

ADRP *ZOOMS IN*

Exploring a New World of
Donor Relations

September 23-24, 2020



ADRP
ZOOMS IN

Exploring a New World of
Donor Relations

September 23-24, 2020



Pre-Event Sponsor & Exhibitor Resources

We can't wait to see you online!

Come Prepared

Use this deck to familiarize yourself with our virtual event, *ADRP Zooms In: Exploring a New World of Donor Relations!*

On the following slides, you will find:

- Virtual event details
- Exhibit Hall information & features
- Attendee networking with Slack
- Sponsor/Exhibitor deliverables & deadlines
- And more!

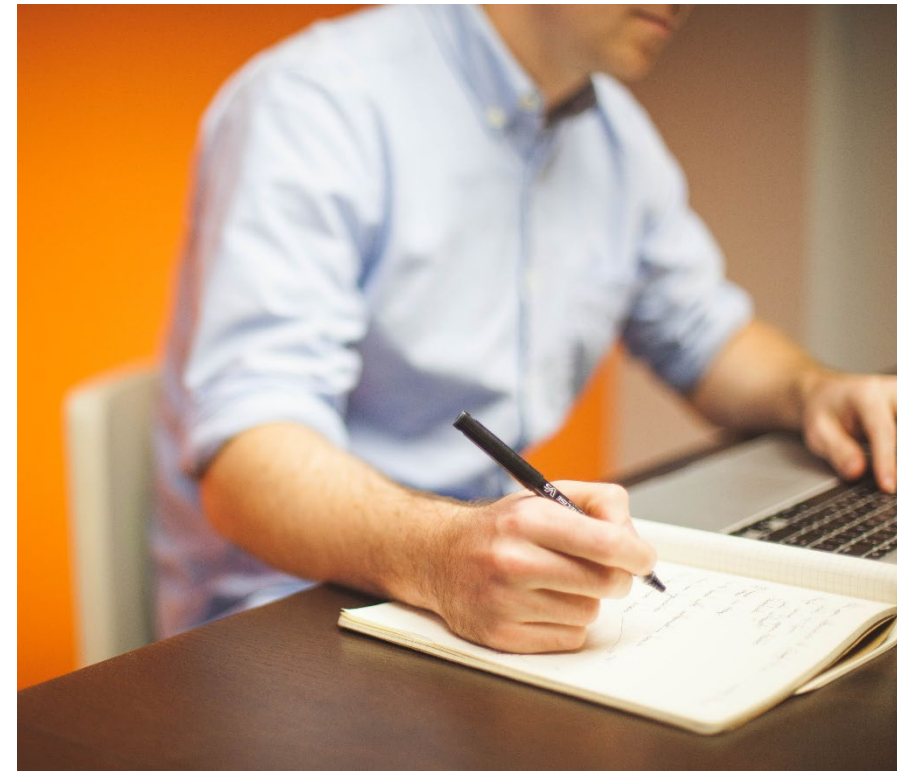


Exhibit Hall Information

Wednesday, September 23

Exhibit Hall Hours

8:00 AM – 2:30 PM (Pacific)
11:00 AM – 5:30 PM (Eastern)

*Sponsor Office Hours**

11:30 AM – 12:00 PM (Pacific)
2:30 PM – 3:00 PM (Eastern)

**Platinum & Gold Sponsors only*

Thursday, September 24

Exhibit Hall Hours

8:00 AM – 2:30 PM (Pacific)
11:00 AM – 5:30 PM (Eastern)

*Sponsor Office Hours**

11:15 AM – 11:45 AM (Pacific)
2:15 PM – 2:45 PM (Eastern)

Virtual Exhibit Logistics

- The ADRP Office will build out your virtual exhibit booth based on the features you receive with your support level
- Exhibit booth materials are due by **Friday, September 11**

[View an example exhibit booth](#)

Exhibit Booth Features

- Company Logo
- Company Description (*100 words max*)
- Company Banner, Artwork, or Promotion (*1000px x 250px*)
- Company or Product Video (*YouTube or Vimeo embeddable link*)
- Personal Zoom Room Posting (*Gold and Platinum sponsors only*)
- Representative Details
- Company Materials/Collateral (up to 4 resources)
- Company Headquarters Map Marker
- Company Contact and Social Media Information
- Personal Slack channel for your company to interact with attendees



Networking with Attendees

Introducing Slack

Personal Channel

All exhibitors and sponsors will have their own personal Slack channel where attendees can go to ask questions, interact, and get to know your products & services.

Individual Networking

Beyond sharing general info in your organization's Slack channel, attendees also have the option to reach out to you individually.

Personal Zoom Room

(Gold & Platinum Sponsors Only)

- ADRP will provide you with a personal Zoom meeting room link where you can interact face-to-face with attendees
- The ADRP Office will integrate this link into your virtual exhibit booth.
- Be sure a representative is available to take meetings during the open sponsor office hours!

Sponsor Office Hours

September 23

11:30 AM – 12:00 PM (Pacific)
2:30 PM – 3:00 PM (Eastern)

September 24

11:15 AM – 11:45 AM (Pacific)
2:15 PM – 2:45 PM (Eastern)

Representative Details

- You have the opportunity to submit information on the representatives that will be “staffing” your booth (i.e. monitoring the face-to-face meeting link and your organization’s Slack channel)
- Representative information needed:
 - Name
 - Job Title
 - Bio
 - Headshot
 - Contact Information

If you did not submit representative names when you signed up, please do so by Friday, September 11, so we can be sure everyone is properly registered for the event.



Sponsor/Exhibitor Logistics

Organization Materials/Collateral

Company materials may include:

- Pamphlets
 - Brochures
 - Web links
 - Etc.
- Company materials will be linked and downloadable in your virtual exhibit booth
 - You may provide up to four unique materials
 - Documents should be sent in a PDF format for easy download

Deliverables

Advertisements in *The Hub*

If you signed up for and/or receive one or more advertisements in *The Hub* with your exhibitor/sponsor package, please send us the following by Friday, September 11:

- *Square (200 x 200px) or Rectangular (700 x 150px) Graphic*
- *Preferred URL to link the graphic to*
- *Month(s) preference*

Video Plug for Email

As an added benefit, platinum-level sponsors are invited to share a video (can be different from, or the same video, that is in your virtual exhibit booth) in an *ADRP Zooms In*-related email. Please send in the link to your video by Friday, September 11.

ADRP
ZOOMS IN

Exploring a New World of
Donor Relations

September 23-24, 2020



Frequently Asked Questions

What Data Will I Receive?

- Pre-Event Attendee Contact List
- Post-Event Attendee Contact List
- Number of Exhibit Booth Visits*

*We are limited to tracking only page visits for your exhibit booth, and will not be able to provide number of link clicks or who exactly visited your page.

How long will my booth be active?

- The event platform will be open for 30 days so attendees and exhibitors may re-visit at any point during that time. Gold and Platinum Exhibit booths will remain up for a year.
- ADRP is anticipating 800 – 1000 attendees.
- Your virtual exhibit booth will be emailed to you for you to review prior to making it live.

Zoom Tips & Tricks

Video/Visual

- Be well lit, it's best to have the light in front of you. Dress to present. Avoid busy patterned shirts. Avoid a busy background.

Audio

- Turn off all electronics unless being utilized in your presentation. If possible, use a headset or earbuds with a microphone.

Tell Us Your Name

- You can edit your name as it is displayed to other participants. Here's how:
- In Zoom, select the three dots in the righthand corner of your Zoom video frame. Select "rename" to adjust your name accordingly.

Technical Q's

Do I need Zoom to participate in the virtual event?

- We recommend that you download Zoom Client for Meetings ahead of time: <https://zoom.us/download>
- The web browser client will download automatically when you start or join your first Zoom meeting, but we recommend that you manually download it prior to the conference using the link above.
- Although you do not need to download the Zoom application to participate—you can run the meeting in your browser by clicking “join from your browser” at the bottom of the page—the viewing experience is better through the app.

Access Now

zoom

Client Download

Technical Q's

Where can I find more information on the Zoom platform?

Visit the Zoom Support center for additional information:

<https://support.zoom.us/hc/en-us>

I am having trouble with streaming audio, I can't hear the speaker through my computer speakers, the streaming stopped... what do I do?

If you are not able to hear any audio through your computer speakers, first check to make sure your speakers are not muted or turned off.

The next step is to refresh your screen by pressing the F5 key on your keyboard or clicking the "refresh" button in your web browser.

Access Now

zoom

Support Center

Equipment Requirements

What do I need to present? Can I present with my current computer?

Please ensure your device meets hardware, software, and bandwidth requirements well in advance:

Step 1: Browser Test

Please take the following browser test: <https://zoom.us/test>

Step 2: Please review the following Technical Requirements and be sure your system and networks are up to date.

Minimum System Requirements:

2.0Ghz Processor or faster 2 GB RAM (Greater than 2 GB recommended)

Access Now

zoom

Browser Test

Browser Requirements

Can I run Zoom on the browser I use?

Minimum Browser Requirements:

- Your browser must support HTML-5. To detect your browser version, run <https://whichbrowser.net/>
- Windows 7 or later Mac OS X 10.9 or later
- Chrome 60 or greater
- Firefox 52 or greater
- Edge 14 or greater
- Safari 10 or greater
- iOS 10 or greater
- Internet Explorer 11 IP Addresses
- Ports to Allow for HTML5: 72.32.161.112 port 80, 443 (web and audio) 72.32.200.104 port 80, 443 (web and audio) 72.32.221.65 ports 80, 443 (web and audio) 72.32.221.66 ports 80, 443 (web and audio) 67.203.7.114 ports 80, 443 (web and audio)

**Detect Your
Browser**

Additional Requirements

What else should I know?

- Disable pop-ups blockers in your Internet browser settings.
- A wired connection is recommended. Wi-Fi signal strengths can vary causing bandwidth to increase or decrease. A wired connection gives a consistent signal and consistent bandwidth. A wired connection provides a better experience.
- Audio (sound) is projected through your computer speakers. Be sure your computer is equipped with speakers, you are using a headset, or the room where the conference is being broadcast is equipped with speakers so you can hear the presenters.

Zoom Meeting Resources

- Add a Zoom profile image on your Zoom account:
<https://support.zoom.us/hc/en-us/articles/201363203-Customizing-your-Profile>
- Computer and system requirements for Zoom:
<https://support.zoom.us/hc/en-us/articles/201362023-System-Requirements-for-PC-Mac-and-Linux>
- Test your computer:
<https://support.zoom.us/hc/en-us/articles/201362283-Testing-computer-or-device-audio>
- Test your Internet speed in Google:
<https://www.google.com/search?q=speed+test>
- Using PowerPoint and Zoom:
<https://support.zoom.us/hc/en-us/articles/203395347-Screen-Sharing-a-PowerPoint-Presentation>
- Using Keynote and Zoom:
<https://support.zoom.us/hc/en-us/articles/201362963-Screen-Share-A-Keynote-Presentation>



Contact Information

Contact Information

The ADRP Virtual Event team will field any questions regarding:

- Tech
- Sponsor/Exhibitor support
- Registration
- General Questions

Please reach out to the ADRP Office to connect with a member of virtual event team.

E: office@adrp.net | use subject line "Virtual Event [topic] Question"

P: (206) 209-5298

Hours of support: 8:00 AM – 5:00 PM Pacific (11:00 AM – 8:00 PM Eastern)