



Virtual Conference Exhibitor Experience

December 16, 2020



International Oil Spill Conference

API • BSEE • IMO • IPIECA • NOAA • PHMSA • USCG • USEPA

IOSC 2021

May 10-14 | Virtual Conference

Agenda

- Introductions & Objectives
- Virtual Benefits
- Exhibitor & Sponsor Options
- Live Virtual Demo
- Exhibitor Options & Next Steps



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Virtual Benefits

- **Business Continuity:** Allows IOSC partners to meet sales and marketing objectives despite challenges
- **Flexibility for Networking and Learning:** Attend sessions and interact with attendees throughout the entire meeting
- **Longer Visibility:** Receive full access to sessions and the exhibit hall until the end of 2021 - IOSC will continue to drive attendees to the platform.
- **Access to Insightful Metrics:** Receive detailed analytics on interactions with your exhibit, sponsorship, and the event overall
- **Gamification:** Attendees will earn points for visiting virtual booths, downloading content, watching videos, scheduling meetings and engaging with sponsored content
- **Expanded Reach:** New markets for our partners to engage with
- **Lower Expenses Overall:** No expenses associated with shipping, material handling and drayage, exhibit design/construction, show services, or travel & lodging



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Exhibitor Standard Booth Option

- Company description & website listing
- Social media listings
- Listing on virtual event website
- Event booth metrics
- Pre & post conference attendee List (includes opt-in email address)
- Gamification opportunity
- Opportunities to create polls for attendee engagement
- Opportunity to upload downloadable collateral
- One (1) embed videos in booth profile
- Three (3) Full Registration for virtual conference (a \$2,685 value)



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Exhibitor Premium Booth Option

- Company description & website listing
- Social media listings
- Listing on virtual event website
- Event booth metrics
- Pre & post conference attendee list (includes opt-in email address)
- Gamification opportunity
- Opportunities to create polls for attendee engagement
- Opportunity to upload downloadable collateral
- **Additional branding**
- **Three (3) embed videos on booth profile**
- **Six (6) Full Registration for virtual conference (a \$5,370 value)**



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Sponsor Benefits & Options

- Provide thought leadership
- Additional branding including logo w/ URL in all attendee communications
- Video playback opportunity prior/following Plenary Session (subject to usage guidelines)
- Verbal recognition at the top of sessions.
- Sponsored e-blasts

NEXT STEP...individual appointment with John Heiser to discuss business objectives



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Your Support Is Needed

IOSC 2021 scholarships support those in need whose participation and attendance would not be possible without a scholarship.

Scholarships are need-based and awarded to applicants only after review and approval by the IOSC 2021 Scholarship Committee.

Over **45** scholarships have been awarded for the IOSC 2021 virtual conference from **34** countries.

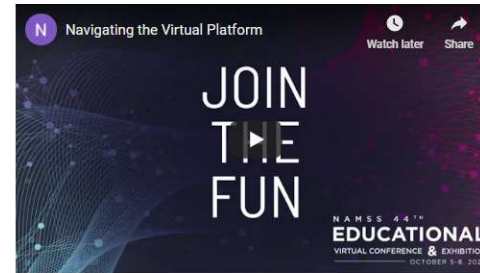


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Virtual Demo

Learn How to Navigate the Virtual Conference Platform

This video has been sponsored by:



Keynote Speakers



Risa Mish

Risa Mish is a Professor of the Practice of Management at Cornell University's S.C. Johnson Graduate School of Management, where she developed and teaches the MBA and Executive MBA Core courses in Critical and Strategic Thinking, and the Executive MBA elective course in Building Leadership Influence. Risa now runs her own leadership training firm through which she has conducted workshops and served as a keynote speaker for companies such as ABC News, Accenture, Amazon, Consumer Reports, KPMG, Kraft-Heinz, Lincoln Financial, and PepsiCo, and various trade associations.

WATCH ON-DEMAND



Bruce Sackman

Bruce Sackman is the retired Special Agent in Charge of the US Department of Veterans Affairs, Office of Inspector General, Northeast Field Office. During his keynote address, Bruce will educate attendees about the phenomenon of Medical Serial Killers. How these individuals are identified, what are common traits among them, what are the weapons they use, and how are they successfully prosecuted? Attendees will learn how to utilize Red Flags to identify these individuals and explore the reasons why many Medical Serial Killers go undetected until it is too late.

WATCH ON-DEMAND



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Exhibitor Options

- 1 Participate in the 2021 Virtual Conference
- 2 Sit out 2021 Virtual Conference & Receive 50% Refund



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Next Steps

- 1 Webinar recording link tomorrow & ask questions
- 2 Determine if virtual right for your organization
- 3 Inform IOSC of your decision in January



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If Virtual Participant

- 1 Build exhibit booth in early April
- 2 Attend booth worker training at end of April
- 3 Participate in IOSC 2021 virtual conference in May



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Thank You!



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