



SOFW eEVENT series

WeCONNECTING industries

Sponsors' Guide

A general timeline and how you can best prepare.

1. Why should you sponsor at our eEVENTS?

'Cause we know your business and pass it on.

- your **specific target group:**
Get the contact details of your presentation and trade fair visitors
- high range: Use our global **SOFW database** with over 18,000 high quality contacts to **expand your network**
- money saving: Very **cost-effective** and resource saving way of **communication**

If not now,
when?



Our expert's advice



Be proactive!

The world is becoming even more digital. But digital sells differently. Don't forget to prepare your staff for the new challenges. At a digital eEVENT, you won't see the customer walking past your stand and be able to talk to him – as an exhibitor or sponsor, **you** have to be much more active.

Think very carefully in advance about the tasks your stand staff will have. Approach visitors actively and don't just wait for them to make contact.

'Cause that won't always happen!

2.



But what to do ...

before

●●● prior to the eVENT?

Save the date

●●●, appoint your eVENT supervisors and inform them of the **place, date and time**.

Develop a trade fair concept

It is important that **your team is prepared**.

Think about which products or services you want to offer, which target group is relevant to you and, above all, how you want to address them. Perhaps you are also planning an extra marketing campaign? By the way: have a look at our marketing tools. Here you may find ideas where we can support you. Don't forget to assign tasks to your team.

Prepare for the eVENT, it would be a shame if you don't achieve your goals and the opportunity passes you by.

Our expert's advice



Get social (media)

Weeks before the eVENT, we start our promotion. Take advantage and share and comment on our posts, especially when we promote your presentation or company. Social media is interaction with like-minded people, and that's who we want to reach. People in our industry. Get active and join us!

Follow us on Facebook and LinkedIn!

Don't forget your presentation!

In order to prepare you for your talk in the best possible way, we have put together a **Presenters' Guide**, which we will gladly send to you.

Additionally, please send us the **title** of your presentation, a **short abstract**, the **speaker's name**, a **short vita** with the highlights of the speaker and your **company logo** as soon as possible.

This way we can start to promote your attendance beforehand.

Our expert's advice



Watch out! Check your technical settings!

Before attending the eVENT, make sure to enjoy it to the fullest!

We would like to share a few tips to make your way there easier:

- For the best experience, we recommend using **Google Chrome** as your browser.
- A stable **wired connection** always provides the best quality, but a fast and stable wifi connection can also be used.
- For optimal interaction during the eVENT, we recommend using a **headset with microphone**. Before participating, please be sure to test if it works.
- Participate via **laptop** and sit back comfortably with a nice cup of tea. Or behind the desk-top if that is preferred! Please do not use a smartphone or tablet, as there may be restrictions or no service at all.

... two weeks before the eVENT?

Where is my stand?

- click on the sponsor area in the lobby
- enter your company name in the search box
- click on your profile
- now you have arrived at your virtual company platform

Today your registered personnel will receive access. Log in, complete your profile data and design and fill your company stand.

Importantly, all your staff members will be able to set up and edit the company profile.



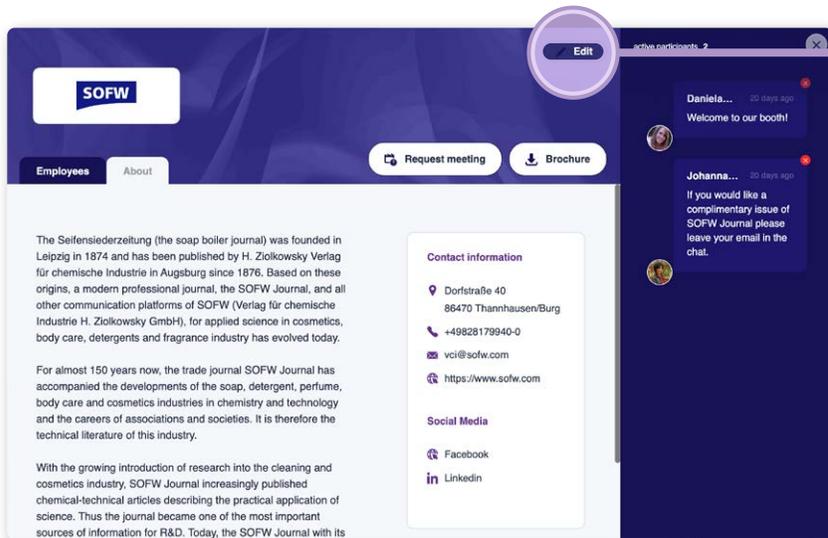
You prefer a video explanation?

You can find our “we explain why” video on setup of the company profile at the following link: https://youtu.be/vV38E_T7N44

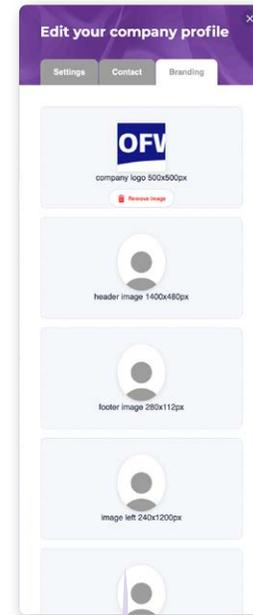
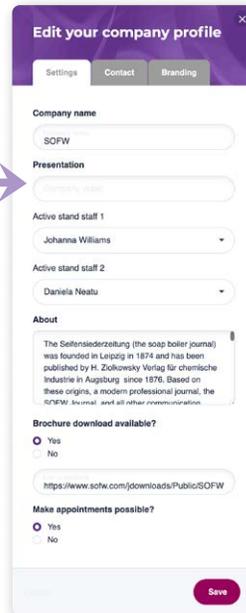
The screenshot displays a virtual company platform for SOFW. The interface is dark-themed with a blue header. At the top left is the SOFW logo. Below it are two tabs: 'Employees' and 'About'. To the right of these tabs are two buttons: 'Request meeting' and 'Brochure'. The main content area is divided into two columns. The left column contains a text block about the journal's history, followed by a 'Contact information' section with details like 'Dorfstraße 40, 86470 Thannhausen/Burg' and 'vci@sofw.com'. Below that is a 'Social Media' section with links for Facebook and LinkedIn. The right column is a chat window titled 'active participants 2' showing messages from Daniela and Johanna.

How do I customise my profile?

Click on the **EDIT** button in the upper right corner



A **pop-up window** with several tabs will open



Fill in the possible fields with content about your company and your products

Our expert's advice



Be individual!

Whether it's adapting the corporate design, importing product brochures or company videos, design your company platform individually and tailored to your target group. The more content you include, **the more attractive** your profile will be.

●●● one week before the eVENT?

One week before the eVENT we are done with testing on build up and you should be too, because today **all participants** will **get access** to our eVENT app. Go ahead and get ready now!

Please note that sessions cannot be followed via app!

Download the app

You will receive your access and **download links via email**. But you can also find our eVENT app in the App Store or Google PlayStore under "SOFW eEVENTS".

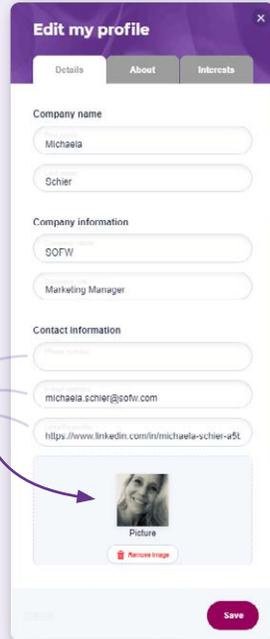
Accept the privacy settings

Remember that you can **change** the privacy settings of your profile **at any time**.

Complete your profile

Your staff will be given **access to the system.**

Add your profile picture and complete necessary contact details and your interests.



Become interactive

All **visitors** will receive their access data to the digital platform the day before the eVENT at 3:00 pm.

However, they will receive the access data to the app already 1 week **before the eVENT**. That means now you can interact with each other. Click through the list of participants, make initial connections and arrange appointments. And above all, make sure to **invite people to your presentation.**

Our expert's advice



Strategy is everything!

Think about the **goals you want to achieve** with your company presentation and plan how you want to achieve them.

3.



But what to do ...

D-day

●●● on the eVENT day

09:30 hrs

It's time to get ready for the eVENT. At 10:00 am the program will start.



Check in and get started

Enter your **personal login details** and **join the eVENT**.

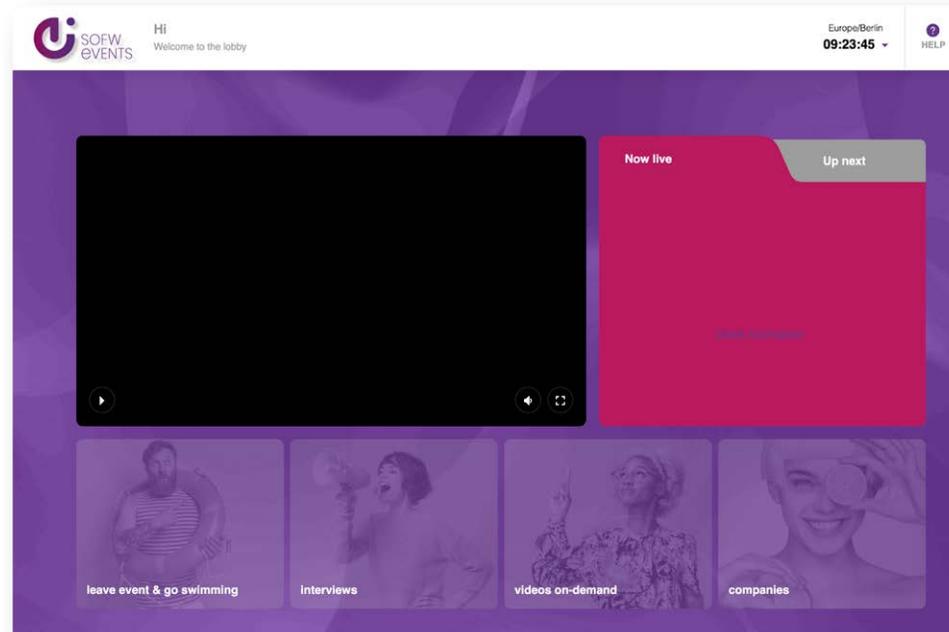
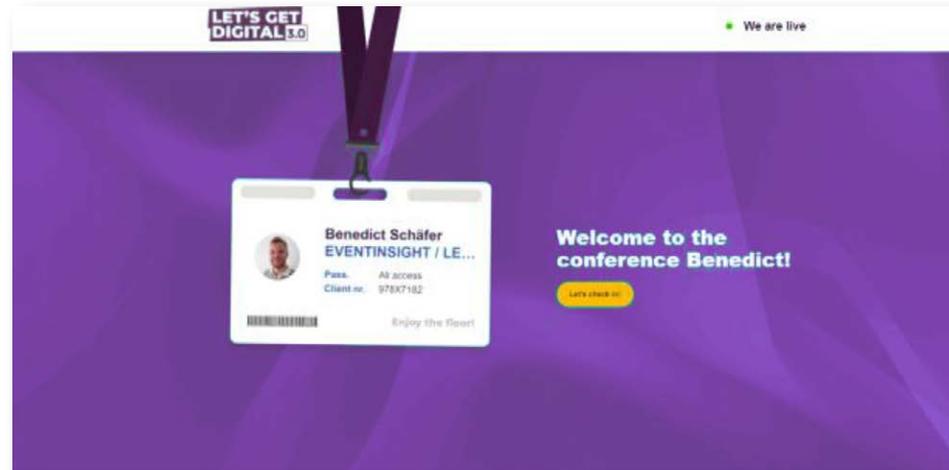
**Do not forget
your well-being!**

You should feel comfortable and be in a good mood. Therefore do not forget yourself. Provide yourself with **coffee, tea** and/or **water** and a little **fruit and snacks** for in between will sweeten your day. You should also **take a break** from the screen in between and a few steps will help to get your circulation going again.

Check the features

Be sure that all your links at your company profile are **working** and test the chat, camera and microphone functions with your colleagues.

Is everything working?!



Our expert's advice

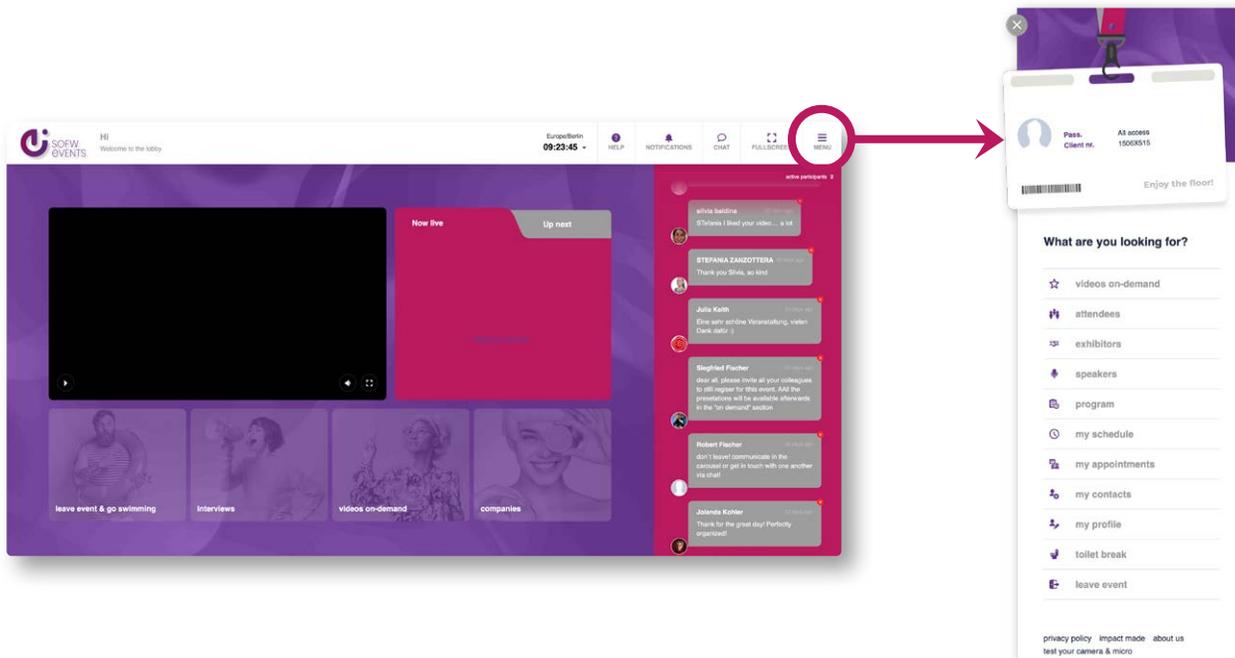


Be there in time!

Even if it's still 30 minutes until the eVENT. Be there in time to **double check** all settings and functions. Good to go? Ok, enjoy another coffee. Found a problem? There is enough time to fix it.

Where was what again?

The **navigation** is **self-explanatory** and during the last two weeks you have certainly familiarised yourself with it. Just remember, you can always use the **lobby icons** or the **menu button** in the upper right corner to access your profile, participant information, your appointments and much more.



Our expert's advice



Prepare yourself!

Look around beforehand and remember where **you can find everything**.
Get to know the system early.

●●● live on air

On your marks,
get set ... Go!

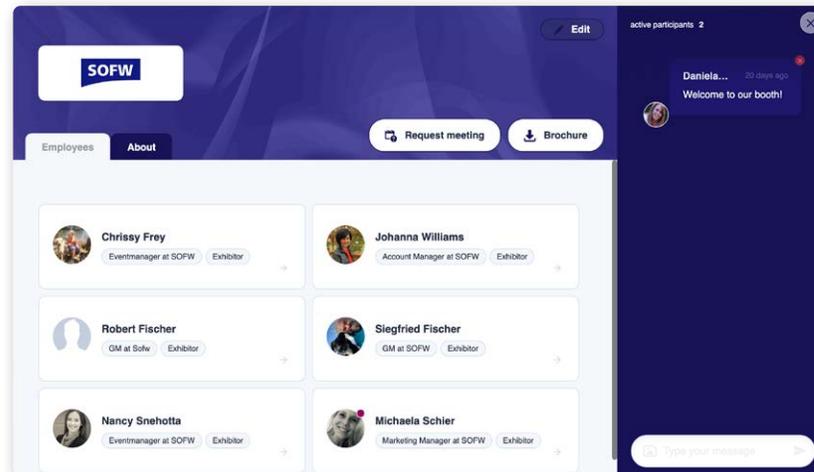
Now it's up to you

to get the most out of it for you and your company. Strengthen your existing relationships and **expand your network** with new high-quality contacts.

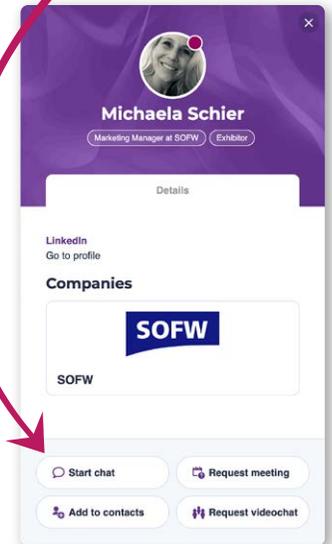
But what options do I have?

- write into the **lobby chat**
- use your **company chat**
- contact the attendee directly
Arrange a **1-on-1 meeting** or start a **video call**.
And don't forget to add the person to your contacts.

Company chat



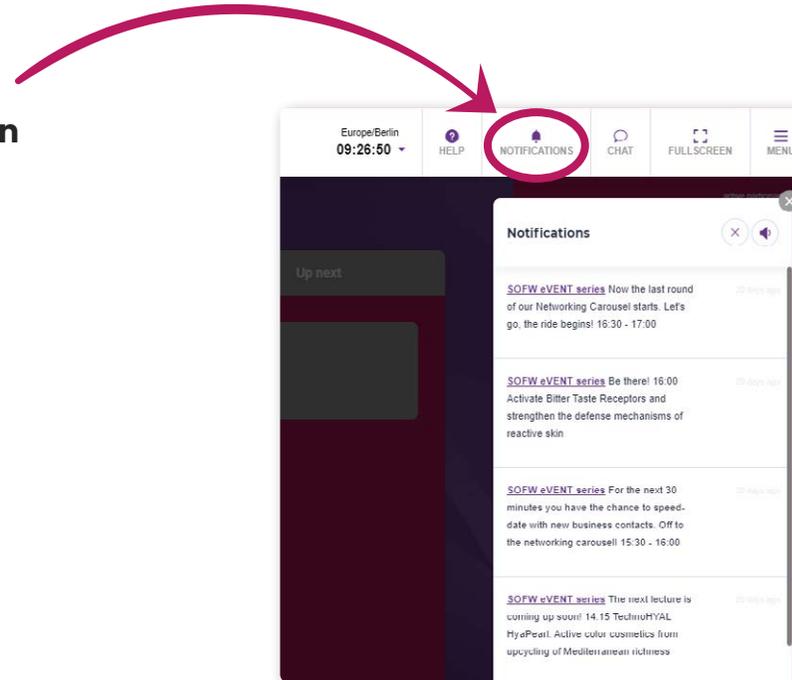
1-to-1 contact



- check your **matchmakings**

During the eVENT we will send you up to 30 different contact suggestions from people who share the **same interests** as you.

By the way, you will of course receive a **notification** when a new request arrives.



Our expert's advice



Show the world what you can do!

You want **new contacts**, then you have to do something about it. One thing is clear, reaching new customers digitally is much more difficult and time-consuming than at a live eVENT. **But** your range is also greater. So, **don't wait** to be approached, and think about how **you** want to reach out in advance.

4.



But what to do ...

afterwards

... after the eVENT?

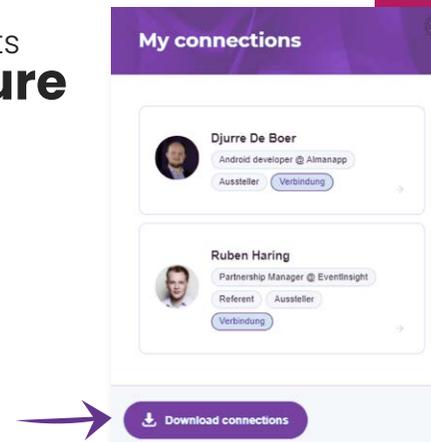
Here is where it really gets started

Time to work with what you just gained. All lectures, files and functions will be available to you until 1 week after the eVENT.

But stop! It's not over yet. Because now our SOFW AFTER eVENT starts. Find out more on the next page.

What is in for me?

- your made **contacts** exported in an Excel file
- the **visitor** numbers at your **company profile**
- the **period of time** visitors spend at your company platform
- who **downloaded** your **documents**
- the participants in your **lecture**



Our expert's advice



If you don't follow
up now, it was all
for nothing!

Follow-up work is super important. Now **deepen the contacts** you have made and respond to the conversations you have had. See who attended your lecture, downloaded special product brochures and **highlight your expertise**.

SOFW AFTER eVENT

After the eVENT is before the eVENT, or what was that called again?

Anyway, the “party” doesn’t stop for us.

As long as we have the approval of our speakers, presentations and interviews can be viewed **up to one week** after the eVENT.

We slow down your working day!

After all, it can happen to anyone that another appointment comes up at short notice.

Annoying, but don’t stress yourself even more and **simply register** for our SOFW eVENT up to one week after the official eVENT date.

But how do I get there?

You can find the registration link on our **website, LinkedIn** or **Facebook!**
www.SOFWeVENTS.com

We are happy to welcome you and look forward to your **relaxed visit!**

5. Mark your calendar



Home Care

March 24, 2022

10:00–16:00 CET

Clean Cleaning:

Sustainable, biodegradable, naturally sourced and efficient!

Packaging

June 23, 2022

10:00–16:00 CET

The Coconut:

What can we learn from packaging by nature?

Personal Care

September 15, 2022

10:00–16:00 CET

Skin Microbiome:

How to manoeuvre through the metropolis of our skin!

December 08, 2021

10:00–16:00 CET

I have green hair:

The natural way to care

Clean Cleaning: Sustainable, biodegradable, naturally sourced and efficient!

● February 10

Registration opens.
Submission of presentation information: Speaker name, presentation title, abstract, short CV of the speaker and copyrights

● March 10

Set up company profile and employee profile,
Presentation submission

● March 17

Download app

● March 24

Event day

The Coconut: What can we learn from packaging by nature?

● May 12

Registration opens.
Submission of presentation information: Speaker name, presentation title, abstract, short CV of the speaker and copyrights

● June 09

Set up company profile and employee profile,
Presentation submission

● June 16

Download app

● June 23

Event day

Skin Microbiome: How to manoeuvre through the metropolis of our skin!

● August 04

Registration opens.
Submission of presentation information: Speaker name, presentation title, abstract, short CV of the speaker and copyrights

● September 01

Set up company profile and employee profile,
Presentation submission

● September 08

Download app

● September 15

Event day

I have green hair: The natural way to care

- **October 27**

Registration opens.
Submission of presentation information: Speaker name, presentation title, abstract, short CV of the speaker and copyrights

- **November 24**

Set up company profile and employee profile,
Presentation submission

- **December 01**

Download app

- **December 08**

Event day

Questions?

Contact us and we will help you!

eVENTS@sofw.com



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