

# Virtual Edge Institute™



## Your Partner to Accelerate: awareness. leads. sales.

The Virtual World is evolving where today websites are transaction based, to tomorrow when it's about **perpetual business relationships, virtually**. As the only organization dedicated to advancing the adoption and growth of digital solutions for meetings, events, learning and community, Virtual Edge Institute (VEI) is "**Your Marketing Partner to Accelerate: awareness. leads. sales.**"

The cornerstone of this partnership is VEI's annual Virtual Edge Summit, the only conference that brings together the best minds from corporations and associations to share best practices, case studies and insights for the industry. Each level of participation will accelerate your brand awareness, lead generation, and sales opportunities.

## Sponsorship benefits at-a-glance:

### VES 2012 CONFERENCE INCLUSION

	Full	Associate	Patron
Partner Educational Pod	20' x 20'	10' x 10'	"High-boy"
Full conference badges (additional full conference badges at \$595)	10	5	1
Two (2) minute speaking opportunity to address VES 2012 audience (collaborate with VEI regarding session/keynote)	X	X	
Schedule and promote pod demonstrations in digital and mobile programs	X	X	
Record a video of pod demonstration to be provided to sponsors and promoted on VEI websites	X	X	

### BRAND AWARENESS

Logo on event (physical and digital) signage	X	X	X
Company name, logo, description and link to company on VES website	X	X	X
Logo in all VES-related email newsletters	X	X	X
Company name, logo and description in program brochure (print or digital)	X	X	X
Use of VES 2012 and VEI logos in promotional materials (preapproval required)	X	X	

### LEAD GENERATION

One (1) time use of pre-/post attendee mailing list (no emails or phone numbers)	X	X	
Sponsorship of VEI webinar with company logo on VEI website and in email promotions	X	X	
Verbal acknowledgement of sponsor during webinar	X	X	
One (1) time use of webinar attendee mailing list (no emails or phone numbers)	X	X	
One (1) time use of VEI's 15,000+ member mailing list (approved by VEI, no emails or phone numbers)	X		

### SALES OPPORTUNITIES

Schedule one-on-one appointments with decision makers at VES 2012 and/or in virtual booth	X	X	X
Invitations to VEI Sponsor Conference with VEI leaders and members	2	1	
Certify your staff via the DES Online Certification and receive preferred pricing	X	X	
VEI to conduct focus group with purchase decisions makers	X		
Opportunity to sit on DES task force	X		

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