CLEHR SPONSOR FEATURES 2022
Engage information seekers, industry leaders, nonprofits and health care to contribute to a single platform dedicated to environmental and other social determinants of health.

The web platform is built to share your information in a flexible workspace that makes it easy to trade feedback, develop ideas in real time, and explore the possibilities together.

The web platform will ultimately provide those looking for a single information presence regarding lungs, environmental, health and radon gas issues & resolutions with a repository of common information.

**MISSION**

2022

**CLEHR**, pronounced “clear” stands for:
Citizens, Lungs, Environment, Health and Radon
A CLEHR PATH MOVING FORWARD
Focal Areas in 2022

3D DESIGN / INTERFACE

VIRTUAL VENUES
WEBINAR TECHNOLOGY
NETWORKING
INFORMATION
ANALYTICS

EVENT BUILDING LAYER

INTEGRATIONS

Customer
Answers to their questions
Enhanced Booth Library

Sponsored exhibitors will now be able to select their booth avatars from an interactive library offering a rich and extensive collection of diverse avatars.

Let booth admins and visitors interact with each other via group and private chat. They can use text, video, and audio formats to connect and network.

Each virtual booth has its own ‘About Us’ and ‘product/service’ sections that direct visitors to their official website and specific information. Videos and documents specific to you are also available for access at these booths. The booths are also equipped with a live chat that lets visitors engage in one-on-one conversations with the booth reps.
2022 ROADMAP

Web: Value-Adds

Exhibit Hall:

Centered around usability, the Exhibit Hall has been designed to deliver an interactive and immersive user experience.

Through its design uplift, usability centered approach, features, guarantee to:

- Increase and retain attendee engagement.
- Drive more value to exhibitors.
WEB TECHNOLOGY: Engagement

Audio & Video Education

Give the exact same experience to your virtual and physical attendees.

Broadcast your voice or give a warm welcome in a video for all event participants as you do it in your in-person event.
2022 SPONSOR BENEFITS

Web: Value-Adds

Host Live Webinars directly from the platform

Empowering organizers and speakers to host live webinars.

While attendees will also be able to experience embedded sessions and interact in real-time.
2022 SPONSOR BENEFITS

Web: Event Building Layer

Offer a Seamless Attendee Experience via Embedded Webinars

- Self-contained experiences where attendees don’t need to leave the event to attend sessions (this is the case when webinars are served through Microsoft Teams)
- Q&A box on the side for real-time interaction
Recording Library

The “Recording Library” will now be available to organizers, granting them more control of managing their event’s recordings.

Through the recording library, organizers will be able to:
1. Download recordings
2. Edit recordings
3. Post recordings on the platform
2022 SPONSOR BENEFITS

Web: Networking

Smart Video Matchmaking

The Video Matchmaking feature is a powerful engagement tool that enables users to match and engage with other participants in a virtual meeting room.

- Organizers will be able to completely customize the matchmaking criteria
- Users will be able to match and engage with other participants in an interactive call and video platform
- Users will be able to share contact details with their matches and increase their connections
Enable Presenters to Create Engaging Profiles for the "Speaker Hub"

Presenters will now be able to create and manage detailed visual and social self-profiles. These profiles will be showcased on our interactive "Speaker Hub" page which will drive user engagement, connections, and networking opportunities.
2022 SPONSOR BENEFITS
Web: Virtual Engagement

Chat Room Integration

Immersive audio/video networking experience.

Hold your next happy hour, conference, or sales meeting in a virtual space tailored for your event. Add your own logos, furniture, music, and YouTube videos. Make it your own.
2022 SPONSOR BENEFITS
Chat Room
Advantages

Set your Status and Availability in Chat

It's helpful to let your attendees know how quickly you can respond to messages and when you’re available.

Set yourself Away, Busy, Available or set a custom message that lets others know what you’re up to. You receive an alert via email that someone wants to chat with you.
2022 SPONSOR BENEFITS

Chat Upgrades

Invite and Add Users to Your Private Group Chat

Users will now be able to expand their private group chat by directly inviting and adding other users to it.
2022 SPONSOR BENEFITS

Web: Value-Adds

Enable Users to Create and Share Virtual Business Cards

Introducing virtual business cards to boost leads and connections.

Users will now be able to:

- Create and design custom business cards.
- Share their business cards with other users on our networking mediums.
- Download and track the business cards shared with them.
2022 ROADMAP

Analytics: Integrations

CRM Integration

CRM Management end-to-end solution that lets businesses manage the complete relationship.
2022 SPONSOR BENEFITS
Web: Value-Adds

Consolidate Key Metrics in an Improved Real Time Dashboard

Currently, we have a number of individual metric reports with a more comprehensive birds-eye dashboard consisting of widgets helping admins measure event engagement at a glance.
2022 SPONSOR BENEFITS
Web: Value-Add

Scavenger Hunt - Upgraded

Create powerful engagement for your attendees with our customizable scavenger hunt tool designed around your objectives to create, drive, and measure engagement - easily. The scavenger hunt will be a timed activity that will progressively present clues as users make their way through the game.
MOBILE Responsive

The web platform will look and behave correctly on every device you could use to access it – desktop, smartphone, tablets and more.
Web: Security

Overview

Our vFairs provides a cloud-based virtual and hybrid event platform that businesses can use to host their events online and in a hybrid mode. vFairs takes security seriously and have implemented best-in-class security and data protection practices to keep customer data safe. The CLEHR platform has a dedicated internal security and privacy team.
## 2022 SPONSOR BENEFITS

### Web: Value-Adds

<table>
<thead>
<tr>
<th>FREE ADD ONS: Included in All Licenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landing Page, Registration Form &amp; Login</td>
</tr>
<tr>
<td>Content Pages (up to 5)</td>
</tr>
<tr>
<td>Mobile Responsive</td>
</tr>
<tr>
<td>LIVE Email Support</td>
</tr>
<tr>
<td>24/7 Chat Support</td>
</tr>
<tr>
<td>Two Factor Authentication</td>
</tr>
<tr>
<td>GDPR, CCPA, Accessibility Compliance</td>
</tr>
<tr>
<td>Hosting Amazon USA, Canada or Europe</td>
</tr>
<tr>
<td>SSL - HTTPS Support</td>
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<tr>
<td>Email Builder and Campaigns</td>
</tr>
<tr>
<td>Other Features</td>
</tr>
<tr>
<td>Personalized Agenda Builder</td>
</tr>
<tr>
<td>Manuals (Attendees, Exhibitors, Speakers)</td>
</tr>
<tr>
<td>1 Training (Attendee, Exhibitor, Speaker)</td>
</tr>
<tr>
<td>Unlimited Registrations</td>
</tr>
<tr>
<td>Attendee Search</td>
</tr>
<tr>
<td>Facebook/Twitter Feed</td>
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<tr>
<td>Group &amp; Private Chat, Audio/Video Calls</td>
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<tr>
<td>Noise/Music Voice in the Lobby/Event</td>
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<tr>
<td>Webinars / Meetings powered by Zoom</td>
</tr>
<tr>
<td>Press Release</td>
</tr>
<tr>
<td>vFairs Discover Listing</td>
</tr>
</tbody>
</table>

### CUSTOM DESIGNS

| Custom Lobby (Interior or Exterior)   | Animated: $3,950/lobby |
| Custom Avatars                       | Static: $2,450/lobby   |
| Custom Booth Template                | Animated: $950/design   |
| Custom Hall                          | $1,950 / booth design   |
| Custom Auditorium                    | $2,450 / hall          |

### ENGAGEMENT TOOLS

| Leaderboard                          | $1,425 /event          |
| Scavenger Hunt                       | $2,450 /event          |
| Photo booth                          | $1,425/ event          |
| Survey                               | $1,425 /survey         |
| Certification Feature / CF Credits   | $1,425 / event         |
| Slido / Polls                        | $1,425/ event          |
| Miroboard                            | $950/event             |
| Social Wall                          | $950/ event            |
| Spin the Wheel                       | $1,425/event           |
| Kahoot                               | $1,425 (up to 50 users) - $25 per extra user |
| Watch Party                          | $1,425 /event          |

### EXTRAS

| Extra Auditorium Room                | $1,425 / extra room    |
| Extra Concurrent License             | $950 / license         |
| Extra Content Pages 5+               | $950 / content page    |
| Extra Hall                           | $1,425 / extra Hall    |
| Extra Language                       | $950 / language        |
| Extra Room                           | $1,425 / room          |
| Extra Trainings                      | $250 / training        |

### NETWORKING TOOLS

| Smart Matchmaking                    | $1,425 per event       |
| Kumospace                            | $1,425 per event       |
| Posters                              | $49 per poster         |
| vFairs Mobile App                    | $4,950 per event       |
| White Label Mobile App               | $14,925 per event      |

### INTEGRATIONS & MANAGED SERVICES

| Single Sign On Integration           | $2,950/event           |
| CRM / Zapier Integration             | $2,950 / integration   |
| Marketing Tools (Marketo etc)        | $2,950 / integration   |
| Payment Integration                  | $2,950 / event         |
| Exclusive Access / User Group        | $950 / event           |
| Managed Services: Booths (15)        | $1,500/event           |
| Managed Webinars (15)                | $5,000/event           |
## Networking

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>People Recommendations</td>
<td>Based on an attendee’s interest, the app will highlight people they should get in touch with - both present at the venue and available remotely. Eventually, with more data sets, we’ll build in some AI here to fine-tune the matching system.</td>
</tr>
<tr>
<td>Search Directory</td>
<td>Enable attendees to search registration database using certain filters (like interest, industry, location) and surface results ordered by who is currently online/offline and who is at the venue.</td>
</tr>
<tr>
<td>Invite to Chat</td>
<td>Enable attendees to issue an invitation to chat. The recipient will have a choice to review the incoming request, view the profile of the requesting party and then choose to accept/reject the invite.</td>
</tr>
<tr>
<td>Meeting Request</td>
<td>After leads are connected, enable attendees to book a meeting slot with each other through the app. This would require an integration with their calendar app and a little meeting slot setup user flow to ease the process.</td>
</tr>
</tbody>
</table>
2022 PLATFORM NETWORKING FEATURES

Setup

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seat Capacity planning</td>
<td>Attendees will have the option to reserve seats on a first come first serve basis.</td>
</tr>
<tr>
<td>Targeted Push Notifications</td>
<td>Create an ability for admins to issue push notification announcements to a specific segment of the audience e.g. call out to exhibitors to remind them that networking hour will begin in 15 minutes.</td>
</tr>
</tbody>
</table>
### 2022 PLATFORM NETWORKING FEATURES

#### Reports/Analytics

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analytics for Event Organizers</td>
<td>A real-time analytics dashboard for event organizers to analyse their event’s performance.</td>
</tr>
<tr>
<td>Chat Engagement Report</td>
<td>A backend report that will illustrate how much the app was used for networking purposes. It will show number of chat messages &amp; business cards exchanged.</td>
</tr>
<tr>
<td>Meeting Requests Report</td>
<td>A backend report that will report on the number of meeting requests issued through the app and the outcome breakup (accepted, pending, rejected).</td>
</tr>
</tbody>
</table>
Sample Sponsorship Tiers

- Branded Booth

$1,500
SILVER SPONSOR: $1,500

- A Customizable Branded Booth in the Exhibit Hall w/ links to your web site and outside pages.
- Resource & Video Library Deposit
Sample Sponsorship Tiers

- Branded Booth
- Chat Lounge

GOLD

$2,500
GOLD SPONSOR: $2,500

- A Customizable Branded Booth in the Exhibit Hall
- Resource & Video Library Deposit
- Chat Room
Sample Sponsorship Tiers

- Branded Booth
- Webinar
- Chat Lounge
- Logos on all Marketing & Email Campaigns

**Platinum**

$3,000
Platinum sponsors: $3,000

- Prominent Logo on Landing Page
- A Customizable Branded Booth in the Exhibit Hall
- Webinar Opportunities
- Resource & Video Library Deposit
- Chat Lounge
- Logo Branding on all marketing campaigns
- Welcome video spot
- Swag Bag collection
Sponsorship overview

Summary of features

**EXHIBIT HALL PROMOTIONS**

- ✓ Larger booth in the exhibit hall
- ✓ Exclusive booth template or design for main sponsor
- ✓ Favorable placement of booth on first floor

**BRANDED FEATURES**

- ✓ Keynote webinar slot
- ✓ In-event push notifications
- ✓ Sponsored Scavenger Hunts

**IN-EVENT & PAGE PROMOTIONS**

- ✓ Prominent Logo on Landing Page
- ✓ Marketing Video across event pages
- ✓ Logo showcased in registration confirmation email

**EXTENDED LIMITS**

- ✓ Unlimited chat users
- ✓ Unlimited document and video uploads in booth
- Access to attendee database to segment users of interest

**BRANDING IN OTHER VIRTUAL SPACES**

- ✓ Branding in Virtual Lobby (logos & messages)
- ✓ Banners in the Virtual Hall with sponsor branding
- ✓ Banner Spaces within Virtual Auditorium

**OVERALL FEATURES**

- ✓ Exhibit Hall
- ✓ Video Vault
- ✓ Resource Library
- ✓ Swag Bag
- ✓ Auditorium
- ✓ Information Desk
- ✓ Virtual Lounge & Chat Room
Marketing Benefits

Sponsorship Options
Booth prominence and placement

Platinum and Gold Sponsor exhibitors get a virtual booth that is considerably larger than others and consumes more real estate in the exhibit hall. Moreover, it is placed as the first booth on the primary floor.

The sponsor’s logo and launch video will also be placed on the exhibit hall primary floor next to their listing.
Prime webinar slots

A Keynote webinar can be reserved for top-tier sponsors or the agenda can be designed to give sponsors favorable, primetime slots.
Marketing Video in virtual spaces

Sponsor's TV commercial or promotional video can be placed throughout the virtual platform to maximize exposure.

Unlimited deposit of videos, audios and PDFs in the Resource & Video Library ... completely searchable!
**PLATINUM SPONSOR $3000/yr**
- Full list of attendees - complete contact information and business interests.
- One pre-event email to attendees
- Virtual exhibit booth:
  - Choice of booth style, banner ad with rotating message, video screen with streaming ad or video, information section that houses your assets.
  - Assets can include white papers, case studies, PDF files, URLs, word files, webcasts, etc. for viewing and downloading.
  - Interaction with booth visitors through live instant message chat, email.
- Access to your own customized “data portal”
  - Contact information and business interests of all attendees who visit your booth, download promotional materials, view recorded videos.
  - Transcripts of instant message chats and emails with booth visitors and attendees.
- Live webcast/product demo in your booth:
  - Promoted in two pre-event email blasts to targeted list.
  - Session will be listed on event schedule on promo site and within the virtual environment.
- Logo and company name on all pre-event promo emails to current and prospective attendees.
- Logo and company name to be listed on event promo site.
- Logo and company name to be listed on all registration confirmation emails to attendees.
- The $1800 advertising special for CR3 News Magazine included. 5 full-pg color ads complete with audio, video and 1 article per issue.

**GOLD SPONSOR $2500/yr**
- Spotlight Custom Webinar (pre-recorded)
- Commentary Desk - Q&A style, moderated conversation on a relevant topic.
- Marketing Assets - Opportunity to provide white papers, executive briefs, research papers, case studies, etc. to post within the Virtual Library Resource Center.
- Leads and Reporting - Garner leads and intelligence through detailed behavioral reporting on asset downloads.
- Banner Ads - Run in rotation on Lobby homepage.
- Logo and company name on all pre-event promo emails to current and prospective attendees.
- Logo and company name to be listed on event promo site.
- Logo and company name to be listed on all registration confirmation emails to attendees.
- The $1800 advertising special for CR3 News Magazine included. 5 full-pg color ads complete with audio, video and 1 article per issue.

**SILVER SPONSOR $1500/yr**
- Sponsored Webinar – in booth or another location.
- Virtual Booth with Hot Spots.
- Logo on overview registration page.
- Logo branding in all virtual locations (eg. Lobby, Lounge, Poster Hall).
- Marketing Assets - Opportunity to provide white papers, executive briefs, research papers, case studies, etc. to post within the Virtual Library Resource Center.

- Additional booths - $150/booth Sessions.
- Additional Webinars - $150/Session (live or semi-live).
- Additional LIVE DAY $1,950/LIVE day.
- Additional HOSTING ON DEMAND - $500/month Hosting.
THANK YOU

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