

How to Budget & Price Your Hybrid Event



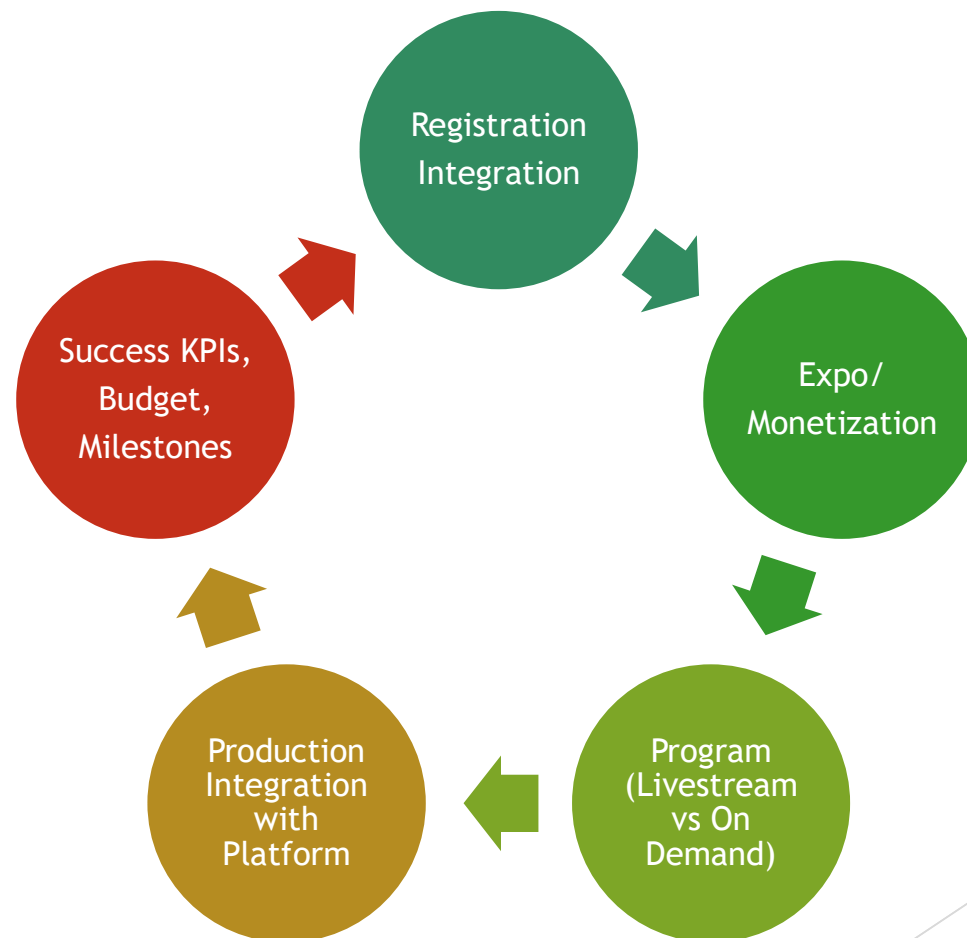
28
Virtual
conventions

5
Hybrid
conventions

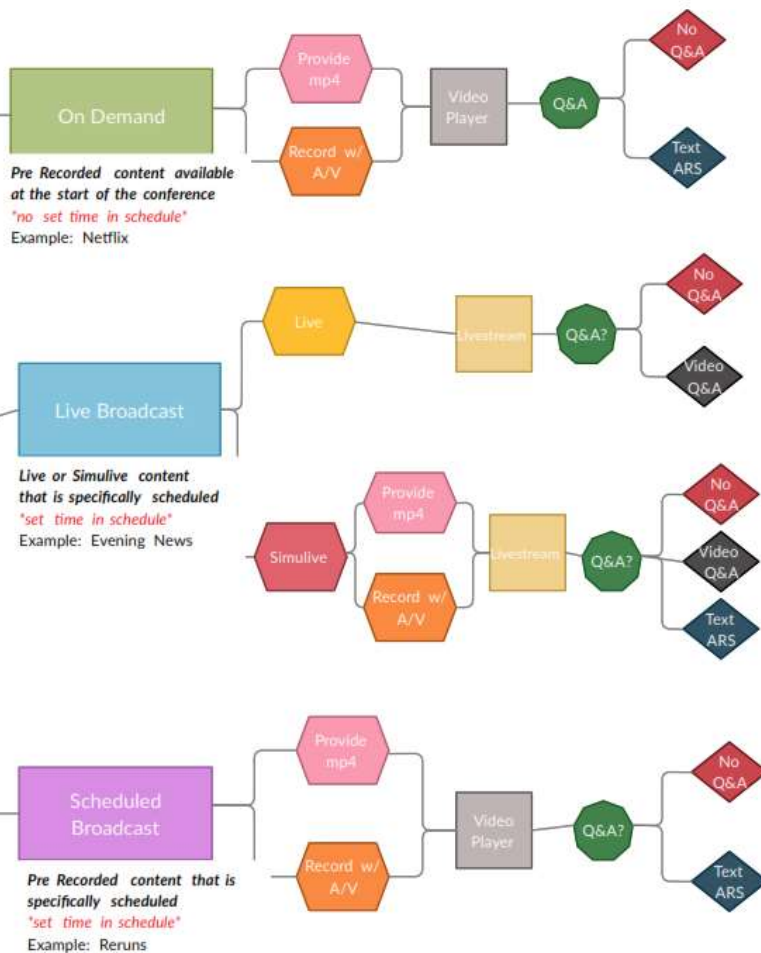
- **Key hybrid expenses that need to be considered, allocated and minimized**
- **Registration pricing strategy**
- **Exhibits and sponsorship options**

DEFINE HYBRID

Hybrid Strategy



HYBRID



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.

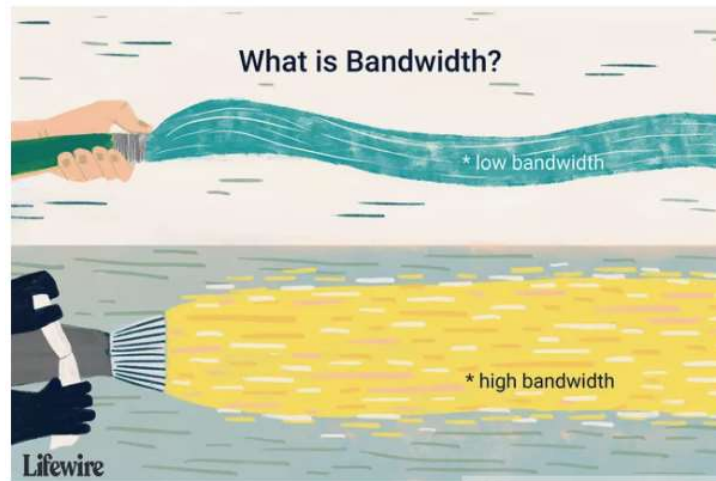
Text ARS: Utilizing the ARS feature. Attendees would ask questions via text and speakers would respond via text.

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

Hybrid Expenses



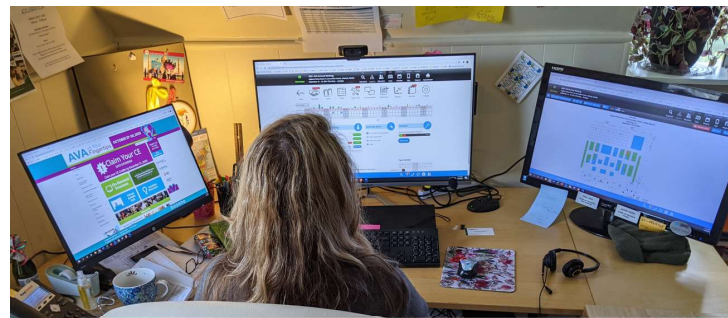
TECH PLATFORM



INTERNET



AV PROVIDER



HYBRID EVENT PLANNERS

Hybrid Expenses - ACCESS CONTROL

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

NEED BOTH For HYBRID



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

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

Programming



On Demand Sessions

Live Stream Sessions

Facebook Tweet Print

General Session

(E1) General Session: How Can This Still Be Acceptable?

Calendar icon Saturday, October 1, 2022 Clock icon 8:45 AM – 10:00 AM CST Location pin icon Location: Ballroom (Level 1) Document icon CE: 1

LIVE

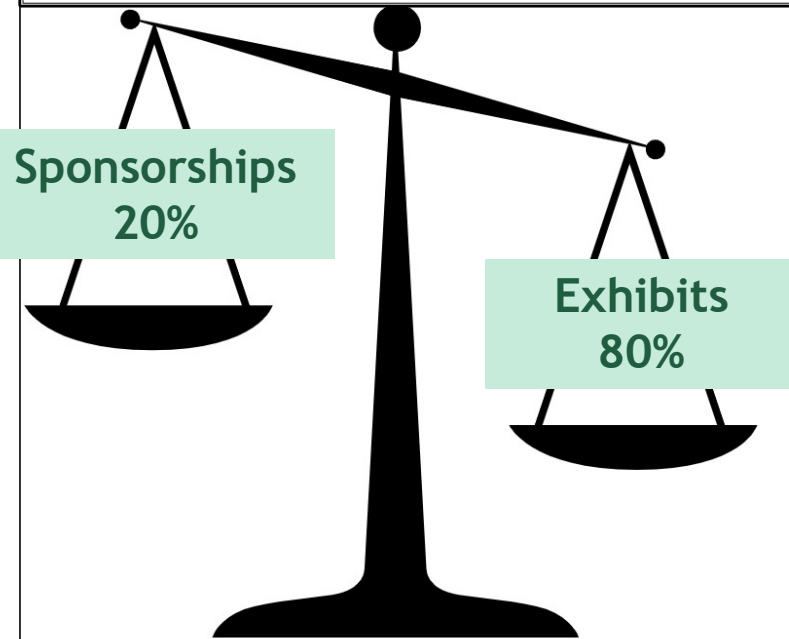


On-Demand
Sessions

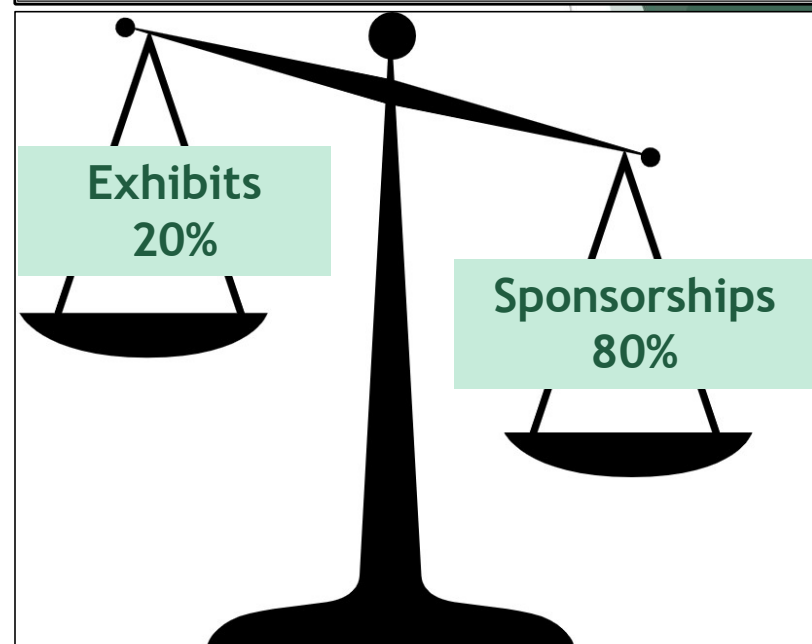
SB | Expos & Events

EXPO REVENUE

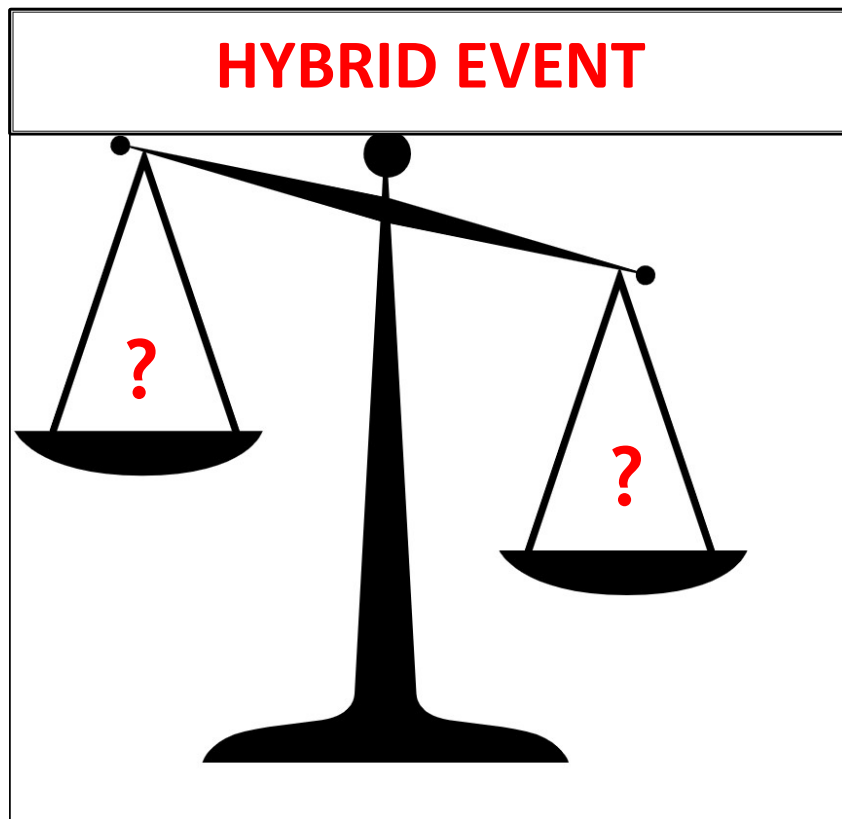
IN PERSON EVENT



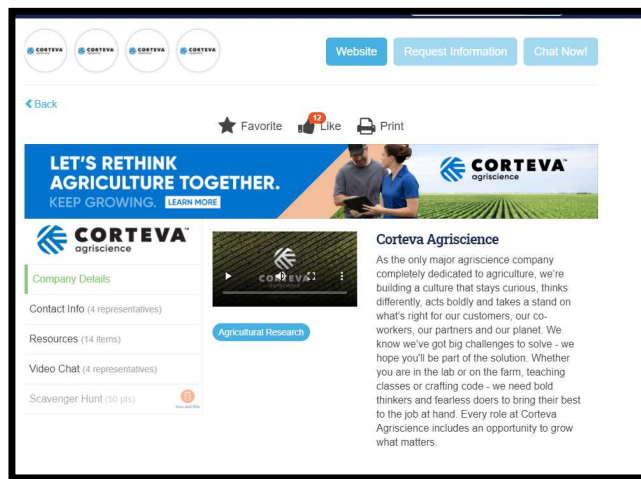
VIRTUAL EVENT



EXPO REVENUE



Hybrid Exhibitor & Sponsorships - ONLINE RESOURCE CENTERS



Hybrid Exhibitor & Sponsorships - ADVERTISING


► Advertising and branding

Advertising

LIVE ONLY

Column Wraps

As attendees navigate around the convention center, column wraps are easily seen signage. Each column wrap has three large vertical panels of your advertising graphics, with APIC 2021 header and footer. These wraps are placed in strategic locations throughout the Convention Center for maximum visibility.



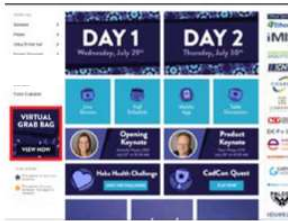
Advertising

VIRTUAL ONLY

EXCLUSIVE

Navigation Bar

Place a custom ad on the homepage of the platform under the navigation buttons. This ad will follow attendees around the platform as they navigate their way around the meeting. This branded ad can link to your exhibit booth or to a webpage of your choosing. Your branded ad will be continually seen by everyone.



Hybrid Exhibitor & Sponsorships – THOUGHT LEADERSHIP

The screenshot displays the Waterpower Week Virtual Conference website. The header features the 'W P W' logo and the text 'WATER.POWER.WEEK. VIRTUAL CONFERENCE • APRIL 27-29, 2021' with the website URL 'WATERPOWERWEEK.COM'. A search bar and a 'Login' button are located in the top right. A left sidebar menu lists various content categories, with 'Sponsored Content' expanded to show options like 'Exhibitor Symposia', 'Exhibitor Theater/Product Demo', 'Roundtables', 'Exhibitor Snapshot Videos', 'Focus Groups', 'Meeting Rooms', 'Sponsored Content Descriptions', 'Exhibitors (Login Required)', 'Product Showcase (Login Required)', and 'Posters'. The main content area is titled 'These presentations are now available to view on-demand.' and 'On-Demand Sponsored Content', with a search filter and '6 results found.' Below this, a presentation titled 'Turbine-Generator Fitness-for-Service Evaluations' is featured, including a video player icon, the speaker 'Andrew Wodolawsky, PE, MBA – Black & Veatch', a 'Sponsored On-Demand 15-Minute Presentations' badge, and the sponsor 'BLACK & VEATCH'.

Sponsored Content

- Exhibitor Symposia
- Exhibitor Theater/Product Demo
- Roundtables
- Exhibitor Snapshot Videos
- Focus Groups
- Meeting Rooms
- Sponsored Content Descriptions
- Exhibitors (Login Required)
- Product Showcase (Login Required)
- Posters

Waterpower Week

These presentations are now available to view on-demand.

On-Demand Sponsored Content

6 results found.

On-Demand

Turbine-Generator Fitness-for-Service Evaluations

Speaker: Andrew Wodolawsky, PE, MBA – Black & Veatch

Sponsored On-Demand 15-Minute Presentations

Sponsored By: BLACK & VEATCH

HYBRID Lead Retrieval

ACRO 2021 will be a powerful digital experience for attendees and exhibitors/supporters.

Access
Connect with more than 400 attendees! The 2021 ACRO Summit is expected to garner additional interest and participation because of its virtual aspect. Connect with attendees who wouldn't normally be able to attend in person. The 2021 Virtual ACRO Summit expects to deliver a diversified program with two distinct tracks: one designed for radiation oncologists to network with colleagues, mentor the next generation of doctors, and learn the latest information on a wide range of continuing medical education topics; and a second track for practice administrators dedicated to providing education on best practices in radiation oncology administration.

Content
The 2021 ACRO Virtual Summit will provide live and on-demand opportunities to present educational content and product or service content directly to attendees. This content will be present on the meeting platform months after the meeting.

Engagement
The 2021 ACRO Virtual Summit will provide many opportunities to engage with attendees – video chat, meeting rooms, Q&A, polling and analytics. Present your custom message to attendees! Engage with attendees through the presentation of content-specific education that you develop.

Who A

Over 400 phy
tice of radiatio

Analytics

The 2021 ACRO Virtual Summit is complete with comprehensive analytics for exhibitors and session sponsors to gather those ever important leads. Just as you would while onsite, your virtual booth will be able to provide you with detailed information from attendees who visit your booth or view your sponsored content. As an exhibitor you will have access to your own exhibitor portal where you can pull booth analytics. Your analytics will include the following:

- I. Live Attendee Impression Tracking** (name, credentials, position, organization, biography, email, phone number, mailing address, social media, booth views, content views, info requests).
- II. "Request Information" button** so attendees can submit a request or comment and exhibitors can personally follow up.
- III. Easy exportable excel reports** for Attendee Impression tracking and Information Requests.

11:35

< Back

SB Expos & Events

36 scans: 36 leads

Date	Scans	Leads
July 25 (Monday)	35	35
July 26 (Tuesday)	1	1

My Sales Team

Sales Rep	Rank	Leads
CC Colleen Campbell	1	28
Jennifer Kerhin	2	7
JA Jill Alvarez	3	1

Exhibitors With The Most Leads

Exhibitor	Rank	Leads
SB Expos & Events	1	36

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QUESTIONS?

Thank you!

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Events