



Sponsor Guide

On behalf of the Society of American Foresters, thank you for partnering with SAF for our Virtual Annual Convention! The event is coming together well and we are confident that it will be a productive and efficient way to conduct the important business of the conference while providing opportunities to make meaningful connections.

Please read this important information to make the most of your sponsorship investment.

Company Representatives:

All of your company/organization's representatives that are planning to participate in the virtual conference, including those planning to monitor your virtual "booth", must register to attend in order to gain access to the conference site. The number of complimentary conference registrations you are entitled to is dependent on your sponsorship level.

- Diamond Level Sponsors – 5 complimentary registrations
- Platinum Level Sponsors – 4 complimentary registrations
- Gold Level Sponsors – 3 complimentary registrations

Please register **all** of your company representatives online [HERE](#). On the payment page, enter the discount code **2021SPONSOR**. This will change the fees to \$0.00 for your company representatives that are using the complimentary registrations included with your sponsorship.

Deadline to register your booth staff is Wednesday October 13th

All registered company representatives will receive an invitation to log into the virtual event platform by November 1st. **Please note: a person cannot be added as booth staff until they have registered to attend the conference.**

EVA – the virtual conference platform:

This year's Convention will take place virtually on an event platform called EVA (Event Virtual Assistant). SAF chose this platform because it includes numerous ways for attendees to interact and engage with each other, providing a more "in person" experience. Through the EVA site, you will have access to your sponsor/exhibitor page, you will be able to monitor your virtual booth, schedule 1:1 meetings with attendees, participate in virtual sessions, and more. You will access the site from your Desktop with a login and password.

Virtual Tradeshow:

Each sponsor/exhibitor will be provided with a virtual exhibit booth. You will be able to submit resources and handouts as well as a promotional video. Attendees will click on the Sponsors & Exhibitors tab from the home page in the EVA conference site, and then click on your logo to access your virtual booth. Here they can read through the information, download your resources, play your video and chat with you via a text box or 1:1 video chat.

The following is the schedule of times when we will be encouraging attendees to visit with sponsors and exhibitors. **We recommend you have representatives available for live video chat during these times:**

Date	Time
Thursday November 4th	10:00 – 11:00 a.m. EST 12:30 – 1:00 p.m. EST 2:30 – 3:00 p.m. EST
Friday November 5th	10:00 – 11:00 a.m. EST 12:30 – 1:00 p.m. EST 2:30 – 3:30 p.m. EST
Saturday November 6th	10:00 – 11:00 a.m. EST 12:30 – 1:00 p.m. EST 2:30 – 3:00 p.m. EST

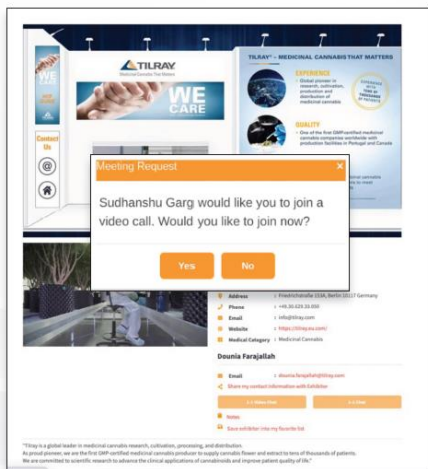
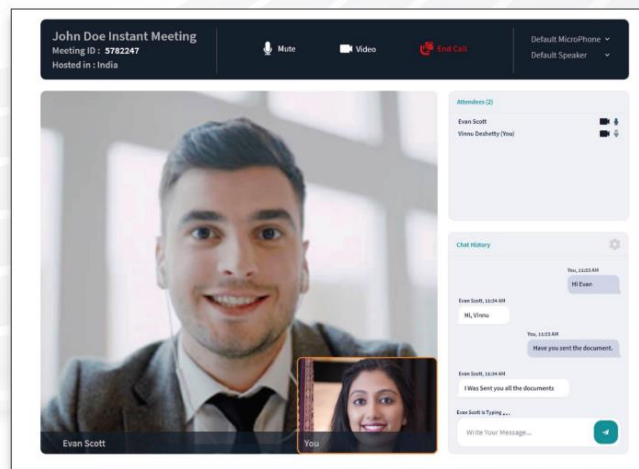
1:1 Video Chat Feature with Chime:

EVA uses Chime for all live one-on-one video chats between attendees and your booth staff. This is a great way to interact with attendees throughout the conference.

Here are a few tips on how the Chime 1:1 Video feature works:

- Each representative that wishes to use this feature must be registered as an attendee of the convention and be fully logged into the EVA convention site.
- Once the rep is logged into EVA, they will automatically receive a notification when an attendee would like to enter the 1:1 Video chat room to speak with someone from your organization.
- The exhibitor/sponsor rep does not have to be in the exhibit hall section of the convention site in order to receive notifications of attendees wanting to video chat.
- When the exhibitor/sponsor rep receives the notification, all they have to do is select “Yes” to receive the video call and they will pop into the video chat room with the attendee.

This is a view of the pop-up Live Chat notification:



Customizing Your Virtual Booth:

We will collect all of your exhibit booth information through EVA's exhibitor portal and EVA will configure your booth for you.

Here is a list of items that may be included in your virtual booth:

- Videos (in mp4 format, or links to sites like YouTube and Vimeo)
- PDF files of collateral material
- Links to your social sites or sections of your website
- A banner advertisement

Please note the following timeline for customizing your booth:

DEADLINE DATE	ACTION
Friday October 1 st	Deadline to upload all final booth details (no additional assets will be accepted after this date)
October 11 th – 14 th	Preview your booth and submit edits through Eva's exhibitor portal
Wednesday October 13 th	Deadline to register all booth staff (see instructions above)
Thursday October 14 th	Deadline for first round of booth edits
October 19 th – 22 nd	Preview your booth and submit edits through Eva's exhibitor portal
Friday October 22 nd	Deadline for final booth edits (no further edits will be possible beyond this date)

When your booth is ready for preview, you will receive a link to access it as well as instructions on how to submit booth edits.

Diamond, Platinum & Gold Sponsors

The diagram on the left is a sample of a finished booth. The diagram on the right gives you specs for sizing for your content that may be submitted for each location within your booth. These are the images you can submit, with details of the sizes, types and links that are associated with each image. The sizing details and file types will be specified in the submission form as well. As you can see, you do not have to fill every available space.



Please use this link to submit your virtual booth content:

<https://forms.zohopublic.com/apexmeetings/form/EVA21ExhibitorBooth1FormExhibitorsUpdate/formperma/QSjv9WunaSzmtBV6XUQDILZEZnbRyH8YilrJZSjG2-U>

Career Fair Booth:

As part of your sponsorship you are entitled to have a Career Fair Booth. The Career Fair booths will be accessible to attendees throughout the conference. If you would like to take advantage of this opportunity please use the following link to submit content for your Career Fair booth.

<https://forms.zohopublic.com/apexmeetings/form/ClientDetails/formperma/9WgMjjhKrW4iWt4J9XkB2NFa0bKMnhMQkTQ5HXdtT48>

Additional Attendee Engagement Suggestions:

- Plan a raffle prize drawing in your booth and encourage attendees to request Info to be entered to win.
- Create an interesting video and eye-catching handouts for your virtual booth
- Social media – be sure to include your social media links in your booth
- Post messages in the chat box – This is a great place to get the conversations started & you will be able to ask for contact information from anyone who chats with you.
- Plan a game in your booth to draw attendees in.
- Draw names of attendees who chat with your reps for a chance to win a gift

QUESTIONS: Contact Karen Forbes, Exhibitor/Sponsor Coordinator 802-448-9078
karen@delaneymeetingevent.com