

Ideas for retaining sponsor/exhibitor revenue from a cancelled or postponed event



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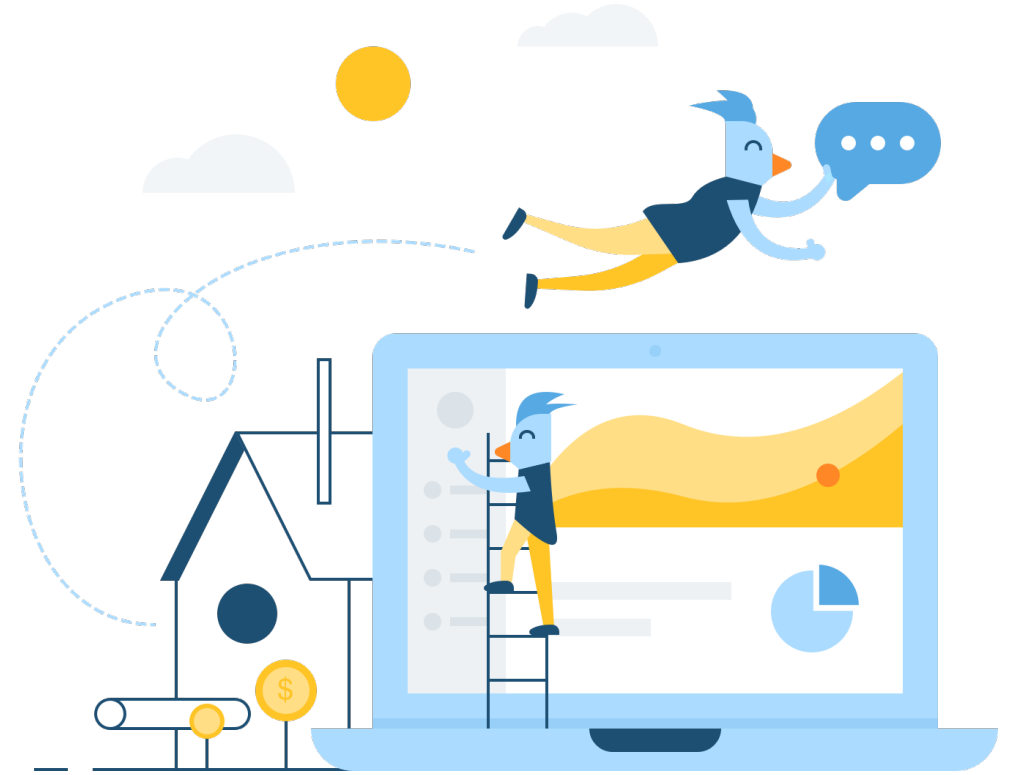




Marketing Tech used by:

~700 Associations (current)

~4,000 Conferences & Shows (cumulative)



What we are NOT talking about today

- **Virtual Events** (and sponsorship ideas thereof)
- **Attendee Marketing/Communication** (for a postponed event or a pivot to virtual)

What can we offer our sponsors/exhibitors so
they don't all ask for a refund?

Poll: What is the status of your main event?

- a) Rescheduled, new date confirmed
- b) Postponed, still working on new date
- c) Canceled in-person and shifted to virtual event
- d) Canceled entirely
- e) Decision pending

A snapshot of the impact of COVID-19

- **1,250 to 2,000 B2B events** in the USA will be canceled (March to May)
- **\$2.3-\$3.6 billion** in lost organizer revenue
- Loss of **41-65 million NSF**
- Estimated loss of **\$14-\$22 billion** in direct expenditures to USA economy and over **\$88 billion** worldwide

“Help Us” Ideas Roundup

Transfer to Next Event

- Rescheduled date
- Next year's
- A different event
- Virtual event?

Existing Ad Space

- Website
- Newsletter
- Magazine

“Help Us” Ideas Roundup

Sponsorable Assets

- Online community
- Member directory/portal
- LMS/eLearning site
- Blog/resource center
- Login pages
- Research reports
- Podcast
- Bookstore
- YouTube channel
- Scholarship (reg, dues, CE)
- Foundation recognition
- Name an Award
- Board/Committee Meetings
- Webinar series

“Help Us” Ideas Roundup

Public Thanks / Recognition

- Video message or open letter from Executive Director, or Show Director, Board, etc
- On website
- On social media
- In magazine/blog
- In newsletter

~250,000 sponsors/exhibitors affected in USA,
many more worldwide

- Loss of brand visibility
- Loss of thought leadership opportunities
- Loss of lead generation
- Loss of meetings with customers/prospects

= \$145 billion in lost/delayed sales for
exhibiting companies worldwide (Q1-Q2)

Sources: *CEIR, UFI*

Sponsors/exhibitors need...



brand visibility

thought leadership opportunities

lead generation

meetings with customers/prospects

= Sales



Sponsors/exhibitors need access to your audience.

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Website visitors.

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Newsletter subscribers.

Digital Marketing Channels



- Sponsored Email Blasts
 - Sponsored Ad Retargeting
- 

Sponsored Email Blasts

Benefits

- Everyone understands it
- Segmentation potential
- Very measurable
- “Free”

Limitations

- Inbox clutter for recipients
- One-time sends have minimal impact
- Very limited “inventory” to sell

Ad Retargeting



Ad Retargeting



Ad Retargeting



Sponsored Ad Retargeting



Retargeting your audience on behalf of your sponsors/exhibitors



Water Environment Federation - WEFTEC

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weftec.org

WEFTEC Now | WEFTEC Mobile

weftec
the water quality event™

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Tuesday, March 24, 2020

The New York Times

Today's Paper

World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Books Style Food Travel Magazine T Magazine Real Estate Video

The Daily Listen to 'The Daily' Why the American approach to the coronavirus crisis is failing.

Listen: 'Modern Love' Podcast Ali Fazal reads "When Your Greatest Romance Is a Friendship."

Sign Up: 'Coronavirus Briefing' An informed guide to the global outbreak.

79°F 86° 67° Gainesville, FL

N.Y. Cases Skyrocket; Stocks Rally on Hopes for Stimulus Deal

Infection Rate Doubling in 3 Days, New York Governor Says

- Gov. Andrew Cuomo said the apex of the disease in the state was going to be higher and hit earlier than had been expected.
- Prime Minister Narendra Modi extended the lockdown in India, where an outbreak could ravage the health care system for 1.3 billion people.
- The Trump administration plans to use a wartime production act for the first time to mandate the production of 60,000 test kits. Follow the latest.

S&P 500 2,396.76 +7.12% Change Tuesday	Dow 20,132.05 +8.28% Change Tuesday
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S&P 500

Source: Refinitiv

World Map U.S. Cases Markets Photos

Updates: Business and Markets
The S&P 500 surged in early trading. Companies with money tied to the Olympics are rushing to implement backup plans.
Live 24m ago 77 comments

Updates: New York Region
New York State has over 25,000 cases of the virus, nearly 7 percent of the global total.
Live 31m ago 118 comments

GEMÜ 620 Diaphragm Valve
Suitable for inert, corrosive, liquid and gaseous media

GEMÜ

> LEARN MORE



Water Environment Federation - Association Website

The screenshot shows the homepage of the Water Environment Federation (wef.org). The header includes the WEF logo and the tagline "the water quality people®". A navigation menu contains links for ABOUT, MEMBERSHIP, RESOURCES, EVENTS, and ADVOCACY. The main content area features a large blue banner with the text "The Latest on the Coronavirus and How to Protect the Workforce" and a button labeled "VISIT WEF'S RESOURCE PAGES". The background of the banner is a microscopic image of a coronavirus particle.

The screenshot shows the New York Times website from Tuesday, March 24, 2020. The main headline is "N.Y. Cases Skyrocket; Stocks Rally on Hopes for Stimulus Deal". The article text includes:

- Gov. Andrew Cuomo said the apex of the disease in the state was going to be higher and hit earlier than had been expected.
- Prime Minister Narendra Modi extended the lockdown in India, where an outbreak could ravage the health care system for 1.3 billion people.
- The Trump administration plans to use a wartime production act for the first time to mandate the production of 60,000 test kits. Follow the latest.

Accompanying the article is a line graph titled "S&P 500" showing a sharp increase in stock prices on Tuesday. The graph shows the S&P 500 index rising from approximately 2,150 on Monday to over 2,400 on Tuesday. Summary statistics for the S&P 500 and Dow Jones Industrial Average are provided:

Index	Value	Change
S&P 500	2,396.76	+7.12%
Dow	20,132.05	+8.28%

Below the graph are navigation buttons for "World Map", "U.S. Cases", "Markets", and "Photos". The right sidebar contains "Updates: Business and Markets" and "Updates: New York Region".

The advertisement features a red background with a close-up image of a GEMÜ 620 Diaphragm Valve. The text reads: "GEMÜ 620 Diaphragm Valve", "Suitable for inert, corrosive, liquid and gaseous media", and "GEMÜ". A blue hand icon is shown clicking on a "LEARN MORE" button.

PGA Merchandise Show

Official Home - PGA Merchandise Show

pgashow.com

PGA
2021 MERCHANDISE SHOW

TUES, JAN 26
PGA Show Demo Day & Education Conference

ATTEND

EXHIBIT

Save the Date for the 2021 PGA Merchandise Show

PGA SHOW DEMO DAY

Orange County National Golf Center

Tuesday, January 26
12:00 pm – 5:00 pm*

*PGA & LPGA Professionals, Media & Invited Guests can arrive starting at 9:00am

PGA SHOW EDUCATION CONFERENCE

Orange County Convention Center - West Concourse

Tuesday, January 26

8:30 am – 5:30 pm

Wednesday, January 27

7:30 am – 3:30 pm

Thursday, January 28

Washington Post: Breaking News

washingtonpost.com

Sections Politics Opinions Investigations Election 2020 Coronavirus Tech Sign In

The Washington Post

March 25, 2020 Democracy Dies in Darkness Edition: U.S. & V

In the News Coronavirus D.C. outbreak Simulator Virus maps How to help U.S. stimulus D-Nice party 'This Is Us' Immigrant doctors Tokyo Olympics

This golf umbrella is... **INDESTRUCTIBLE.** Wind-tunnel tested up to 55mph **SHOP NOW**

Senate rushes to approve \$2.2 trillion coronavirus bill

"I will sign it immediately," President Trump said Wednesday evening as Senate lawmakers tried to set a time for a vote.

By Erica Werner, Mike DeBonis and Paul Kane · 18 minutes ago

Congress to bail out firms that

8:30 am – 6:00 pm

Thursday, January 28

8:30 am – 6:00 pm

Friday, January 29

8:30 am – 3:00 pm

LIVE UPDATES

Access to... is free

Man who plotted to board during coronavirus crisis killed in confrontation

8:42 PM

Two cruise ships with 3,000 people on board will dock in Miami

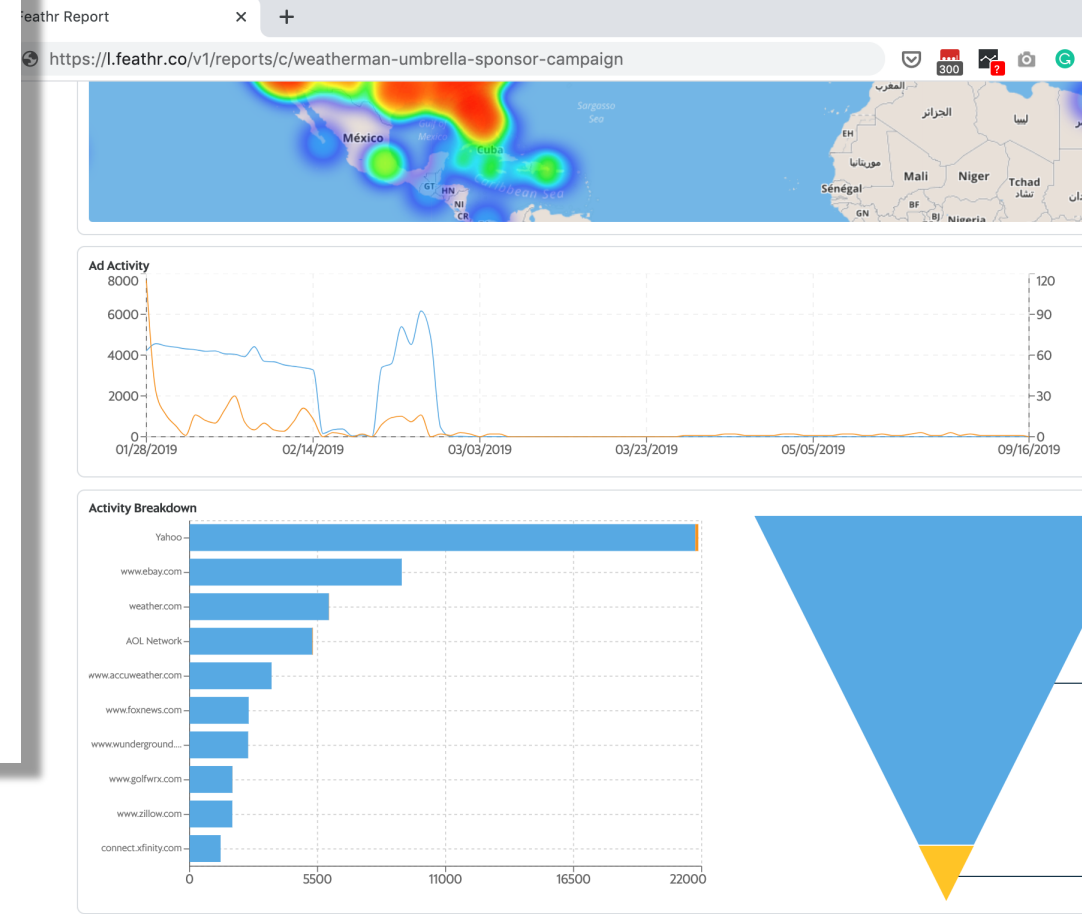
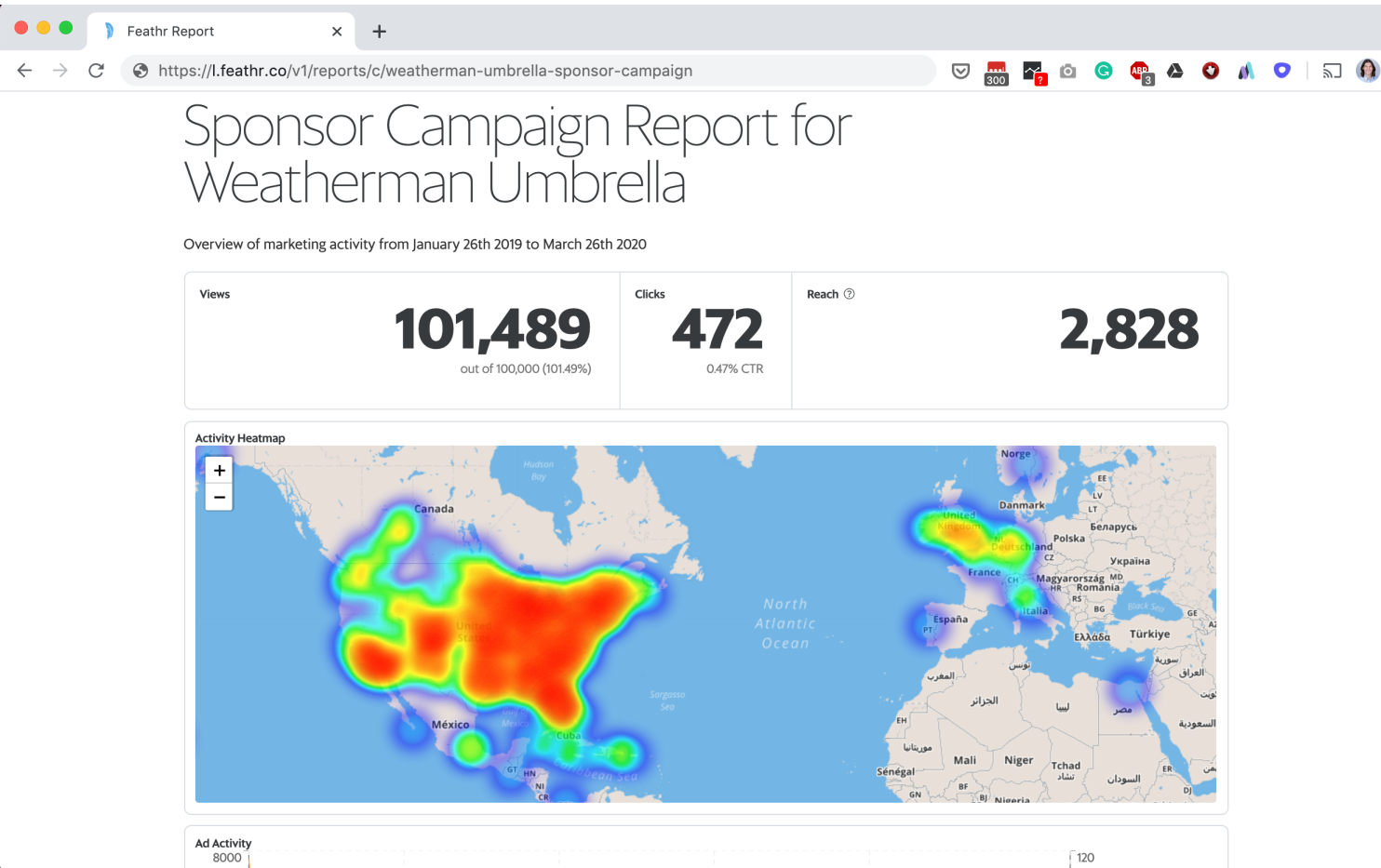
8:41 PM

Department of Defense

8:33 PM

WEBSITE FEEDBACK

Sponsor Report - PGA Merchandise Show



Sponsored Ad Retargeting

Benefits

- Significant “inventory” to sell
- No increase in clutter
- Sustained multi-touch exposure
- Segmentation potential
- Very measurable
- 90%-95% margin

Limitations

- Lack of familiarity (sales)
- Lack of familiarity (exhibitor)

“CRM Retargeting” (aka Email Mapping)

- Upload email list
- Crawls web to match those emails with third-party cookies
- Usually ~60% of list will successfully match
- You can now retarget those matches – even if they haven’t been to your website recently
- This allows segmentation of email list to drive ad retargeting

Poll: Does your team currently sell...

- a) Sponsored email blasts / email list rental
- b) Sponsored ad retargeting / programmatic
- c) Both
- d) Neither
- e) My outsourced sales partner sells these for me

How to Sell This

Sponsor/Exhibitor Pitch

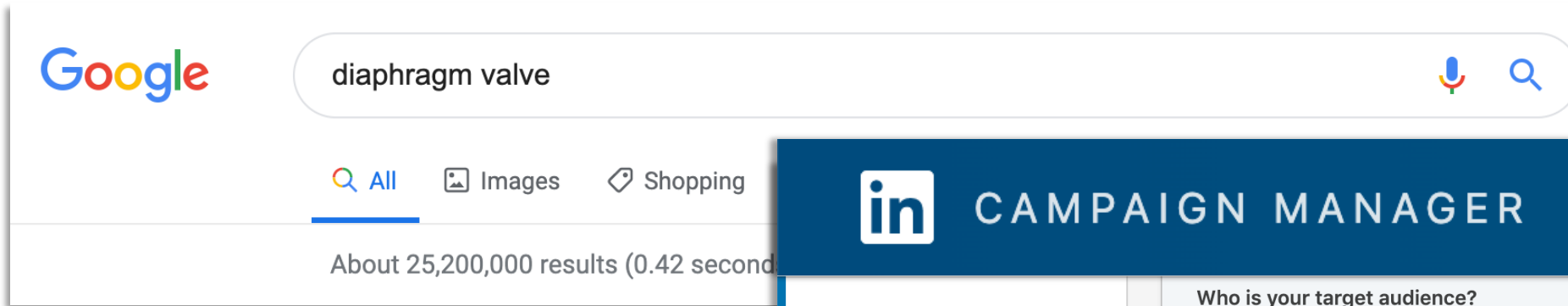
Not Digitally Savvy

- Turnkey campaigns
- Modern, innovative tactic
- Best practices in marketing and technology beyond their reach

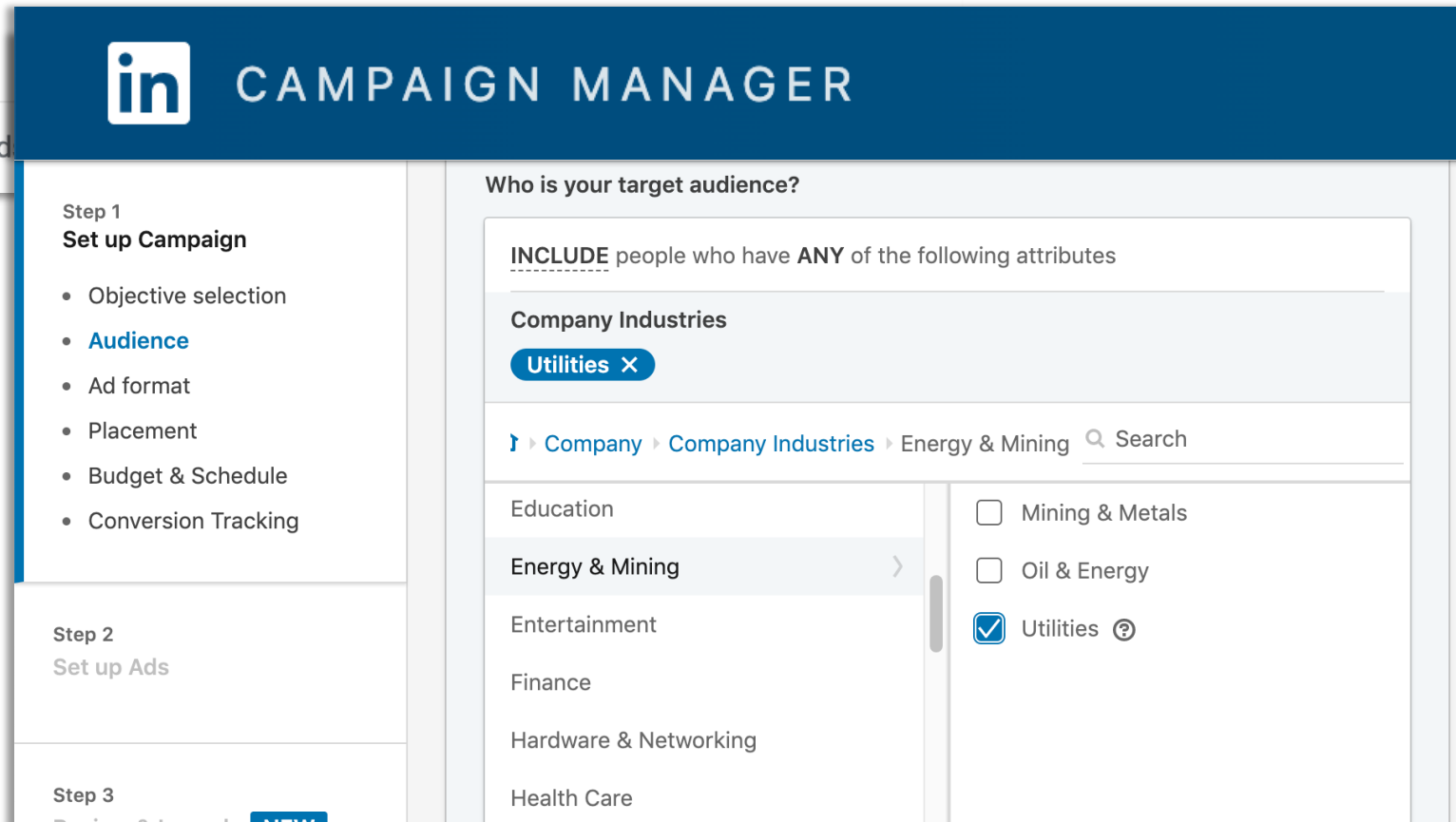
Digitally Savvy

- High quality audience they can't get anywhere else
- Align with their existing online efforts (i.e. click through to their lead magnets, CRO landing pages, etc)

Intent Signals (Yours Are Better)



Ad campaigns on Google, LinkedIn, etc are just guesses or approximations compared to your attendees, members, and subscribers



Multi-Channel Campaign Ideas

Thought Leadership

- Goal: drive engagement with sponsor's content
- 30-day campaign
- Sponsor provides a whitepaper or webinar
- 2 email blasts (1 sent from you, 1 sent "from" the sponsor)
- 15 ad impressions per person

Multi-Channel Campaign Ideas



Brand Awareness

- Goal: saturate your audience
- 60-day campaign
- 3 email blasts (1 sent from you, 2 sent “from” the sponsor)
- 20-30 ad impressions per person

Multi-Channel Campaign Ideas

Lead Generation

- Goal: first establish brand recognition, then drive leads
- 60-day campaign; 30 days of awareness, 30 days of CTA
- Sponsor provides a landing page with a lead form
- 4 email blasts (1 sent from you, 3 sent “from” the sponsor)
- 15-20 ad impressions per person during awareness
- 10-15 ad impressions per person during CTA

Pricing & Ad Costs

- CPM = Cost Per Mille = cost to show an ad 1,000 times
- Average CPM for retargeting is \$4
- Advertising to qualified B2B audiences often \$50-\$100 CPM

Tips

- Simplify! Offer a fixed price package, like a sponsorship
- 2-3 options (Small package vs Large package)
- Charge more for segmentation

How Can Feathr Help

Feathr Options

- **Always:** Technology + training + sales consulting
- **Optional:** Ad design + campaign fulfillment
- **Optional:** Sales services

Questions?

aidan@feathr.co

Stay Safe, Stay Sane