

# Sponsorship Engagement Opportunities

## Economic Outlook Seminar online

- Upon entry to the main lobby area, sponsor logos will be prominently displayed on a timed rotation
- Sponsors have the opportunity to host a dedicated “Social Lounge” where a 15 second message or ad plays upon entry to your lounge.
- Sponsors can engage and network with attendees via the chat function which is open and visible to all participants.

The screenshot displays the X-CD Virtual Conference interface. On the left is a dark blue sidebar menu with options: Conference (Lobby, Sessions, Participants, Social Lounge, Chat, Social Feed, Exhibitor Directory), Information (View ePosters, Keynote Speakers, 5k Fun Run, Evaluation), Support (Live Support Chat), and Administration (Publish Notification, Statistics). The main content area features a profile for Christina Voyles (Attendee), a live video feed titled 'Changing Fade Connectors Steel Structures', and a 'Recent Release' section with two video thumbnails. The right sidebar shows a rotation of sponsor logos (X-CD Technologies, BAYER, SANOFI) and a feed of tweets from participants like Baptiste.J, MN Anesthesiologists, and Eve Marquis.

# Sponsored SOCIAL LOUNGE:

Sponsors have the opportunity to host a Social Lounge, where participants join by clicking “Join Room” and network via the embedded zoom video meeting platform. Attendees can see if a room is full before entering, or plan to meet each other in specific social lounges at a set time.

The screenshot displays the X-CD Virtual Conference interface. On the left is a dark blue sidebar with navigation options: Conference (Lobby, Sessions, Participants, Social Lounge, Chat, Social Feed, Exhibitor Directory), Information (View ePosters, Keynote Speakers, 5k Fun Run, Evaluation), and Support. The main area shows four sponsored social lounge cards, each with a 'Join Room' button. The first card is for Nevada State College's 'Coffee Break'. The second is for Medical Technologies. The third is for Google's 'Artificial Intelligence'. The fourth is for a 'Yoga Room'. An orange arrow points from the 'Join Room' button on the Yoga Room card to a video feed window at the bottom right. The video feed shows a virtual lounge with people seated at tables, and a large white text overlay reads 'IN-DEMAND CAREERS'. Another orange arrow points from the 'Coffee Break' lounge card to the video feed. A third orange arrow points from the 'Join Room' button on the Medical Technologies card to the video feed.

Sponsors can run a 15 second message that automatically plays upon entry to their lounge.

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# Sponsored SOCIAL LOUNGE:

Once inside the Social Lounge, participants interact via the embedded Zoom meeting platform, where they can privately chat with others in the room. They can view other lounges in the left navigation and jump from one lounge to another, interacting with multiple attendees, or plan to “meet” in a specific lounge at a set time. Attendees can also easily navigate back to the main Lobby or other pages via the main navigation.



# Sponsorship Engagement via TEXT CHAT:

Sponsors will have the opportunity to network directly with presenters and attendees via the text chat area. These chat's are not private but open and available for all attendees to view and join. With these online tools and continued exposure during the seminar, sponsors will have the ability to be seen by and engage with more attendees than traditional in-person seminars.

