Speaking opportunities

www.eacr.org/conference/aidiagnostics2021virtual

**Symposium (live)**

- 30-min LIVE scientific session including Q&A integrated in the scientific programme
- Recording of the Symposium displayed on Sponsors’ page of the conference website for 6 months after the event
- Practice session available for your speaker

**Spotlight (pre-recorded played live)**

- 5-min pre-recorded scientific session played during the live event and integrated in the scientific programme
- Recording of the Symposium displayed on Sponsors’ page of the conference website for 6 months after the event
- Option to record your session using EACR services in exchange for an admin fee

**Satellite (on-demand)**

- Up to 30-min pre-recorded scientific session available on-demand on the event website (example here)
- Video displayed on Sponsors’ page of the conference website from 2 days before until 6 months after the event
- Option to record your session using EACR services in exchange for an admin fee

**INCLUDED IN ALL PACKAGES**

- TASTER - Company lounge during two dedicated live networking sessions using the Gather platform gather.town
- Up to 45-sec pre-recorded video in which a representative can introduce your company’s participation at the conference. This will be presented to the audience during the live event. See an example here: www.youtube.com/watch?v=OJz4NqFChjc&feature=youtu.be
- One-time promotion in a special email sent to all registered participants 1 day before the conference
- 2 complimentary registrations to access the online conference (Symposium [live] package includes 1 extra registration for the speaker).
- Contact details of participants who agreed to share their details with sponsors in line with GDPR regulations
- Logo displayed on slides during main session breaks

Get in touch for more information or if you have any questions

James Hutchinson  Communications and Marketing Coordinator
Email: james.hutchinson@eacr.org
FAQs

Why participate?
Virtual sponsorship is an excellent way of saving money on traditional costs, while opening up to new markets in a sustainable manner. We are trying out new innovative interactive activities, join the fun!

What platform will we use?
We will host live sessions on Zoom, the Networking Session (26 October 2021 at 17:45) and the Virtual Poster Discussion Session (27 October 2021 at 12:30) on Gather, and the conference website will show the recordings of the sponsored sessions on the Sponsors' page.

What is the "Sponsors’ page of the conference website"?
We'd like to keep it SIMPLE: A clickable logo, title & speaker of the session, 50-word description text, contact details and the recording of your speaking session.
All-in-one page: each participating company will have its dedicated section on the page (the order of appearance will be drawn randomly using an online generator). We have designed an example page: www.eacr.org/conference/aidiagnostics2021virtual/sponsors/example

Will there be a chat on the Sponsors’ page?
In the context of smaller events, we have decided NOT to use the option to chat with participants as we did at previous virtual events, but will focus our efforts on our new networking platform, Gather.

What about interactions with participants?
• We are inviting companies to participate in the NEW Networking Session hosted on Gather, with a Lounge to network with participants at the session.
• The Lounge will also be accessible during the 1h30 Virtual Poster Discussion Session, which will provide an additional opportunity to interact with participants.
• We are still testing the possibility of including a PDF presentation near your dedicated space in the Lounge, along with a contact form, stay tuned!
• The Gather platform will be open to participants for 24 hours from around 17:30 CEST Day 1.
We are always looking to improve our sponsors’ networking opportunities, and we will welcome your feedback afterwards!

What data will we send after the conference?
• To all: list of participants who agreed to share their details with sponsors at the time of registration - where provided: first name, last name, email, company/institute and postal address (including ZIP code, city, country).
• Only for Symposium/Spotlight sponsors: the number of participants who watched your LIVE session, and their identity provided they agreed to share their details with sponsors.
• We will use Google Analytics to track anonymous activities on the Sponsors page.
• Open rate & click rate of the promotional email sent 1 day before the event.