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## SPECIAL EDITION BOOSTER SPONSOR INFO



# Important Dates

**January 25, 2021**

Sponsors receive an email from Hubb with best practices and upcoming deadlines

**January 26, 2021**

Commodity Classic Registration Opens at 10:00 am Central

- All participants should register online at [www.commodityclassic.com](http://www.commodityclassic.com)
- Sponsors should only register sponsor page personnel using sponsor link emailed to sponsor contact

**February 5, 2021**

Sponsor application must be received by this date

**February 11, 2021**

Sponsor Page Contact Information uploaded to Hubb to create invitations

**February 16, 2021**

Sponsor Pages are available to be customized. Sponsors will use login information emailed from HUBB to contacts to access the platform

**February 28, 2021**

Sponsor pages are locked at 5:00 pm Central

**March 1, 2021**

Commodity Classic Digital goes live to attendees to access

**March 2-5, 2021**

Commodity Classic Digital session launch to attendees



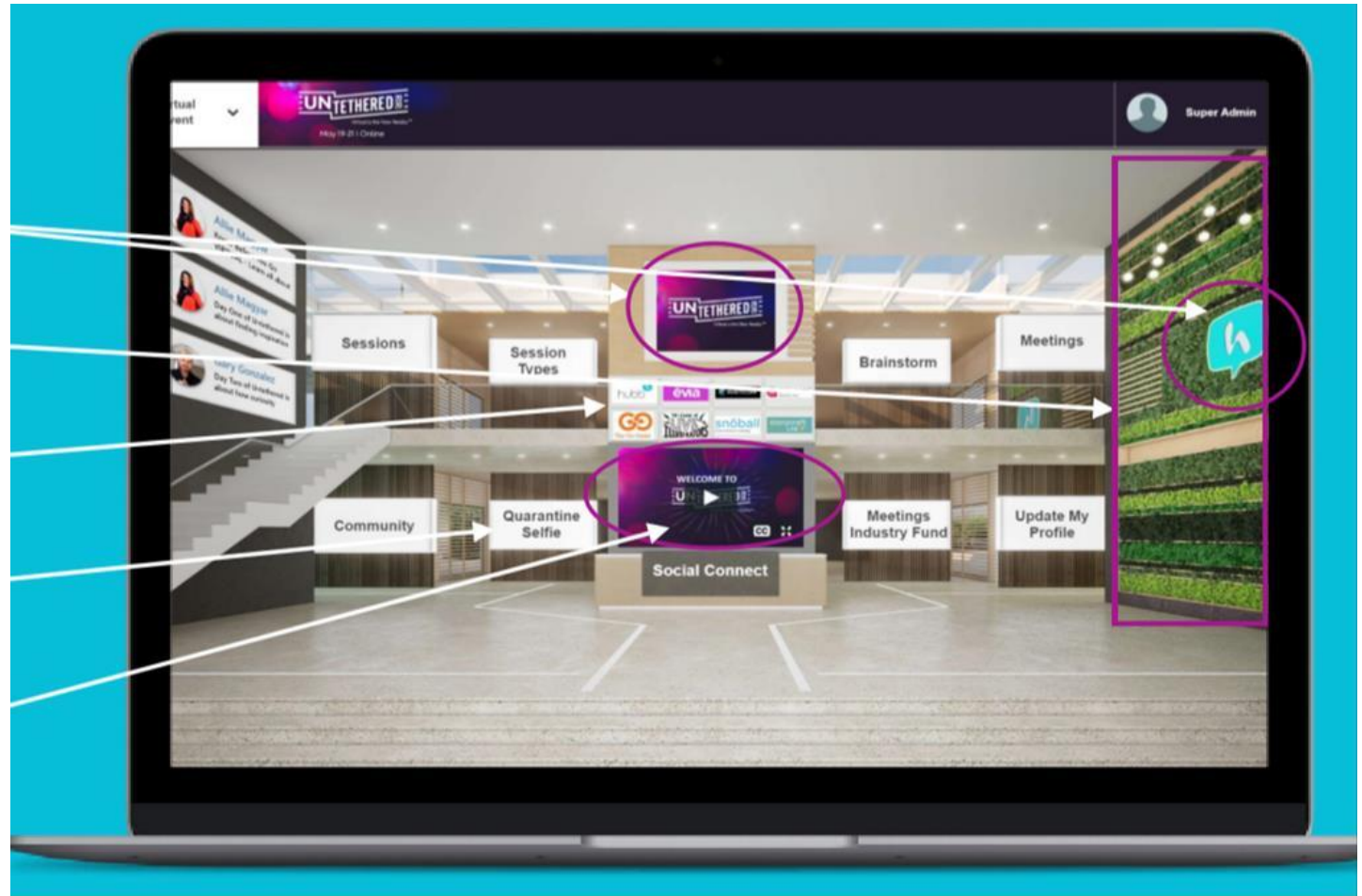
# Welcome Lobby

Commodity Classic branded logo

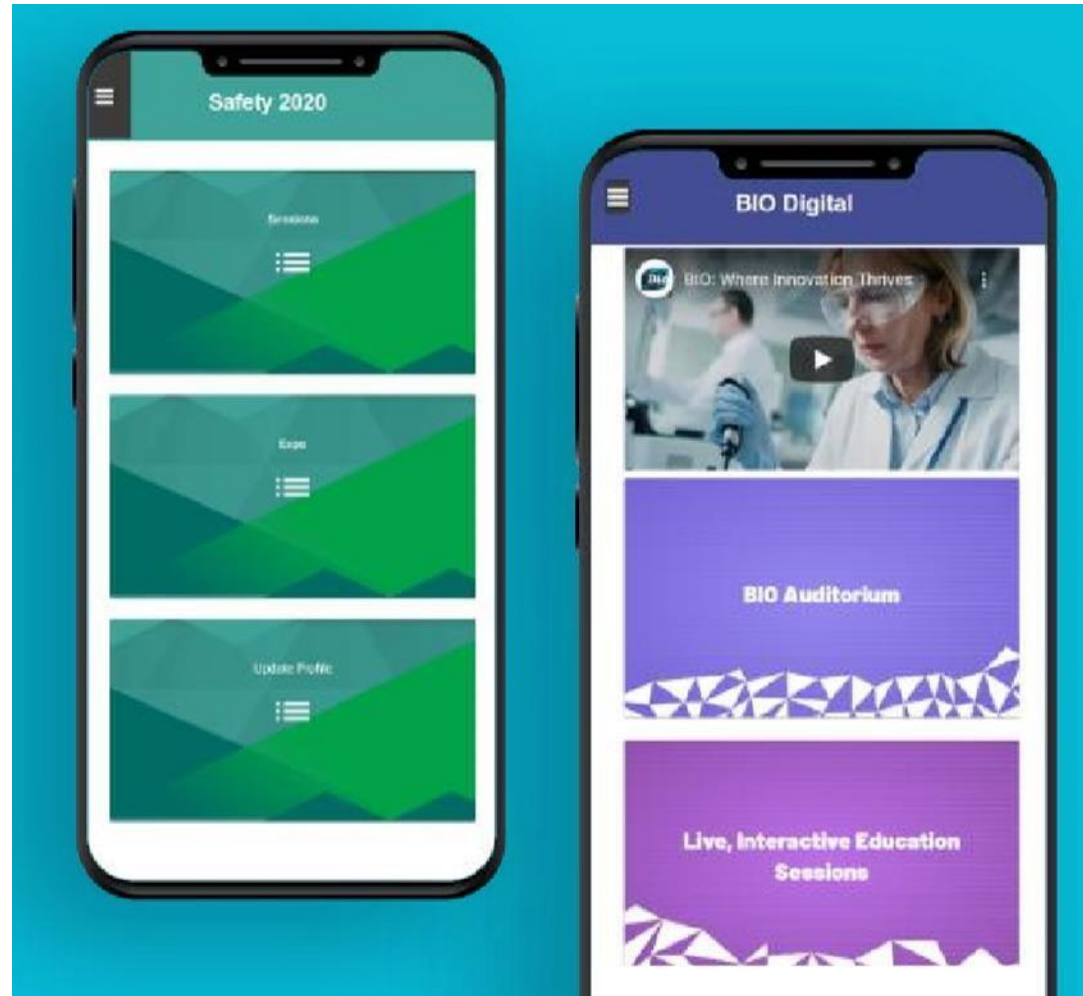
Premier sponsor logos with links to Sponsor Pages

Links to sessions, sponsor listings, etc.

Commodity Classic welcome video



# Welcome Lobby – Mobile

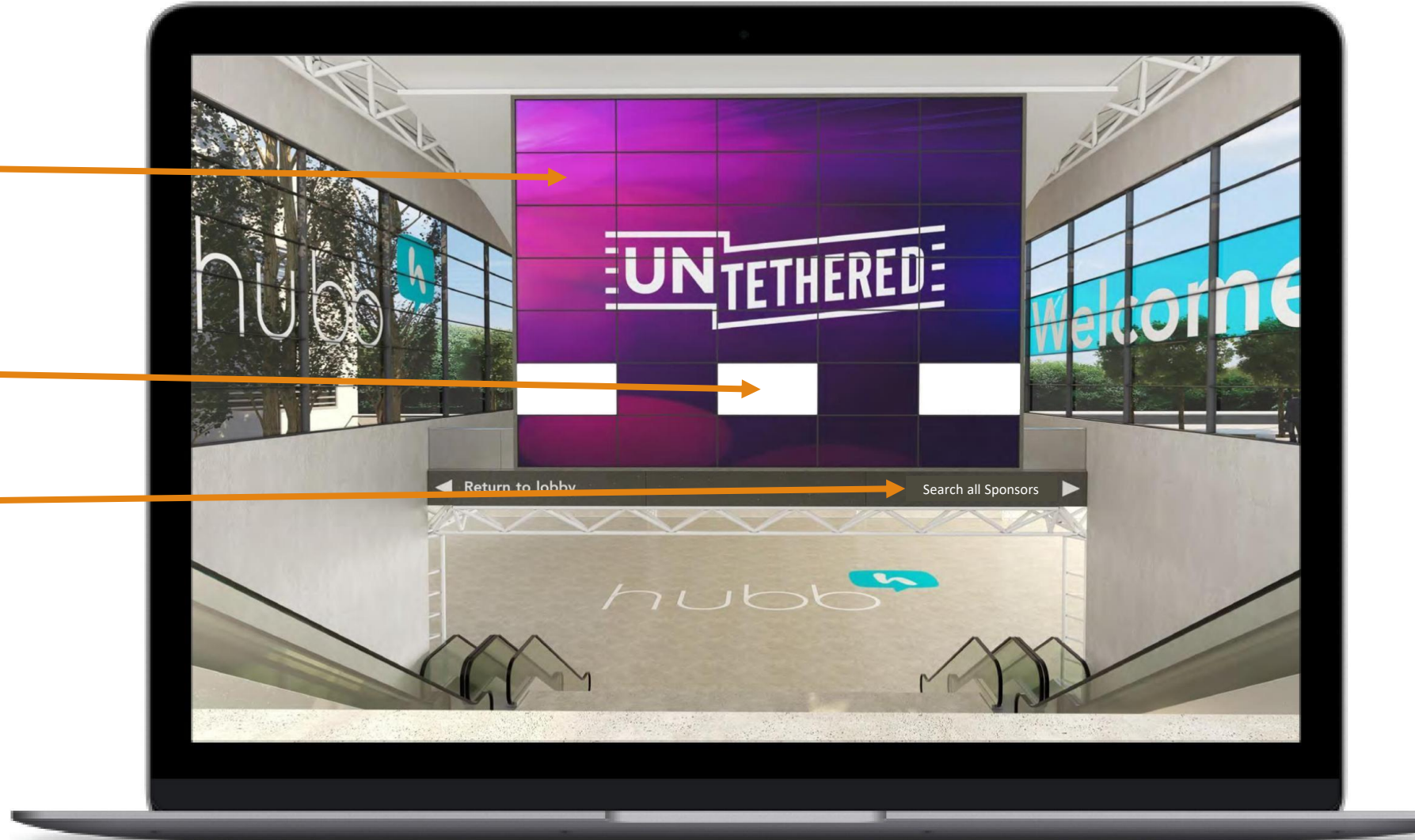


# Sponsor Landing Page

○ Video Screen

○ Links

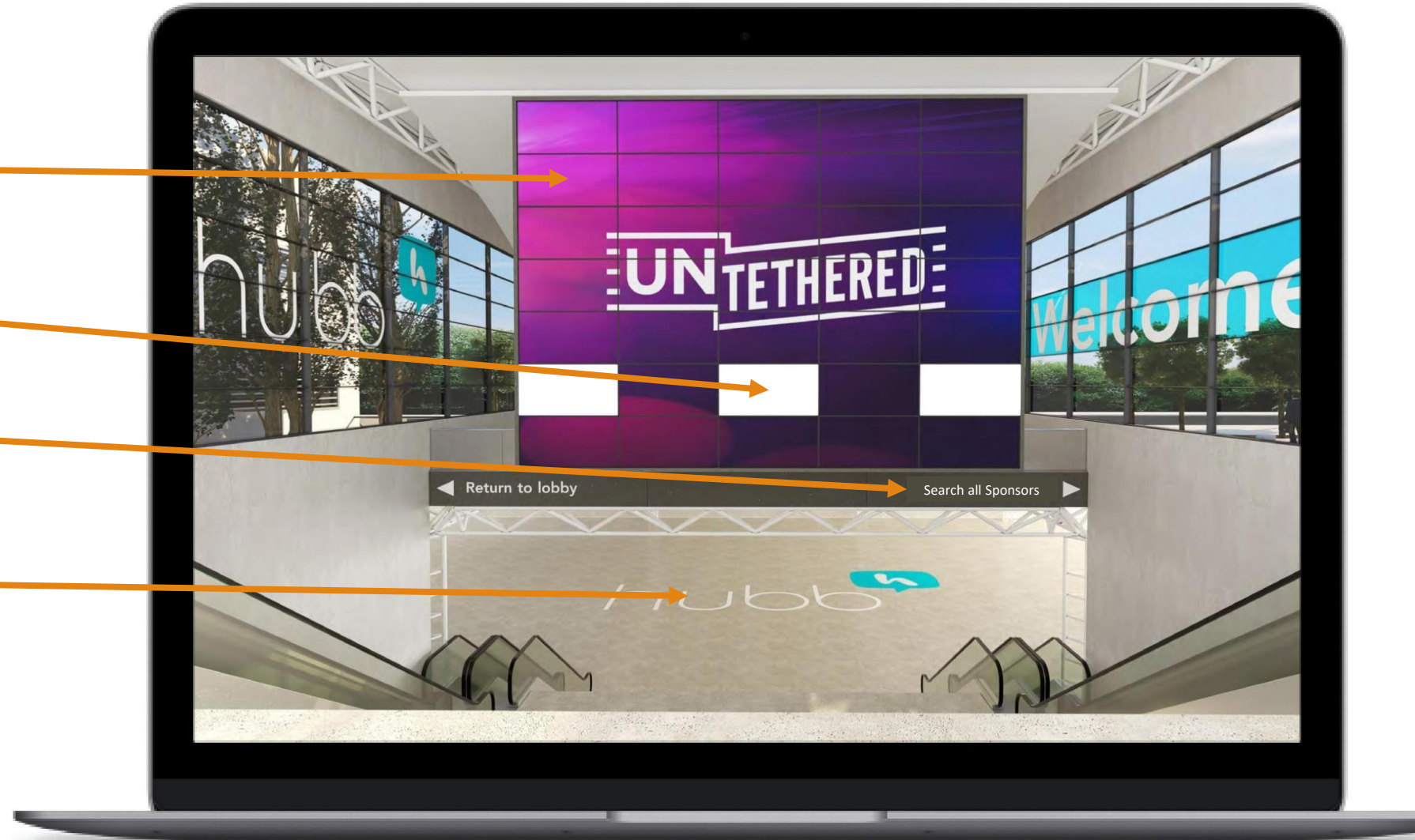
○ Sponsor Listings/Search





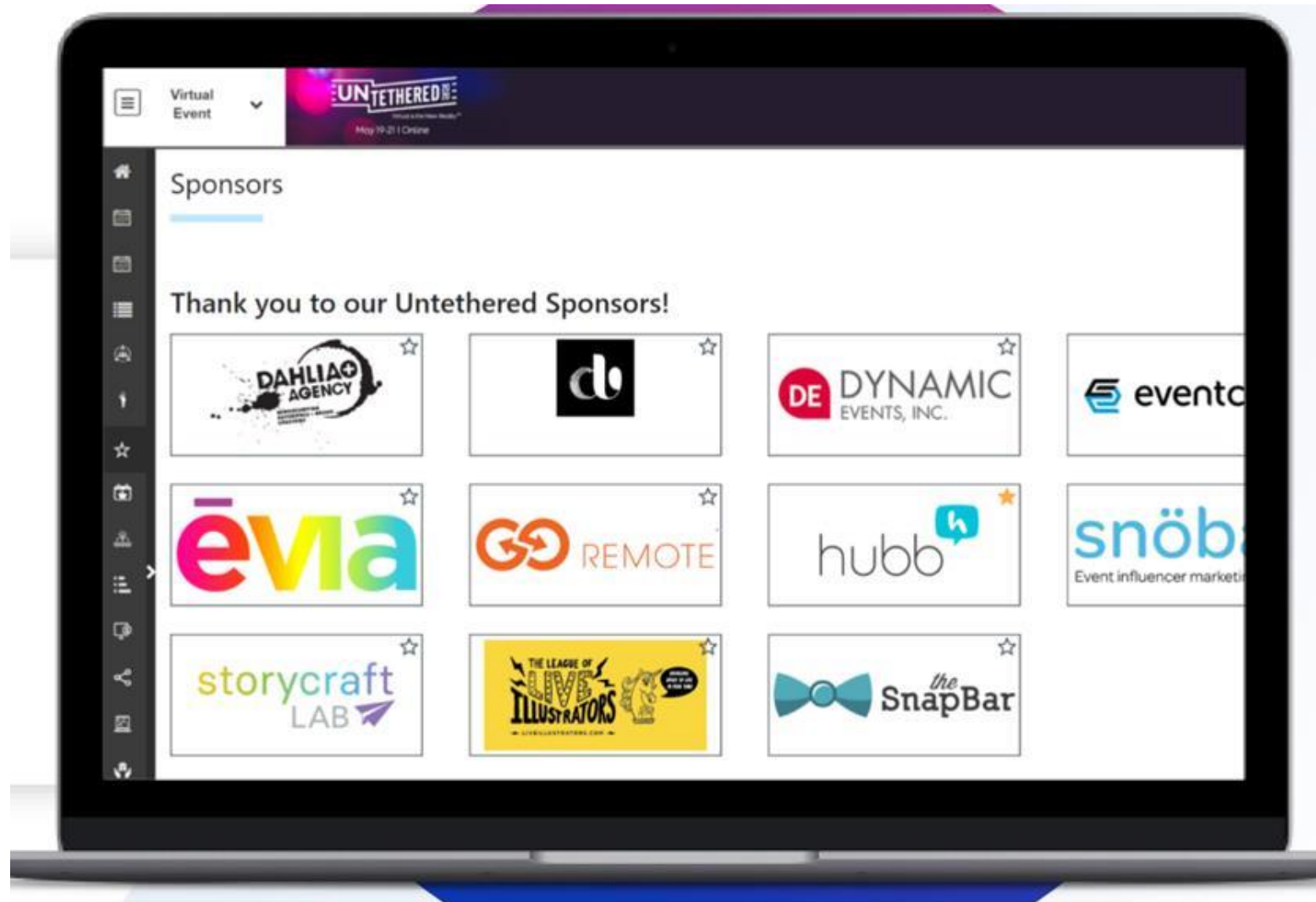
# Sponsor Landing Page

- Video Screen
- Links
- Sponsor Listings/Search
- Premier Sponsor Logos



# Sponsor Listings

- Sponsors are listed by level
  - Premier
  - Champion
  - Key
  - Education
  - Booster
- Clickable logo takes you to the sponsor's digital page
- Search by company name
- Filter by company tags



# Sponsor Pages

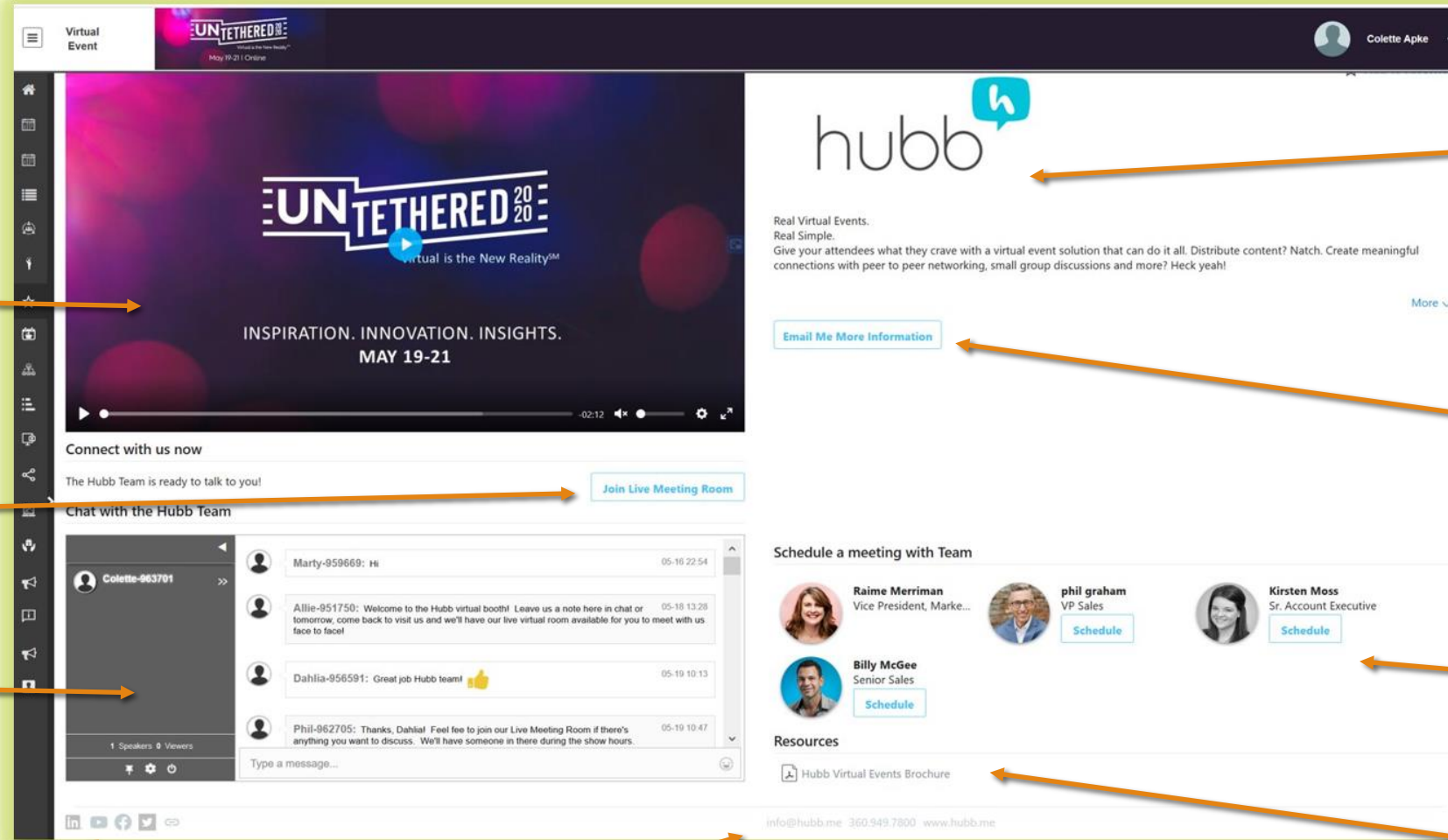
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# Sponsor Page Example

**Note:** The sponsor page does not have the option to change and customize the look of the page, add photos.



Social Media Links

Company Website

Logo & Company Description

Email Me More Info (Lead capture)

Company Staff (1:1 Meeting Scheduling)

Resources

# Sponsor Page Upload Specifications

## Logo

- One (1) logo with a minimum height or width of 400 pixels (or both if logo is a square)
- PNG is preferred, and the file size should be 200k or less

## Video

- One (1) MP4 file
- 1.8GB size limit
- Typical aspect ratio is 16:9 (1920x1080)
- When filming vertically on a phone, the aspect ratio is 4:5
- We recommend no more than 2 minutes in length

## Resources

- Must be a PDF or MP4
- 1.8GB size limit

## Company Information

- Company name and description
- One (1) website URL



# Sponsor Dashboard

Below is what the home screen will look like when you log in to the portal. This dashboard will be available until the event is live.

- The dashboard includes **contact information, helpful resources, key deadlines, and action items.**

## Commodity Classic Sponsor Portal

Welcome to the Sponsor Portal. Thank you for your support in making this conference successful! You can find important resources located here to assist in your conference planning.






**Need Assistance?**  
  
Contact:  
email@email.com

**Resources**  
  
Prospectus  
  
Agenda  
  
How to Set up Your Virtual Booth

**Deadlines**

Deadline Date	Deliverable
Date Deadline	Log in and build your booth! Review information that has already been added in, fill in any blank fields, upload your video and collateral/resources, add your booth staff.
Date Deadline	Your booth should be complete- review everything for accuracy! You can now navigate to the Schedule Builder to view the event and see your booth.
Date Deadline	Event Goes Live!

### Action Items

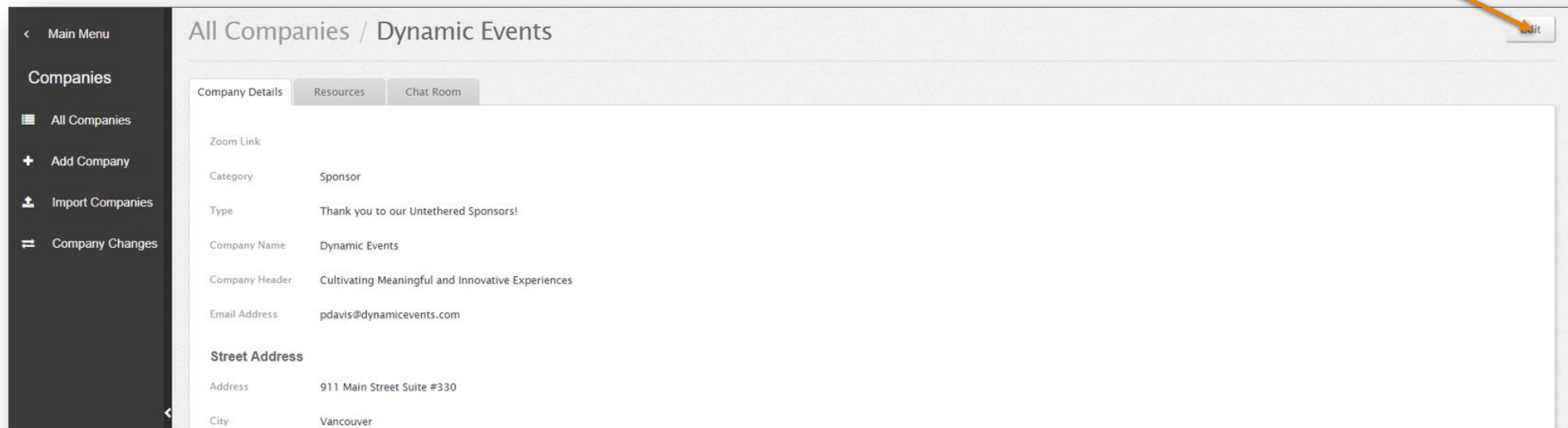
-  **Review and Update your Booth Information**  
Click on Company Information to bring up your company profile and click the Company Details tab. Review information for accuracy. Click edit at the top right to modify or add any information, click **Save**.
-  **Add Live Booth Hours**  
Under your company details, you will see a field titled Live Booth Hours. Let attendees know when they can chat live via chat or video with you in your booth. If you would like to "man" the booth during specific hours, write those days/times here so attendees know when you're available to chat. Click edit to add your information and don't forget to click **Save**.
-  **Add a Video and Resources**  
Under Company Details, navigate to the Resources tab. This is where you can upload a video and resources that will be displayed in your booth. Click upload and select the type of file you wish to add and give it a title. Once you have added the file select upload. Be sure to click **Save**.
-  **Turn on your Live Chat feature**  
Under Company Details, navigate to the Chat Room tab. Once in the tab, please make sure "Yes" is selected under Chat Published. Be sure to click **Save**.
-  **Add staff to your Booth**  
Under Company Details, you will see a field where you can add staff to your booth. Search for their name in the left column. Click the plus sign next to their name to add them to your booth. For their name and picture to appear in your booth, they must make sure in their profile privacy settings that "Show my profile in the community" is checked. For the Schedule a Meeting button to appear under their name, they must also have the "Allow other people to request meetings with me" button checked. Be sure to click **Save**.



# Sponsor Company Information

The left-hand menu bar has the Company Information selection, which houses all the **“Company Details”**, the **“Resources”**, and the **“Chat Room”**.

On the **“Company Details”** tab, you can edit your information by clicking the edit button in the top right corner.



< Main Menu

Companies

- All Companies
- + Add Company
- Import Companies
- Company Changes

All Companies / Dynamic Events

Company Details Resources Chat Room

Zoom Link

Category Sponsor

Type Thank you to our Untethered Sponsors!

Company Name Dynamic Events

Company Header Cultivating Meaningful and Innovative Experiences

Email Address pdavis@dynamicevents.com

Street Address

Address 911 Main Street Suite #330

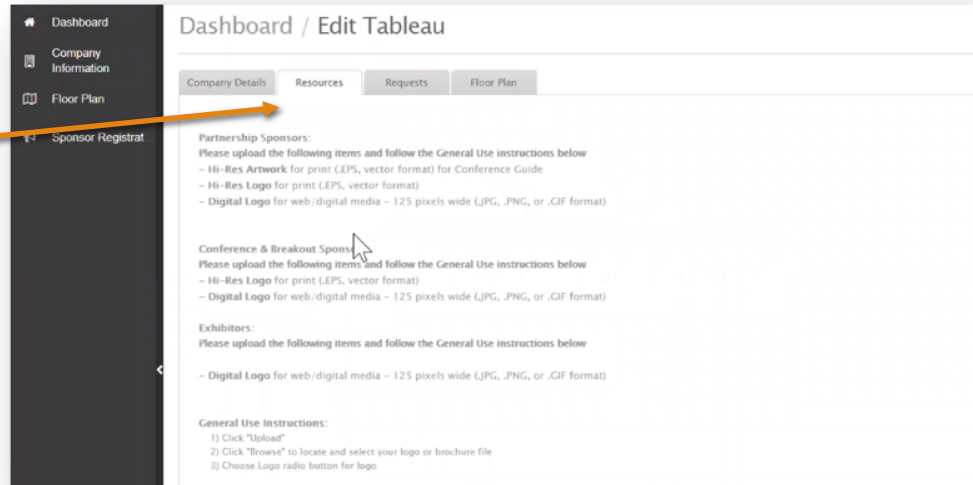
City Vancouver

Edit



# Uploading Resources

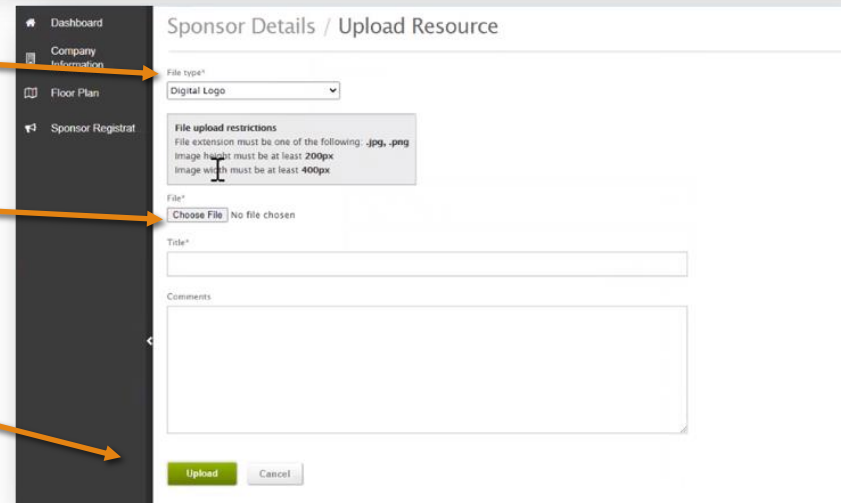
In the **“Resources”** tab, you can upload your logo, video and resources (for example white papers or case studies) to the site.



**Step 1:** Choose the **“File Type”** from the dropdown box

**Step 2:** Select your file from **“Choose File”**

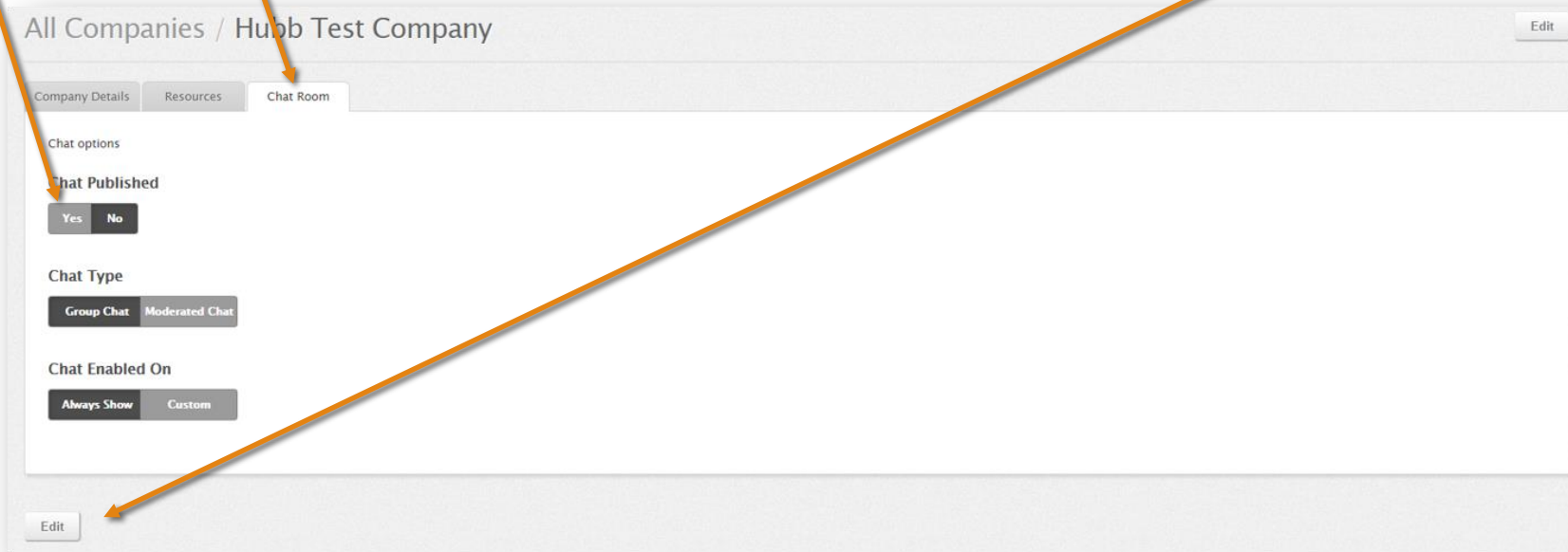
**Step 3:** Press the green **“Upload”** button at the bottom of the page





# Sponsor Page Chat Function

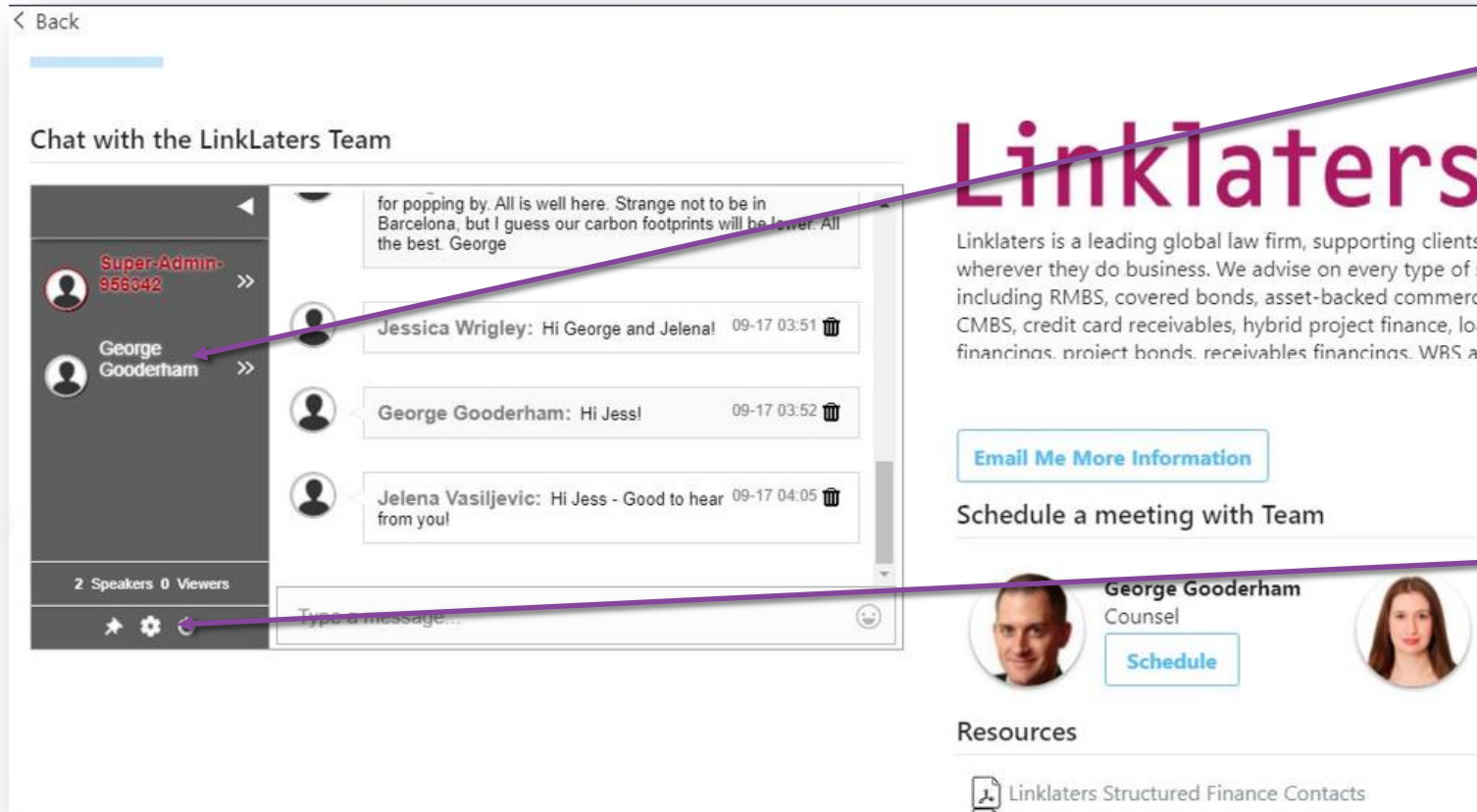
In the **“Chat Room”** tab, you can choose to turn off your chat function by selecting the **“Edit”** button **“Chat Published”**, **“No”** button. You can also choose to have your Chat enabled during a customized time by selecting the **“Custom”** button.



The screenshot shows a web interface for configuring a chat room. At the top, it says "All Companies / Hubb Test Company" with an "Edit" button. Below this are three tabs: "Company Details", "Resources", and "Chat Room". The "Chat Room" tab is active. Under "Chat options", there is a section "Chat Published" with "Yes" and "No" buttons. Below that is a "Chat Type" section with "Group Chat" and "Moderated Chat" buttons. At the bottom is a "Chat Enabled On" section with "Always Show" and "Custom" buttons. There is also an "Edit" button at the bottom left of the form.



# Chat Functions



- The grey box will show you everyone who is inside your sponsor page – once an attendee enters, their name will appear in the chat box. We encourage you to reach out to attendees in the chat box and say “Welcome!”
- You also have the ability to hold a private chat with an attendee, simply click on the arrows next to their name.
- The gear icon is your settings tab. Within the settings is where you can download transcripts of the chat.
- You can also open the chat box into a separate window.

**Pro Tip:** Treat this event like you would with an in-person event. Engage with attendees and encourage them to click “email me more info” which is equivalent to scanning their badge.



# Sponsor Company Staff Profiles

On your company's page you have the option to have staff profiles so attendees can schedule 1:1 meetings with your staff.

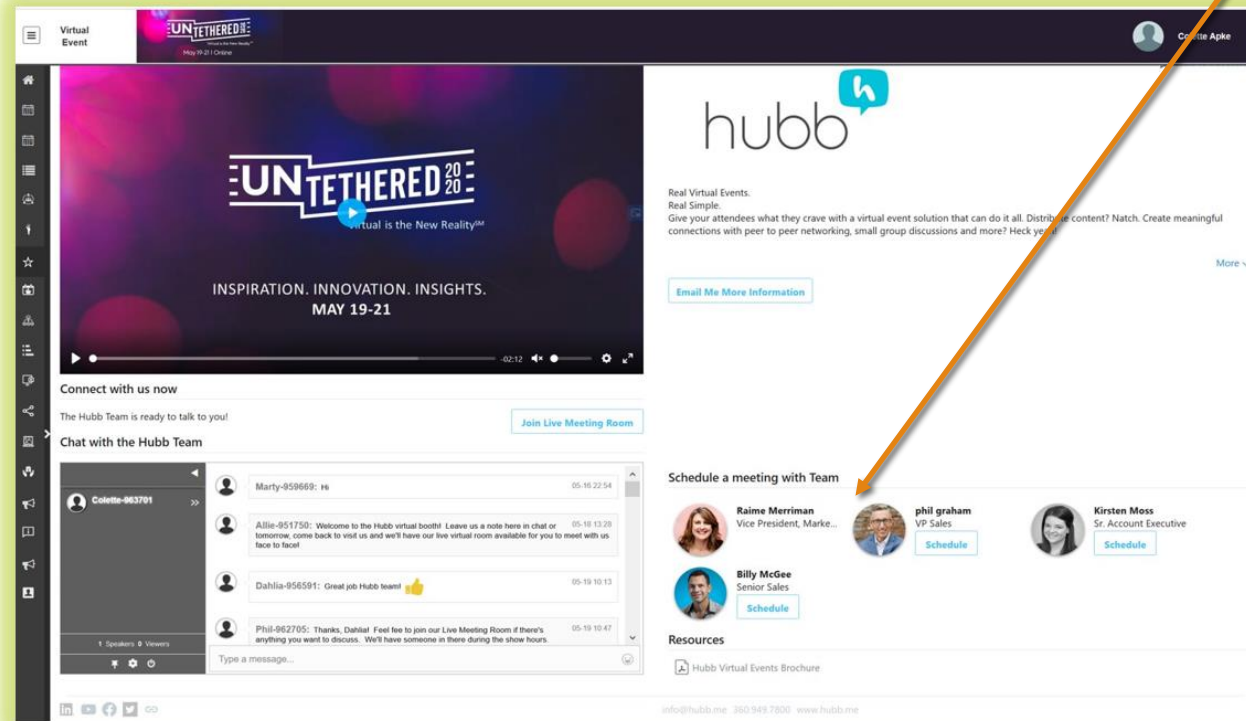
**To activate these profiles on your page:**

**Step 1:** All sponsor page staff must be registered

**Step 2:** Assign your staff once they are registered

**Step 3:** Staff should complete their profile as noted on the following slides.

**Note:** if someone schedules a meeting with you, it will appear in your "My Schedule" (the event schedule in Hubb) in Hubb and you will also get an email. You need to accept the meeting for it to be confirmed.



# Adding Sponsor Page Staff

On your profile page you can assign staff to your page.

Staff

search...	Add all	0 selected	Remove all
	+		
	+		
	+		
Andrea Reese	+		
	+		
	+		

Staff

search...	Add all	1 selected	Remove all
	+	⬆ Andrea Reese	—
	+		
	+		
	+		
	+		
	+		

**To assign staff:**

**Step 1:** Go to your company details page

**Step 2:** Click “Edit” and scroll to the bottom of the page to the “Staff” window.

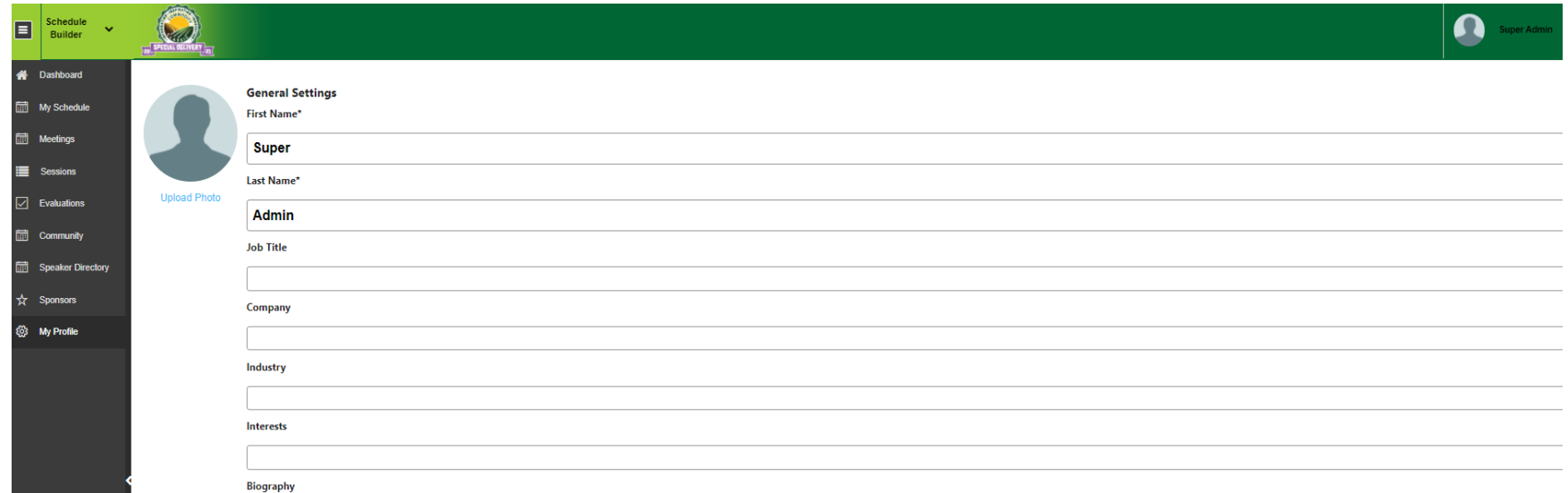
**Step 3:** Search for your staff name and click the “+” sign to the right of their name to add them to your sponsor page staff

**Note:** If you don’t see the name of your staff member please make sure they are registered for Commodity Classic. If they are and not visible, reach out to [CommodityClassicDigital@maritz.com](mailto:CommodityClassicDigital@maritz.com)

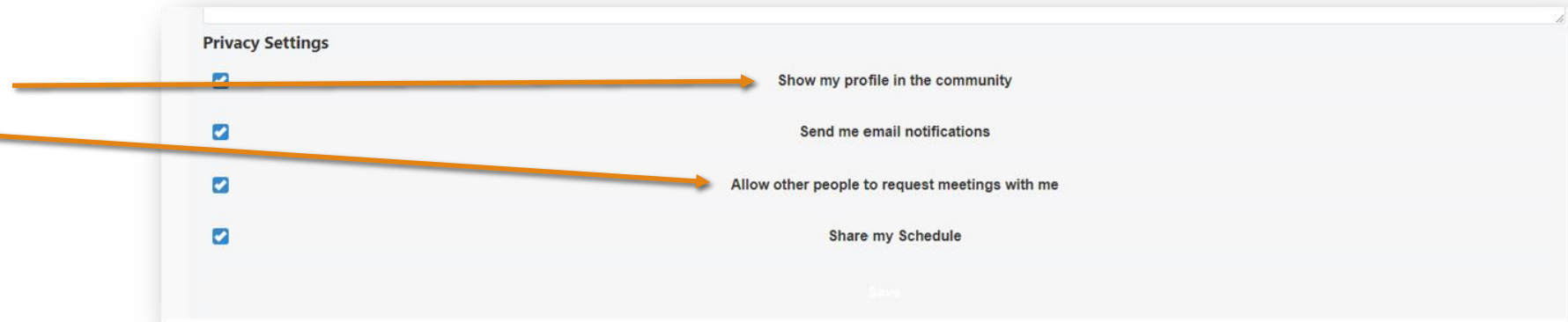


# Sponsor Staff Profiles

Each sponsor staff member will need to complete their profile by going to **My Profile**



To enable the meeting scheduler, you must first click on **Show my profile in the Community** and then **Allow other people to request meetings with me**



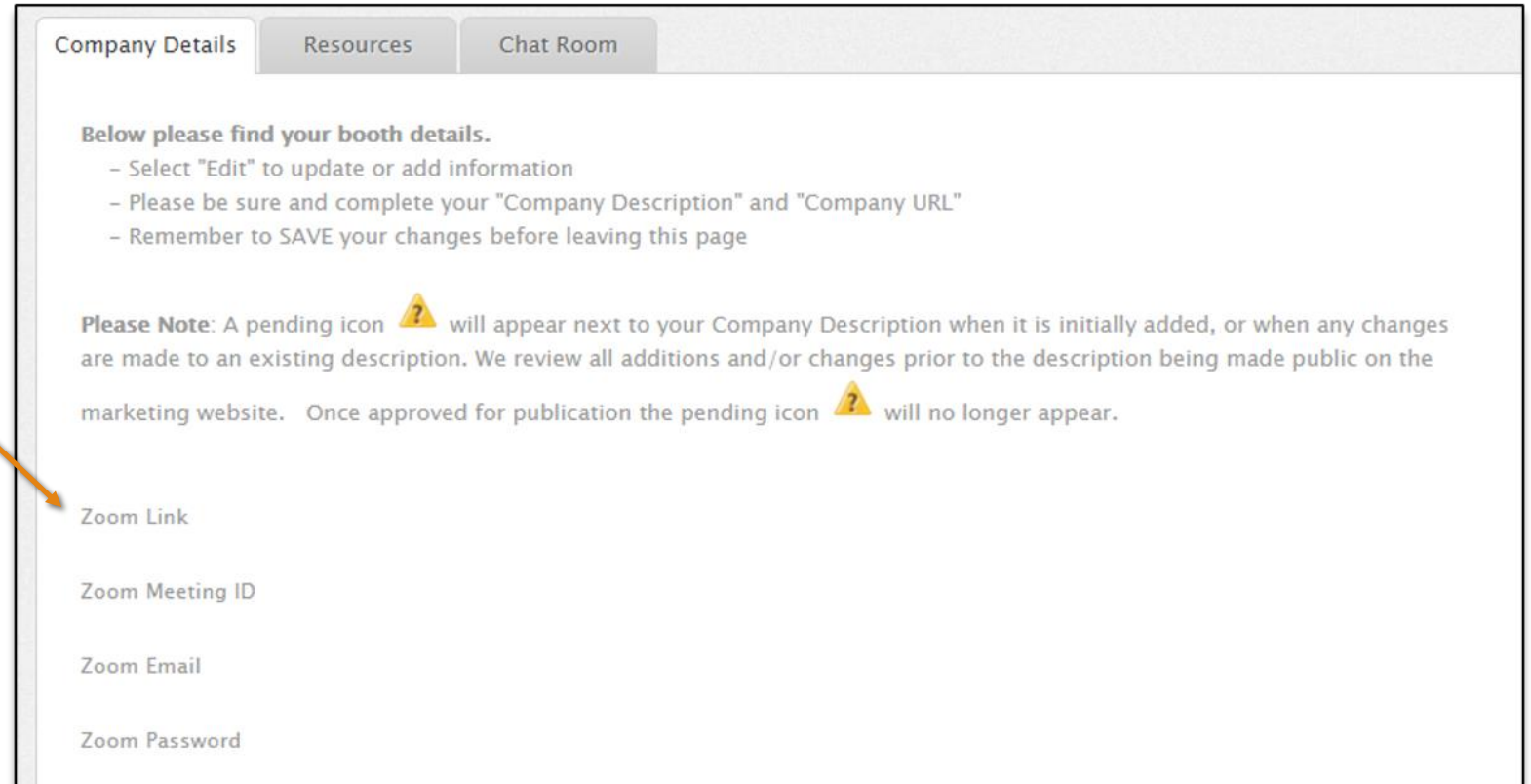


# Live Meeting Room

On your **Company Details** page, you will find the unique Zoom link, Meeting ID, Email and Password for your **Live Meeting Room**. This will be available the week of the event.

We encourage you to use this room for general questions, product demos, meetings, etc.

We also recommend you have at least one staff member monitoring the room to greet attendees when they enter. If you will have limited hours, you can post those hours in your company description and/or the chat window.



The screenshot shows a web interface with three tabs: 'Company Details' (selected), 'Resources', and 'Chat Room'. Below the tabs, the text reads: 'Below please find your booth details.' followed by a list of instructions: '- Select "Edit" to update or add information', '- Please be sure and complete your "Company Description" and "Company URL"', and '- Remember to SAVE your changes before leaving this page'. A 'Please Note' section explains a pending icon (a yellow triangle with a question mark) that appears next to the Company Description when it is initially added or when changes are made. It states that the icon will disappear once the description is approved for publication. Below the note, there are four input fields: 'Zoom Link', 'Zoom Meeting ID', 'Zoom Email', and 'Zoom Password'. An orange arrow points from the underlined text in the first paragraph to the 'Zoom Link' field.

**Note:** if you do not want a Live Meeting Room on your sponsor page, please let us know and we can remove it.



# Sponsor Page Analytics

**Downloadable reports sponsors can access directly from the Digital Platform:**

- # of attendees that visited your sponsor page
- # of times sponsor page has been favorited
- Lead retrieval “Email me more information” (profile information shared with sponsors – first, last name, company, title & email address)
- Chat transcription—This is available for download in the chat, but not automatically provided
- # of downloads for each promotional video and resource
- # of meetings scheduled with attendees from your company staff with meeting details (date, time, attendees, answers to overall questions, and profile data)
- # of social media links clicked



# Things to Consider



# Best Practices

- Keep your welcome video short – under 2 minutes is best.
- Remember in the virtual world an attendee's attention is shorter
- Think about creating a staff schedule like you would for an in-person event
- Over schedule! You can always scale back
- The sponsor pages are available at ALL event hours!
- Be strategic with your messaging and stand out from the crowd!
- What are you offering that no one else can offer?
- If you can't be available to staff your page all event hours, then consider sharing Office Hours in your Company Description OR use the custom chat feature
- Make sure your camera and audio are working
- During the video chat calls, wear your company logo – just like you would do live. Rep your brand!
- Spruce up your Zoom background, with a branded virtual backdrop. Have you created your own Zoom background? Some even use a photo of their booth from a previous in-person event.
- Make connections and have fun! We are all navigating this new space together



# Q&A

## **How quickly will sponsors get reporting?**

- You will be able to see some reporting metrics are in real time within the event portal during the event
- Make sure that you download your reporting metrics at the end of the event

## **In order to capture leads, do the attendees have to click the “Email me more information” button?**

- By clicking the “Email me more information” button, you will receive an active lead whether that is an attendee requesting more information or simply responding to a call of action from your sponsor page

## **How will company staff receive a notification for a meeting request?**

- You will receive a meeting request in two ways:
  1. The meeting request will be added to the sponsors **“My Schedule”** in the event platform
  2. You will get an email notification about the meeting request.

*Either way, you will need to accept the invite for the meeting to occur.*

## **How many people need to be available on the sponsor page?**

- It is suggested that you have 2-3 staff at a time.
- At least (1) dedicated to the sponsor chat and (1) to host 1-1 attendee meetings in the live meeting room
- It would be better to be overprepared on Day 1 and reducing staff as needed moving forward

## **When are sponsor pages available?**

- The sponsor pages are available when the conference is open, but because it is virtual, not everyone staffing your sponsor page will need to be available all the time, if their availability is clear.





# Q&A continued

## **Can sponsors make changes to their company page during the conference?**

- Yes, but we highly recommend not making any changes while the event is live and instead doing it in the evening after the event is over for the day.

## **Should I have a lead for my sponsor page Zoom room?**

- We recommend that you set up a Zoom room meeting schedule within your team to ensure your page has a host to set up and begin running on time. Additionally, you can set up a co-host so that the original host does not have to remain in the live meeting room the whole time.

## **If a sponsor does not have a video for their page, can they place an image to fill the space?**

- Unfortunately, no. The space is designed for a video embedded within the site in an MP4 file. If you do not have a video, your company logo and description will just show up above the chat.

## **Will sponsors be receiving a booth number or an individual exhibitor page link?**

- Sponsor pages are identified by your company name. Each sponsor page will have its own link.

## **Will the Live Chat box on the sponsor page close after the event is over?**

- You can choose to turn off your chat once the event ends. Otherwise, it will remain on your exhibitor page until the platform is closed.

## **How long do attendees usually spend in on sponsor pages?**

- We don't have standard time/specifics, but one way to keep attendees engaged is by keeping your company description/video concise as attendee's virtual attention span is much shorter and they are often multitasking



# Q&A continued

**Will sponsors know if someone has engaged in their page, even if they do not chat or visit a room?**

- Yes, sponsors will be able to pull reporting in the back end to see how many attendees have visited the page. The attendee will need to click on the “email me more info” button for you to find out who has visited your page.

**Will sponsor page admins be able to make changes to company staff’s profile (ex. profile picture)**

- No, each person will need to update their own profile. If you are not able to or have problems, please reach out to the Sponsor Team and they can assist you.

