

# Sponsor & Exhibitor FAQs

Antibody Engineering  
& Therapeutics VIRTUAL



# Frequently Asked Questions

1. Q: How will I know who attended my sponsored session?

A: Post-event you will receive a detailed report containing GDPR compliant leads of all your session attendees and much more.

2. Q: How will I know who engaged with my presence at the event?

A: Select contacts within your organization will receive an email notification in real time when attendees submit a question in your virtual hub profile page. After the event, you will receive a [highly detailed and informative post-event report](#) with lead scoring based on engagement levels. This includes the contact details of who attended your session, asked a question, visited your virtual hub company profile page, engaged with your content and resource links, sent a meeting request, and more.

3. Q: Am I expected to staff my meeting room or virtual hub company profile page throughout the event?

A: You are not expected to staff your meeting room or virtual hub company profile page during all hours of the event. We have dedicated partner networking hours built into the schedule directing attendees to your virtual hub profile page during those times. We suggest that your staff be available during those hours, but attendees can submit questions if they stop by while your staff is away. You may also schedule meetings with prospects directly that can be held in a private "room". Virtual Hub Hours are as follows: **Monday, December 14<sup>th</sup>**: 1:30-2:30pm, **Tuesday, December 15<sup>th</sup>**: 1:00-2:00pm, **Wednesday, December 16<sup>th</sup>**, 1:00-2:00pm

4. Q: When will I receive the leads from the event?

A: Leads will be delivered within your Lead Analytics Dashboard via unique URL. You will receive that URL via email on Tuesday, December 22, 2020.

5. Q: Will I receive any notifications when attendees submit questions at my virtual hub profile page?

A: Yes, select contacts within your organization will receive an email notification in real time when attendees submit a question in your virtual hub profile page.

# Frequently Asked Questions Cont.

6. Q: How does the passport prize program work? And how do I participate?

A: The passport prize program is designed to increase engagement with event sponsors through the duration of the event. Attendees are asked to visit at least 5 partners each day, and as an incentive they will be entered to win the daily prize giveaway. Each day a daily drawing winner will be announced. All virtual hub profile pages will feature a “Win Daily Prize” button, which is where attendees will enter to win. Your post-event lead report will provide insight into who entered the contest from your virtual hub profile page, qualifying them by awareness and interest in your offerings.

7. Q: Will attendees be able to access my on-demand content after the event ends?

A: Yes, attendees will have access to the event for 30 days after the event concludes with all on-demand content available.

8. Q: When will I be able to start setting up meetings with attendees?

A: You will receive access to the event 1 week prior to the event start where you can log into the platform, start browsing the attendee list, and send out meeting requests.

9. Q: What is a vMeet room?

A: A vMeet room is a virtual room where you can collaborate with others through screenshare, video, and live chatting. Attendees may raise their hand or interact in the live chat. You can also create a “breakout room”, a separate vMeet room off your existing room for 1-to-1 meetings. Learn about the vMeet capabilities [here](#).

# Frequently Asked Questions Cont.

10. Q: Do you have any tips to help me get the most out of my virtual event experience?

- Browse attendee profiles in the "Attendee Directory" and filter by company name or track interest to find the most qualified prospects.
- Try to schedule meetings with attendees pre-event and during the first day to get on each of your prospect's calendar early.
- Contributing more content to the event increases your lead-generation potential, such as sponsored sessions, scientific posters, and educational resource links in our virtual hub

# Still have questions?

General questions about event logistics:

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Questions about your sales contract or marketing ad-ons:

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