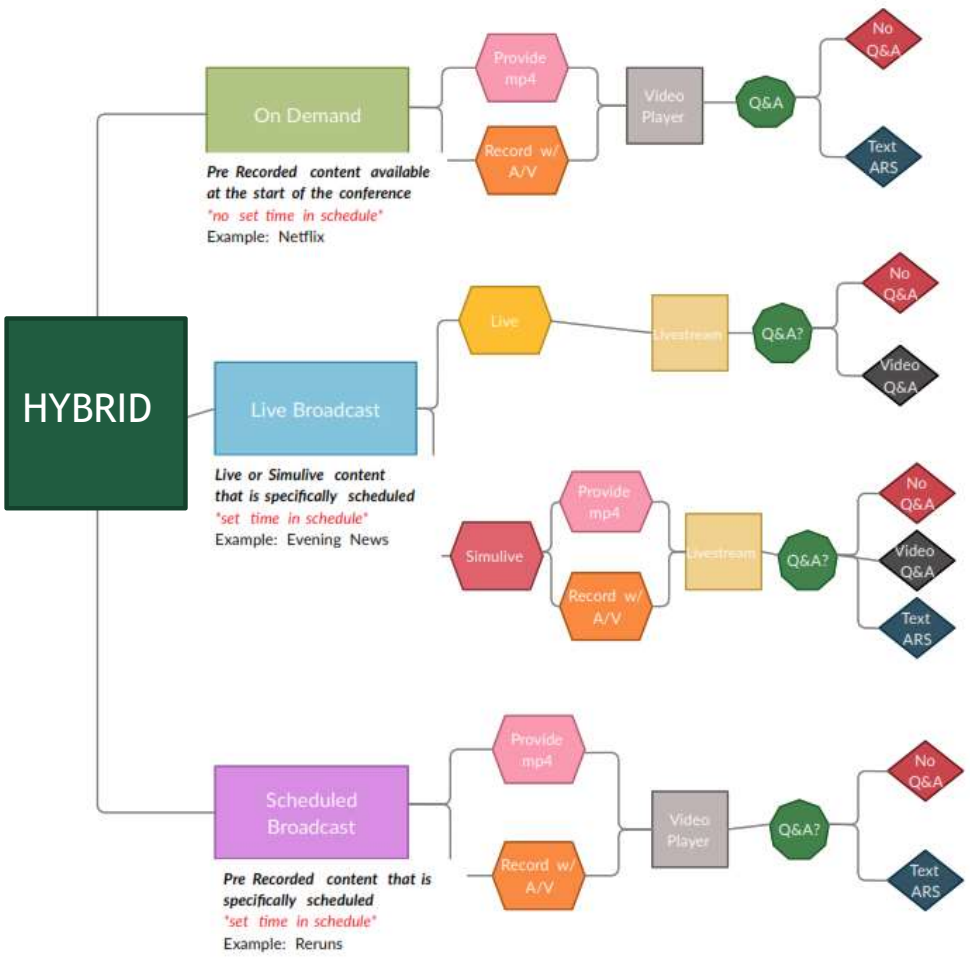

Terms

Video Player: Player where pre recorded content can be displayed. You can have concurrent sessions at the same time. Click here for an example.

Livestream: Channel where live/simulive content is broadcast. You cannot have concurrent sessions at the same time unless you buy multiple channels. Click here for an example.

Live: Content is completely live and no aspect is pre recorded.

Simulive: Content that is pre recorded but broadcast live on the livestream. This could include a live portion like video Q&A but it does not have to. The idea is that it appears "live" to the audience.

Provide mp4: They must provide us with the mp4 file and an A/V recording is not included in their benefits. They can contract with the clients A/V company if they wish.

Record w/ A/V: Recording with client's A/V company is included in their benefits.

ARS: This stands for "Audience Response System" and is used by attendees to ask questions via text.

No Q&A: ARS will not be utilized. Speakers can send people back to their booth or add info on who to contact for questions in their slide deck.

Text ARS: Utilizing the ARS feature. Attendees would ask questions via text and speakers would respond via text.

Video Q&A: Utilizing the ARS feature. Attendees would ask questions via text and speakers would answer live via video/audio.

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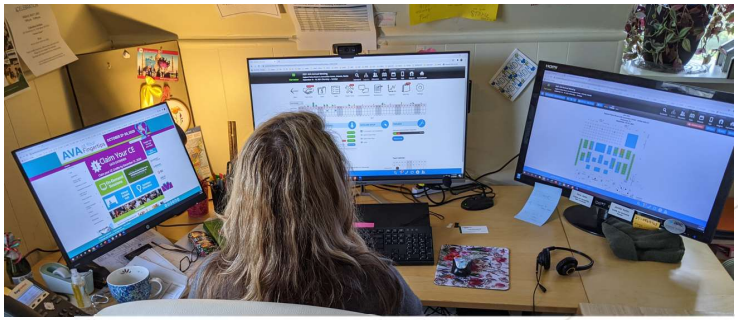
Hybrid Expenses

TECH PLATFORM

INTERNET

AV PROVIDER



HYBRID EVENT PLANNERS

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Hybrid Expenses – ACCESS CONTROL

- Access to in-person & virtual components
  - Registration badges are for in-person
  - Login codes for virtual

NEED BOTH For HYBRID

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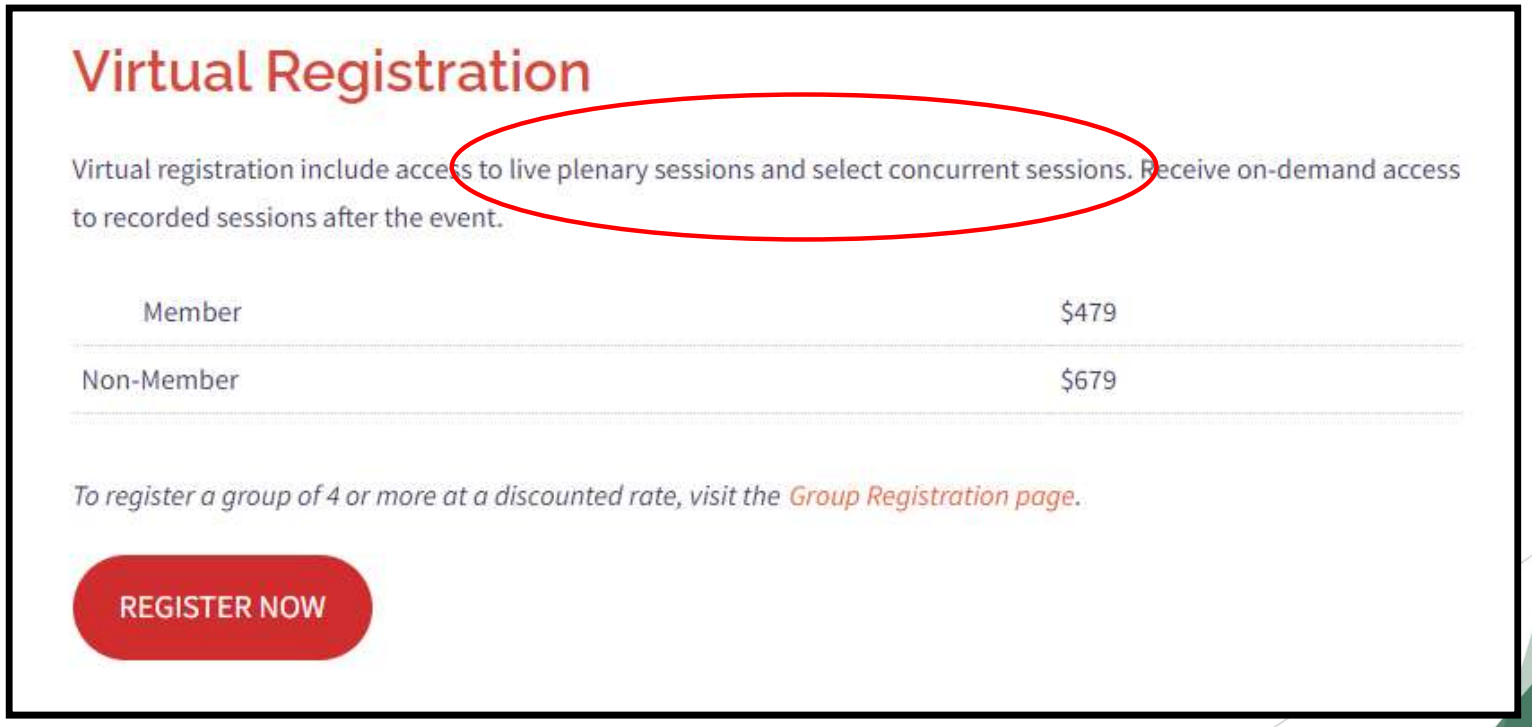
Registration Pricing Strategy

For CE meetings, pricing is all about access to content!



Virtual Registration

Virtual registration include access to live plenary sessions and select concurrent sessions. Receive on-demand access to recorded sessions after the event.

Member	$479
Non-Member	$679

To register a group of 4 or more at a discounted rate, visit the Group Registration page.

REGISTER NOW

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Registration Pricing Strategy

In-person

- $1000
- 35 CEs
- 3 general sessions
- 15 breakout sessions
- Exhibit Hall
- Networking receptions/breaks

Virtual

- $650
- 15 CEs
- LIVESTREAM - 1 general session
- LIVESTREAM - 5 breakout sessions *(Describe which ones)*
- Exhibitor virtual resources

Hybrid

- $1350
- 50 CEs -In person & Virtual content
- LIVESTREAM – which ones?
- On-demand – which ones? How long?
- Online Resource Center & Exhibit Hall
- Networking receptions/breaks

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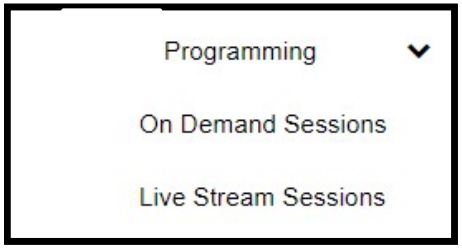

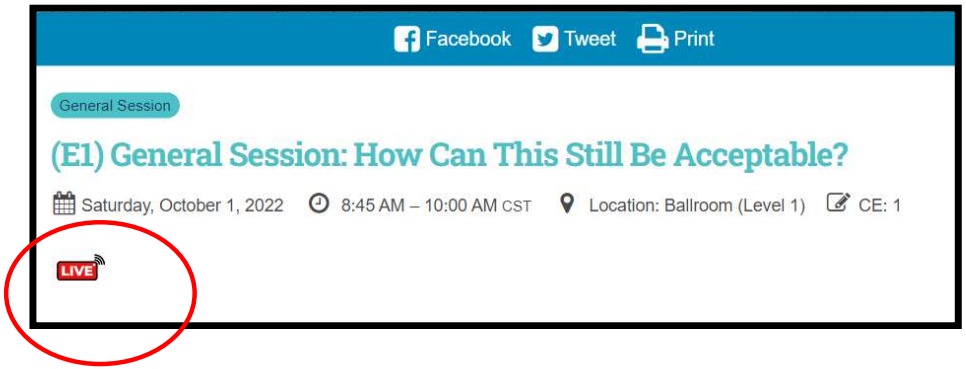

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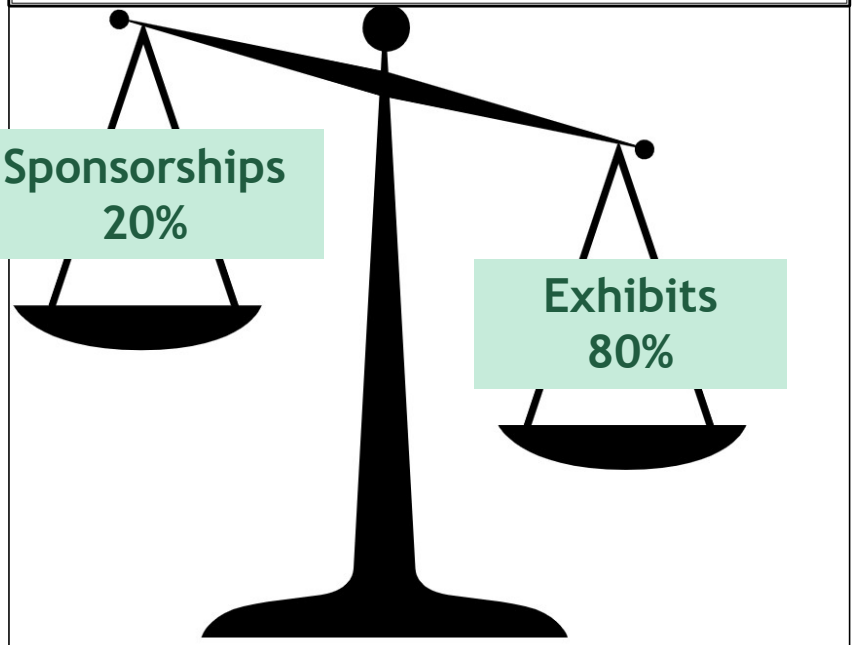
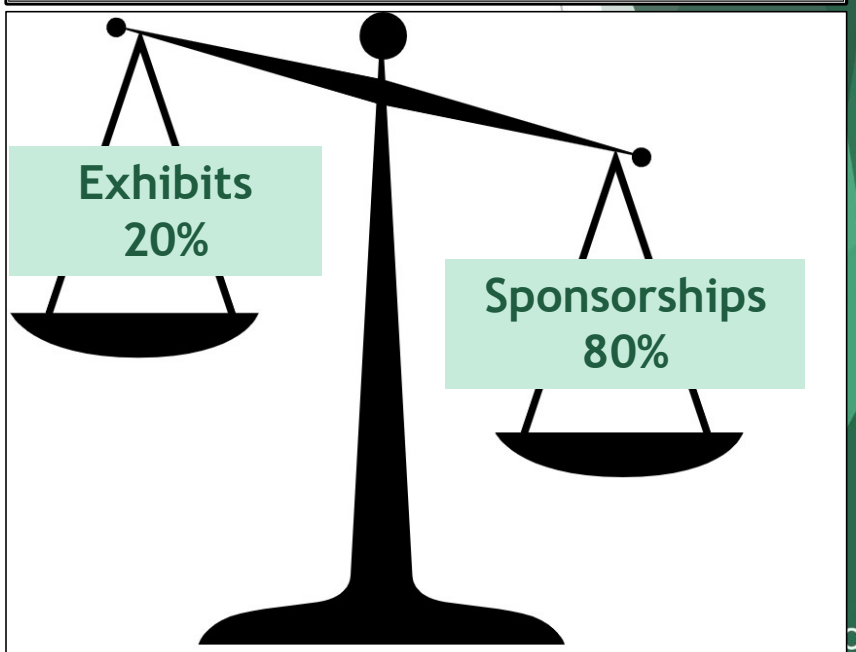
EXPO REVENUE

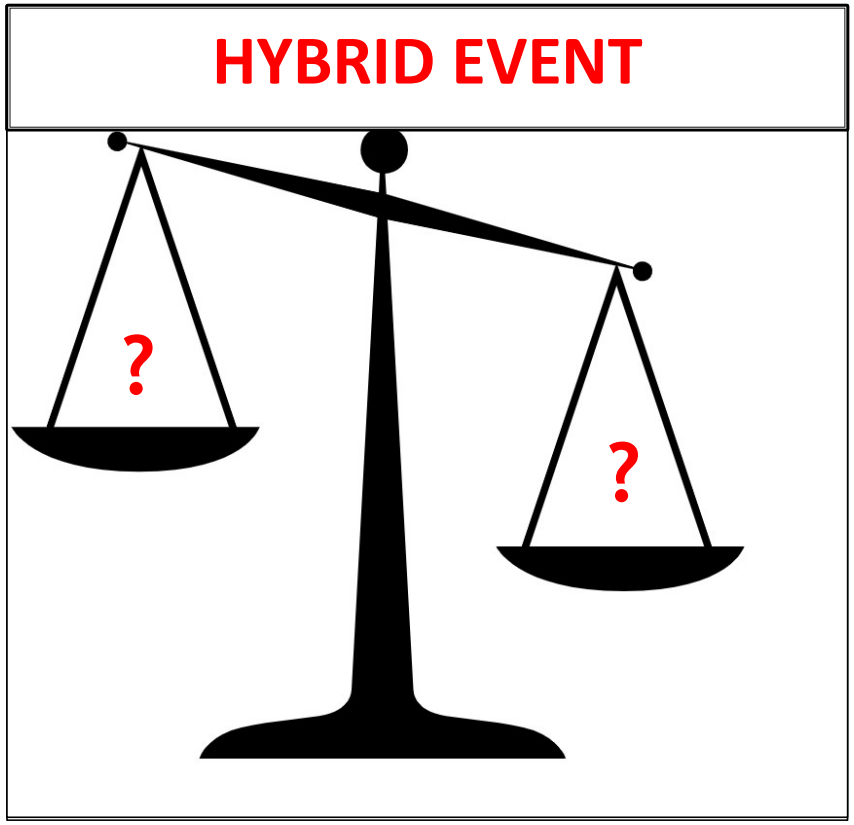
IN PERSON EVENT



VIRTUAL EVENT



EXPO REVENUE



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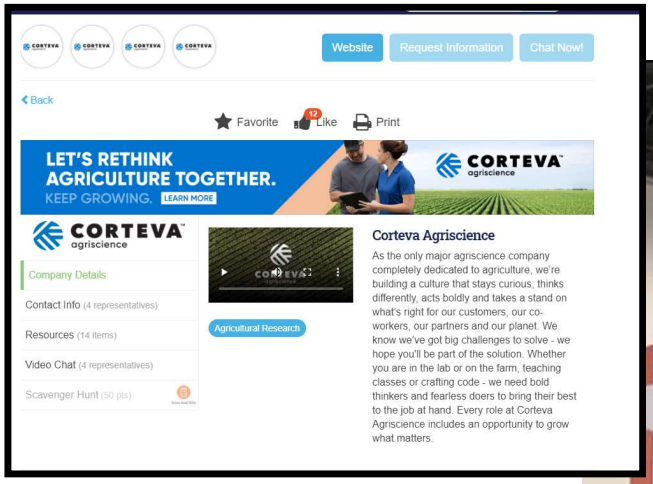
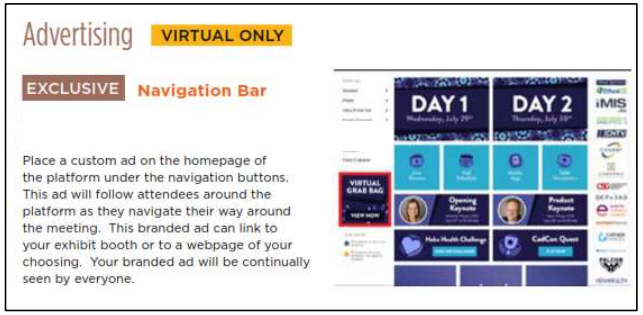
Hybrid Exhibitor & Sponsorships – ONLINE RESOURCE CENTERS



Hybrid Exhibitor & Sponsorships – ADVERTSING

- Advertising and branding



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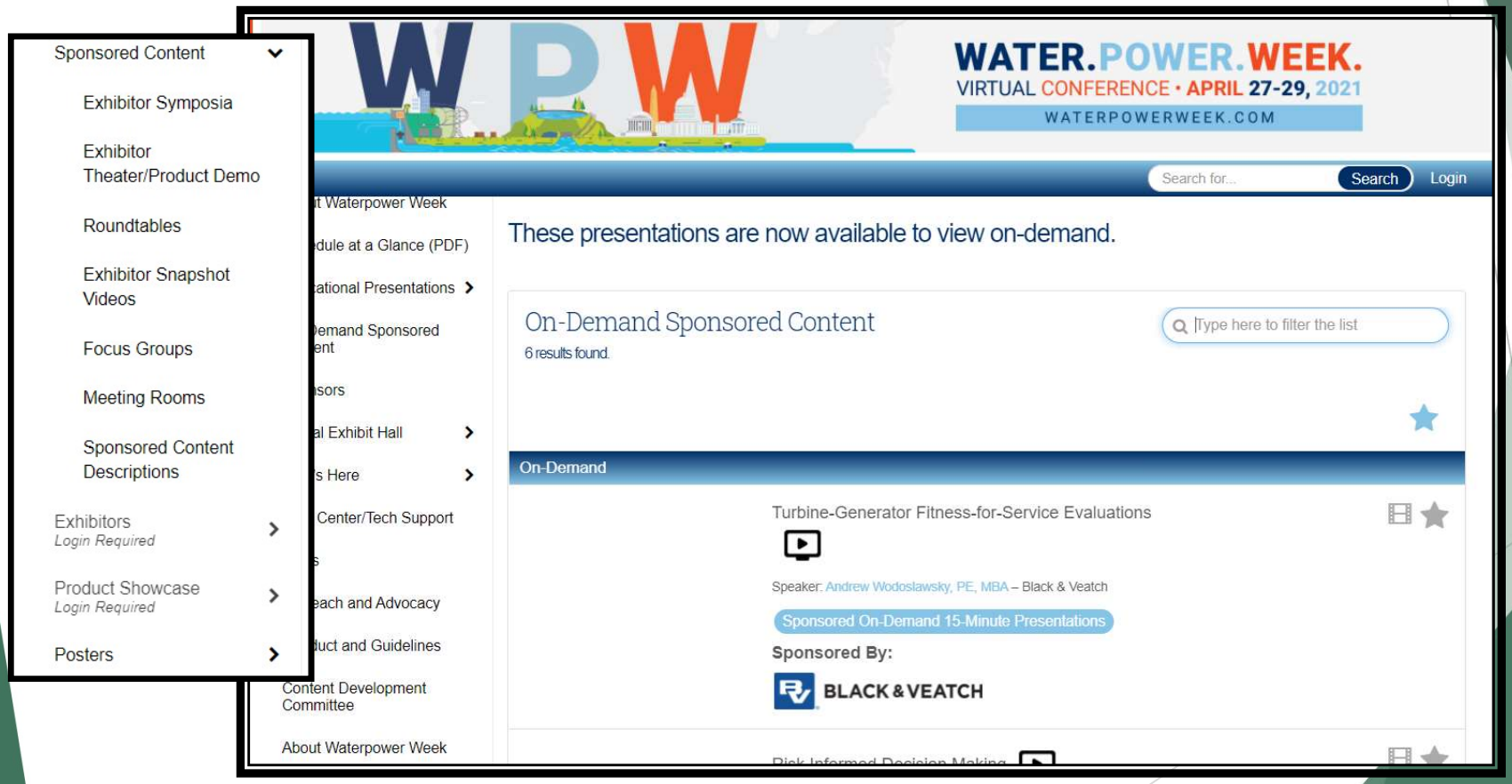
Hybrid Exhibitor & Sponsorships – THOUGHT LEADERSHIP



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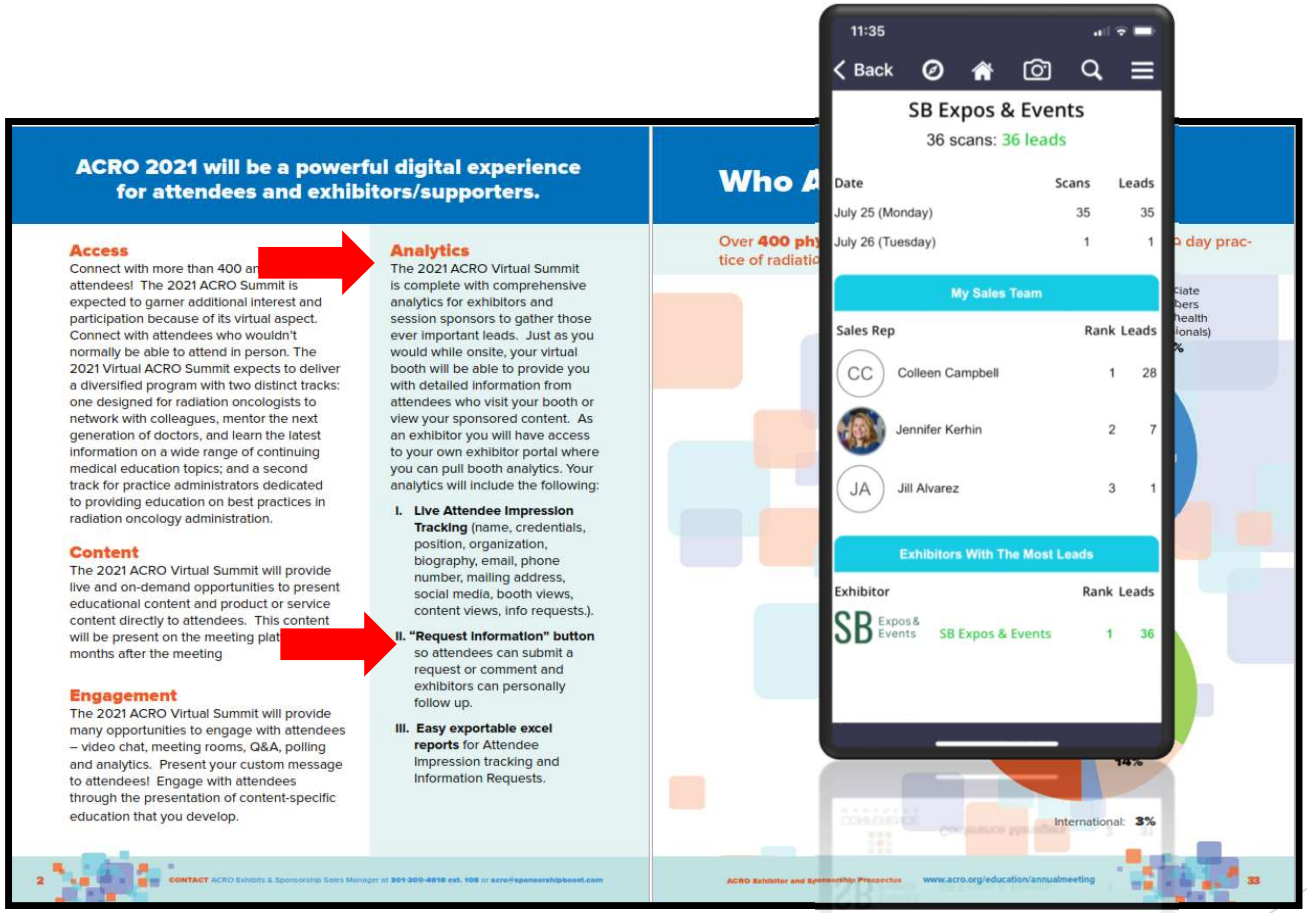
HYBRID Lead Retrieval



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QUESTIONS?

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Thank you!

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