



Event\Technology

The Leading Platform For Hosting Virtual & Hybrid Events

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1 . Hybrid & Virtual Events

Leverage the Best of Live, Online

Same as any company offering, events need to exceed customers expectations to stand out. Using technology we can connect and do business globally in real time, creating new ways to amaze attendees online and differentiate from competitors.

Keeping your audience engaged in a safe environment, hybrid & virtual events are a reality for event planners, marketers and business owners looking to produce powerful events experiences.

Nurturing your audience, connecting with important stakeholders and keeping your brand actively in the conversation are some of the benefits.

**But mostly, our clients need to host hybrid & virtual meetings.
And there's where we come in.**



2. CHOOSING THE BEST PLATFORM FOR ALL FORMATS

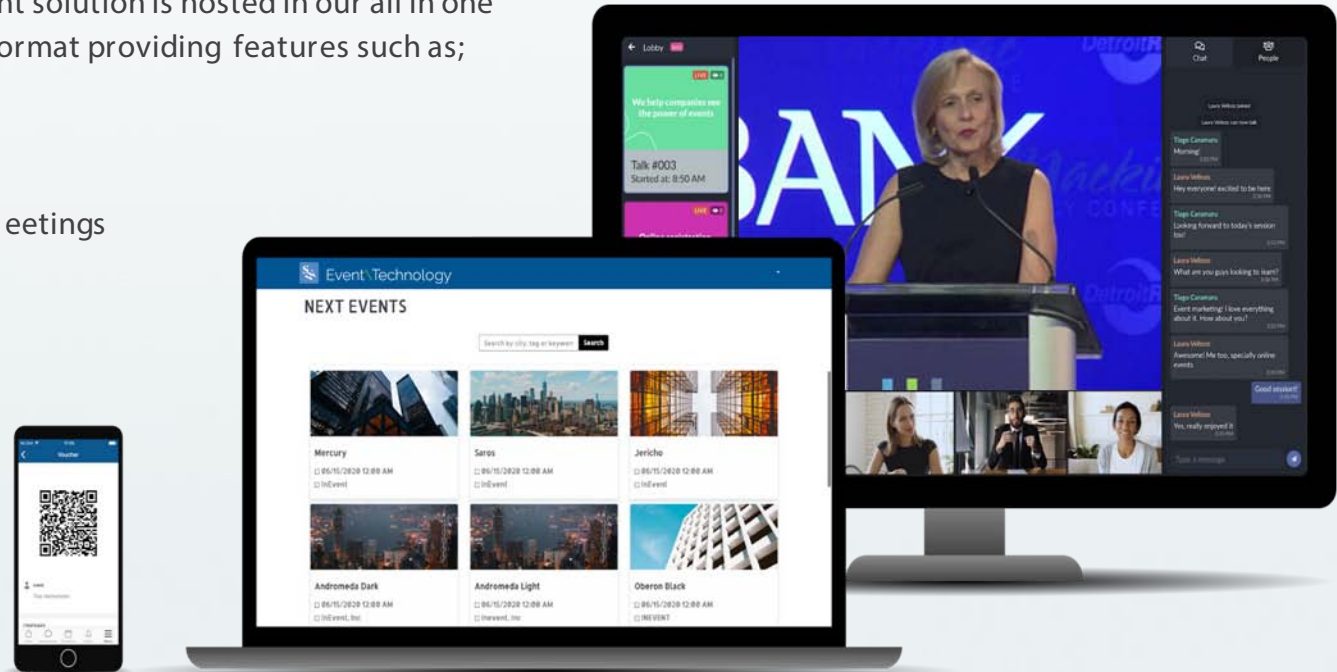
One Platform: Powerful Virtual & In-Person Event

If you have a partner like SW Event Technology, this process can happen seamlessly, whilst providing great experiences for attendees.

That's because our virtual event solution is hosted in our all in one platform suited for any event format providing features such as;

- Virtual Lobby
- Breakout Rooms
- Private One on One Secure Meetings
- Registration
- Ticketing
- Mobile App
- Customized Event Website
- Marketing Communications
- Analytics

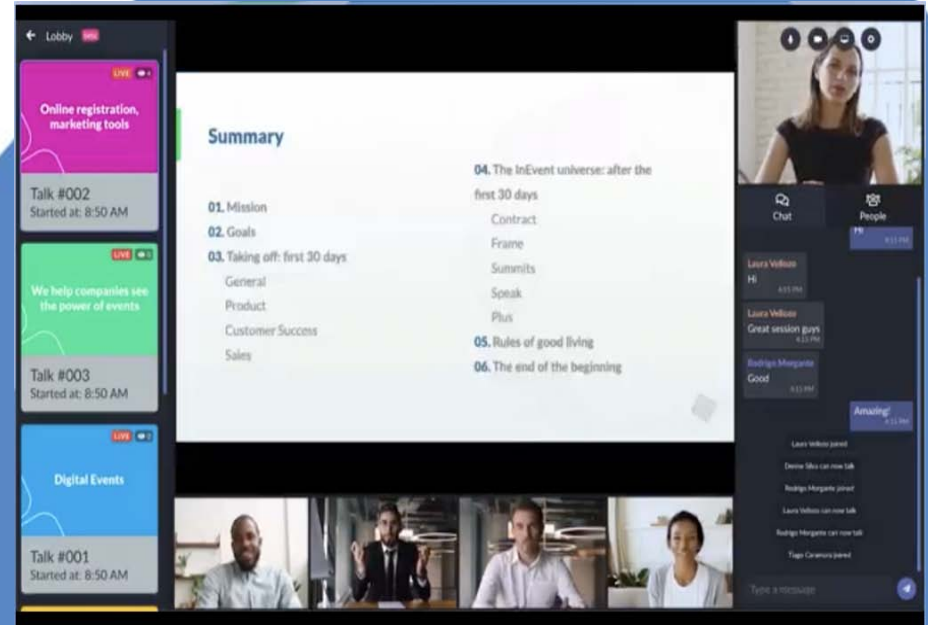
* Ask about our virtual studio



Virtual Lobby for dynamic online events

SW can provide a virtual solution that translates the best of in-person into dynamic online experiences.

- **Discoverability:** Change rooms, watch new sessions, join a chat group or even start a one on one conversation with a click of a button, on the same dashboard, without delays.
- **Networking:** Take a look at the venue and see with whom you would like to connect. Join a room and start chatting!
- **Content:** Discover sessions, assets, presentations and more at the same dashboard you are watching our live streams.



Extra features for an engaging online experience

- **Screen sharing:** Share your current screen with picture in picture support.
- **Speaker control:** Set which speakers and guests can speak during your panel or live sessions.
- **Group chat:** Build an interactive chat room with live messages from attendees.
- **Pre-recorded video:** Upload your pre-recorded session so attendees can watch on-demand.
- **Analytics (all metrics):** Generate reports with live video sessions, audience, bandwidth and more.



Connect your virtual event with any platform

SW Event Technology can integrate your current video communications solution, which can be:

- Zoom
- on24
- Webex
- Google Meet
- Facebook Live
- YouTube



Networking made easy on your smartphone

Access content in a secure environment, network using chat messages, book meetings and also connect on social networks. Moving your event online has never been easier.

Book meetings easily

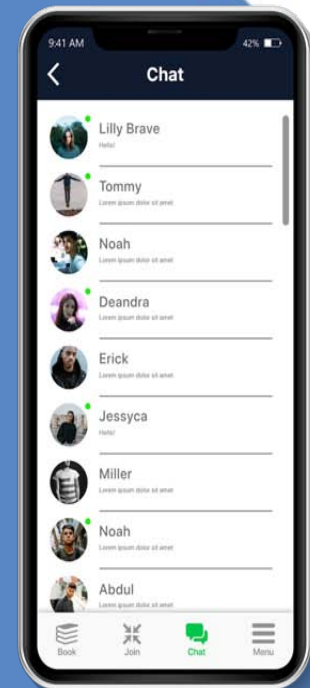
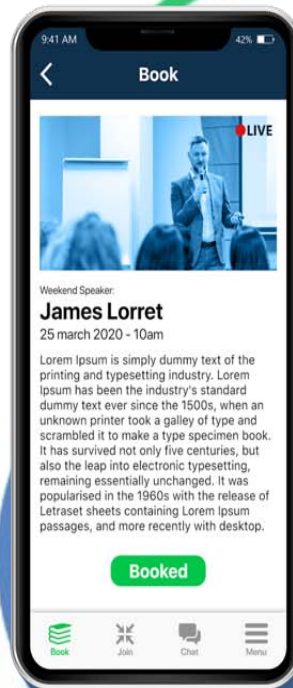
Send meeting requests to face to face intros.

Send chat messages 1-1

Browse using tags, roles and companies to engage valuable relationships.

Join Q&A and polling to share knowledge













Engage with your peers on sessions designed to boost engagement.



Features to benefit your events

- **Flexibility:** easily update dates, speakers and sessions in real time as your event grows or adapts to changes.
- **Scalability:** host events for up to 100.000 people per live session, scaling size and frequency as you need.
- **Security:** ensure data security with private sessions, controlled invitations and encrypted access links.

Private Chat

 Elsa Lalst CEO	 Orson M. Administrator	 Ivo Watkins Journalist
 Lani Salt Engineer	 Lara Hogan Public relations	 Arwel Melia Designer
 Anabella B. Salesperson	 Kareem Flynn Journalist	 Scott Greene Engineer
 Jaydan Ryder Public relations	 Brooke Palmer Administrator	 Luca Clements Designer



Features to benefit your events

- **Measurability:** measure your event's reach, engagement and leads with live analytics that drive actionable results.
- **Accessibility:** provide content for mobile apps or desktop, accessible however your attendees prefer.
- **Simplicity:** leverage our all-in-one dashboard to manage multiple sessions simultaneously, with the click of a button.





3. INCREASING REVENUE OPPORTUNITIES

Monetize with Sponsors

After ensuring you have partnered with the right tech provider to guarantee the best user experience, you can still increase your event's revenue with sponsorship opportunities. Follow our **5 point sponsor strategy** with Virtual Lobby:

1. Create separate environments for each sponsor

Branded rooms with sponsor's logo for dedicated content and interactions

1. Display and track ads on mobile app

Personalize our app with your content and advertise your sponsor's brand, measuring clicks per ad.

1. Build stores and 3D booths

Use referral links to directly target attendees into purchasing brands' offers.

4. Share branded files

Upload business cards, product materials or company presentations to any session.

5. Handover leads

Share a list with all attendees with your sponsor, including all who registered and joined each session of the event.





3. INCREASING REVENUE OPPORTUNITIES

Offer Sponsorship Quotas

Another strategy to consider when prospecting sponsors for your event is offering varied investment options. Increase your odds of finding a match with different levels of sponsors, including more benefits according to the price invested.

For instance, you could split 3 categories for brands rated as Bronze, Silver and Gold:

Bronze Benefits:

- Create separate environments for each sponsor;
- Display and track ads on mobile app.

Silver Benefits:

- All Bronze benefits, plus: build stores and 3D booths;
- Share branded files.

Gold Benefits:

- All Silver benefits, plus: Handover leads.

3. INCREASING REVENUE OPPORTUNITIES

Strategically Drive Sales

As an addition to sponsors, generating other revenue streams in virtual events can be done with strategic planning, execution and post-event actions, such as the ones below:



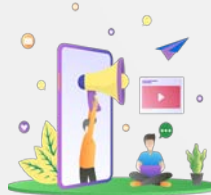
Create a marketplace

Build virtual stores for different vendors to promote their offerings to your audience, negotiating a fee for deals made there.



Invite leads and promote strategic connections

Use our networking features to develop relationships 1:1 or in group chats to form partnerships and close deals.



Sell tickets

Virtual events offer a rich environment to learn, connect and do business. Greater value equals higher price tags.



Measure engagement

Follow how many ad clicks, meetings, products purchased and attendees' interactions made to see the value generated.



Track ROI

Connect a CRM like Salesforce with SW to track deals generated by the event, measuring the real return on your investment.



SHOWTIME
Events & Display

Portable Streaming Packages

Rental Packages

Marantz Package

- Marantz Pro Streaming Kit
- Furman Power Strip
- Pelican V600 Case

\$375
weekly rental rate*



Advanced Package

- Sony HDR-CX455HD Camcorder
- Sony Compact Tripod with Remote Control
- Blackmagic Web Presenter with Smart Panel
- Wireless Microphone Combo System
- 10' Micro-HDMI to HDMI Cable
- 25' Cat6a Cable

- Sony MDR-7506 Professional Headphones
- Furman Power Strip
- Pelican V600 Case

\$675
weekly rental rate*



Home Studio Lighting Package

\$125
weekly rental rate*



Green Screen Backdrop

\$95
weekly rental rate*



Wireless Microphone Combo System

\$125
weekly rental rate*



Pop-Up Booth Backdrop

Inquire for options



3. CHOOSE THE PLAN THAT'S RIGHT FOR YOU

Our pricing model is simple and easy to understand, charging per registration on your selected plan.



	Essential	Basic	Enterprise
Live App	✓	✓	✓
Reports	✓	✓	✓
Virtual Lobby	✓	✓	✓
Live Chat		✓	✓
Marketing Communications	✓		✓
Networking		✓	✓
Polling		✓	✓
Website	✓		✓
Ticketing			✓
Ads	✓	✓	✓
Agenda	✓	✓	✓
Analytics	✓	✓	✓
Attendees	✓	✓	✓
Exhibitors	✓	✓	✓
Feeds	✓	✓	✓
Multi-events & Breakouts	✓	✓	✓
Speakers	✓	✓	✓
Sponsors	✓	✓	✓
Event map		✓	✓
Feedback		✓	✓
Invites	✓		✓
Push notifications		✓	✓
SMS	✓		✓
Social media content		✓	✓
Waitlists	✓		✓
2-factor secure authentication			✓
Access control			✓
Badge printing			✓
Events calendar			✓
Flight management			✓
Hotel room list			✓
NFC bands			✓
QR Code			✓
Streaming integration			✓



Trusted platform utilized by the worlds largest enterprises



HONDA



B:OMARIN





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