Virtual Events
Sponsor & Exhibitor Checklist

Making the Most of Your Investment by Nurturing Happy Customers

Greenbuild Virtual
Virtual conferences and events provide new opportunities for you to showcase your product or service, meet 1:1 with your current and potential customers, and listen to the needs of the industry. With such a large investment of time, money, and human resources, it’s no surprise that management expects great returns on each event that your company sponsors.

Based on attendee feedback on our sponsors’ post-show follow-up tactics, along with the uptick of virtual events, we’ve put together a few tips to help you stand out while you connect directly with our robust network of sustainability leaders. On behalf of the Greenbuild team, we are here to help you. We’re ready for an exciting experience, great ROI for sponsors, and new ways for customers to advance the practice of green building with the new partner relationships created at our events.
Pre-Event
Pre-Event

❖ COMMIT TO YOUR SPONSORSHIP EARLY
Greenbuild is providing graphics for 10% off conference passes for anyone that you invite – but don’t just cut/paste. Customize them to your audience, use the official conference hashtag (#greenbuild) and differentiate yourself.

❖ PAY ATTENTION TO YOUR DEADLINES!
Greenbuild will be collecting all of your assets and materials for your virtual booth. Please be sure to submit them on time to ensure a seamless virtual booth build out and experience.

❖ THINK LIKE AN ATTENDEE
When attendees come to events, they’re generally coming for two main reasons: to network and to learn. And when they’re at a virtual event, it’s important to get and keep attention. How can you appeal to these folks? Are there sponsorable elements that are outside of speaking and logo placement? Is there a networking break or virtual cocktail hour that is sponsorable? Bring levity, humor and some excitement to the event just when attendees need it most. Use your best *virtual* talent who will connect with people and get them to visit and take interest in your product or service. (Hint: your in-person booth staff may not be the best for a virtual environment. Take that time to be sure.)
Pre-Event

 GET SOCIAL
See if the conference will give you pre-written or suggested social media ideas – but don’t just cut/paste. Customize them to your audience, use the official conference hashtag, and differentiate yourself. Find out if your brand can get a unique discount code so you can offer personalized value to your followers.

 PLAN FOR THE RIGHT TEAM
Who are the attendees? What are the job titles? Who from your team is best suited to engage with and understand this audience? Who can handle the audience online? Have team members online who are the most energetic and passionate about the event and the attendees, and who understand their particular pain points.

 SCHEDULE MEETINGS AHEAD OF TIME
If you know a client or prospect will be at the conference, send them an invite for a meet & greet in your virtual booth. Twitter or LinkedIn would be the best way to do this. Need to set up a large number of meetings in advance? Be sure that your booth is still staffed by other team members to accommodate any walk-in traffic you receive in your virtual booth.

 LEARN THE LAY OF THE LAND
New to our virtual platform Bizzabo? No problem! Greenbuild will be providing sponsors with training materials on using our platform as well as a test drive of your virtual booth.

 THINK GREEN
In this virtual world, let attendees know what your company is doing during this time from a sustainability or charitable standpoint. Rather than focus on the negatives, focus on the opportunities, the personal stories and more. It’s a great way to connect, and you never know who you might meet who also loves the same hobbies you do. Sales often start from instant, genuine connections such as this.
During the Event
During the Event

❍ START EARLY
The early bird gets access to the most help from the support staff. Additionally, being one of the first in the virtual expo hall gives you extra time to rectify those inevitable little hiccups well before the show begins...because no matter how much we plan, stuff happens.

❍ GET OUT OF YOUR BOOTH
We’ve been there. We’re in a virtual environment, and it’s someone’s job to wait for someone to enter a virtual booth. Find out what event producers have planned for networking opportunities. Throughout the event, you’ll never miss a lead with Greenbuild’s matchmaking solutions as well as our appointment scheduler function. You could meet folks that way, and also be an accessible thought leader should questions about a particular topic come up. Need to have a private conversation? Breakout sessions allow for discussions away from the main booth area, without having to leave the platform...do some digging and see what works best for you and your schedule! And follow that event hashtag (#greenbuild) before, during and after the event!

❍ BE EASILY RECOGNIZABLE
Consider matching, branded shirts for your team, and/or branded backgrounds. You’ll definitely stand out. But most importantly, make sure attendees visiting your booth know immediately what your company does and what value you bring to the market.
During the Event

BE CREATIVE
Find creative ways to interact...which is a fun challenge for virtual events. Could you invite a speaker to your booth for an AMA (Ask Me Anything)? Could you do digital book giveaways or offer electronic coffee gift cards to booth visitors?

TAKE GOOD NOTES
Think about the next step – the post-event outreach you’ll be doing – and find ways to customize your messages to your booth visitors. Jot down notes and swap email addresses, connect on LinkedIn, and more. Use whatever tools you need to remember each person’s name, face, and pain point. You’ll thank us later.

UPGRADE YOUR PASS
If you’re sitting in a virtual expo hall all day, consider upgrading to a conference pass. This way, you can learn something for your own job, but you can also hear what’s resonating with your customers, and what their biggest needs are. Don’t forget, these are also sessions you could watch on demand for months to come. This is invaluable information to take back to your R&D teams.
Post-Event
Post-Event

-plan your outreach

You’re back in the office and your hands are full of hot leads you gathered from the event. This list, this prized possession, is what you’ve been waiting for! But, think of it from the attendee’s point of view. They JUST spent three days online, got back to the groove of being back to work, and they’re catching up while also trying to wrap their heads around several days of sessions. Is the Monday after the event the best time to be emailing them? Probably not.

-answer the “why”

It all starts with an email; but how amazing would it be if you segmented your emails based on what each attendee needed, their fiscal year, their job function/level, or their company size, and could then transform your canned messages into meaningful messages that are personalized to each particular attendee? Sure, that’s a lot more work, but it will likely be much more fruitful. And, rather than asking for a phone conversation or meeting right away, consider enticing them with a valuable piece of content to show you understand their needs, challenges, and the industry on the whole. Think about how you’d like to be approached by a new vendor and try to replicate that by finding ways to gain their trust and create a meaningful customer experience through your initial outreach.

-make your reach-out unique

Rather than talk about yourself, consider starting with a survey. What do they need? Why did they come to the event? The good news about a virtual event is that if your attendees are chatting in your booth session, you can export those digital conversations post event.
Post-Event

❖ DO YOUR HOMEWORK
Before you (or a sales representative) email them to ask if they’d like to be customer, make sure their company is a good fit for your product or solution, and isn’t already a customer. Show you understand their business before reaching out. It’s the first step in gaining trust and developing rapport.

❖ RESPECT PHONE NUMBERS
As part of many event registrations, phone numbers are given to exhibitors. That said, our cell phones have practically become an extension of our bodies, so customers might feel very protective of them. Be courteous and start your outreach by contacting them on their office phone or email.

❖ LEARN WHEN TO STOP
Have you emailed three times and heard nothing? Perhaps move them to an unengaged list. If you return to that same event the following year, consider sending a “we hope to pick up where we left off last year” email to remind and reengage them.

❖ MAKE YOUR UNSUBSCRIBE OPTION CLEAR
You’re following all of the current privacy regulations, correct? Get informed about how to protect your brand by being transparent and forthcoming in all your email communications –including emails sent by your sales representatives. And be respectful of unsubscribes. That said, you should also look for ways to make your unsubscribe confirmation pages so enticing, they’ll change their mind about letting go.
We Look Forward to Partnering with You Today…
Make it Your Best Year Yet!

About Greenbuild
Greenbuild International Conference and Expo is the largest annual event for green building professionals worldwide to learn and source cutting edge solutions to improve resilience, sustainability, and quality of life in our buildings, cities, and communities.

As we turn this new chapter, Greenbuild – now more than ever before – is where inspiration ignites, relationships cultivate, knowledge transfers and the leaders developing the next generation of standards, policies, and partnerships gather to turn the promise of a higher living standard into a reality for all.

About Informa Connect
Informa Connect is a specialist in content-driven events and digital communities that allow professionals to meet, connect, learn and share knowledge. We operate major branded events in Marketing, Global Finance, Life Sciences and Pharma, Construction & Real Estate, and in a number of other specialist markets and connect communities online year-round.

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