

2021 Annual Operators Virtual Seminar – Sponsors FAQ



GENERAL SPONSORSHIP Q&A

Question: What is the seminar and when does it take place?

Answer: The 46th Annual Operators Virtual Seminar & Trade Show is a 4-day virtual event that offers delegates the opportunity to engage in workshops, stream technical presentations and participate in the virtual trade show with over 50 exhibitors and 19 sponsors. It will feature updates from AWWOA and Alberta Environment and Parks and comprehensive technical sessions on all areas of the water and wastewater industry.

It will take place on Tuesday March 9 to Friday March 12, 2021. A full schedule of events is available at awwoa.ca.

Question: Where can I purchase a sponsorship package and what is the cost?

Answer: Packages can be purchased by filling out our Sponsorship Form and emailing to connect@awwoa.ca

Pricing for each package is:

Gold - \$1,500.00

Silver - \$1,000.00

Bronze - \$500.00

Question: What is included with my virtual sponsorship space?

Answer: Each package comes with the following standard items. For details on each level, please see the [Sponsorship & Trade Show Prospectus](#).

- Virtual sponsorship space with customizable features such as company logo, link to company website and product video & upload up to two (2) pdf handouts
- Create your own virtual showcase event
- Use the live chat tools to connect with delegates
- Logo placement on home page of seminar web app
- Logo placement on home page, agenda and delegate profile pages on the mobile app
- AWWOA website acknowledgment on Seminar page
- Features on AWWOA social media pages – Twitter, Facebook & LinkedIn (various amounts depending on sponsorship package)
- Logo in Alberta Utility Operator newsletter distributed to over 2,000 AWWOA members (if before January 2021)
- Verbal recognition during the virtual seminar
- Virtual Seminar registrations (various amounts depending on sponsorship package)
- Virtual exhibitor booth (Gold package ONLY)
- Logo featured on main page of AWWOA website (Gold package ONLY)

Question: What is the time commitment to the sponsorship space?

Answer: Your availability on the app really is up to each sponsor. Our delegates will have access to the sponsorship pages throughout the entire week of the Seminar however, this does not mean that sponsors must be available the entire time. AWWOA will be encouraging as many delegates as possible to join us for the virtual trade show on Tuesday March 9 and the POWER HOURS on Wednesday March 10 and Thursday March 11. If you are interested in hosting your own live company show case, we would recommend doing this during the trade

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show times listed above. We ask that sponsors refrain from hosting these types of sessions when the education sessions are happening.

Question: Will this new approach be effective and beneficial to my company?

Answer: We understand that joining us in this new online format will be different than attending an in-person event. This means that some approaches to engage with delegates that work well in a physical setting will not work as well in a virtual one. We encourage you to utilize all the features within the Whova platform to maximize interaction with attendees. The more information you have available in your sponsor space for delegates to interact with the more they may be inclined to visit. The platform can also capture lead generation instantly from attendees liking your space. You can also capture lead information manually within the app. It is also available to export right at your fingertips at any time! Your company information and sponsorship space are also available on the platform at any time during the week providing even more exposure than an in-person event. You will receive a notification when someone sends you a private message, so you do not need to be available 24/7. By utilizing the Community board within the app, you can also message and potentially reach all the registered delegates to tell them about your company and announce your live demo. AWWOA will provide more information on all these options in the set-up instructions after you purchase a sponsorship.

Question: Low attendance is a concern. How can I get the most exposure for my company?

Answer: AWWOA is working hard to create a technical program that will provide the opportunity to bring a large number of our members and industry professionals to the Seminar. Presenting our event virtually will also allow individuals who may not have been able to join us in person due to travel costs or budget restraints, the ability to attend, which will open registration to a much wider audience.

In addition, we have opened the virtual trade on the Tuesday March 9 to all of our members for the first time ever. This means that any member or industry professional can sign up for free ahead of time and participate with all exhibitors and sponsors. (Note: pre-registration is required for this option so AWWOA can monitor who will be attending).

Finally, our event platform has features in place that will allow you to reach out to delegates and encourage them to stop by your space. We will have more information in the set-up instructions and technical FAQs below.

Question: Seminars are about networking. How can I achieve this through a virtual setting?

Answer: It is true that there will be challenges in gaining the full benefit of attending our physical Seminar in a new virtual format, especially from a networking perspective. We believe the platform we have chosen will go a long way in addressing this concern that we have heard from both delegates and sponsors. At the end of the day, what you put into your space will help you achieve what you can get out of the experience. The more that you can utilize the platform features and engage with delegates, the more we are hopeful you will have a positive experience in this setting.

As Sponsors, you will have access to update your space with key information that you wish to share with other Seminar attendees. This information is a great way to position yourself for delegates to be able to contact you. Within your space, you will be able to see the number of people that have viewed your information. When they are there, you will be able to communicate with them in the chat box as well as one-on-one through their profile with text and video chats in the messaging tab.

You will also be able to go into public areas and reach out to individuals or groups that you see there through the chat function. This is a great way to reach out to contacts you may know from previous Seminars or events.

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Question: Lead retrieval and generation are an important measure. Will I be able to collect this information?

Answer: There are some embedded features within your space that will help you with lead retrieval. This includes manual entry of contact information as well as collecting info from those who click like on your space, send an inquiry or enter the promotional offer features within the app. All lead generation from these methods are available to export into an excel sheet that is emailed to you upon request through the mobile app.

Question: How can I get the most visibility at a virtual event?

Answer: Visibility in the virtual world is going to be different than in-person. Features within our event platform will enable visitors to filter based on their package level or by searching for company name or description. We recommend placing key words in the company description portion of your space if the products or information you have is not included in your company name. By doing so, you are likely to get more visitors specifically interested in your product or service. Finally, let your contacts know you are participating as a sponsor!

Question: Using this new technology is a concern. How can I ensure that the new platform will not fail on me?

Answer: Shifting to new technology and an online setting can be intimidating. AWWOA is committed to support sponsors before and during event to ensure you have a successful experience. Prior to the virtual Seminar, we will be working with you so that you are comfortable and setup in the platform. We will also have technical support available to during the event so that we can help you right away with any issues that may come up.

Question: Will sponsoring at the virtual seminar affect my company opportunities for 2022?

Answer: No. Whether you can join us virtually in 2021 or not, all companies will be able to apply for sponsorships in 2022. Companies booking for next year will have the same status as the last in-person show in 2020. Sponsors are also always open to anyone interested each year.

TECHNOLOGY Q & A

Question: What platform will be used?

Answer: For the 46th Annual Operators Virtual Seminar will be using the platform Whova.

Question: How can I get access to the platform and use it during the event?

Answer: Once the event app is live, the primary contact for the sponsorship will be emailed a unique link for the initial set up of the virtual space. To access the event as a sponsor you will need to create a free account on the Whova platform either through the website or mobile app (available on iPhone and Android).

Question: Who do I contact with any questions or issues?

Answer: AWWOA will be available through the Whova app during the virtual Seminar. You can also contact Kirstin Mihaychuk, Program Coordinator, at kmihaychuk@awwoa.ca for assistance before or during the event for any questions or concerns.

Question: What is a live showcase and how do I set this up? Can it be done right within the app?

Answer: A live showcase or demonstration is feature within the Sponsorship options that allows you to host a live session to talk about your company or your products. We recommend hosting these during the trade show hours as not to compete with the educational program. To set this up you will need to create your own session in

a separate streaming/meeting platform of your choosing (e.g., Zoom, GoToWebinar, Webex, etc....) From there you can edit your sponsorship space and add the link for delegates to join. The Whova app will only host the link

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you provide and display the info within the app. Please see the Whova guide or app for a list of supported platforms that you can use to host and use this feature. If you have a live demo set up, please email kmihaychuk@awwoa.ca with the title and time so that AWWOA can send an announcement to the delegates of all these sessions.

Question: How I can communicate with delegates?

Answer: The Whova app has some great features that sponsors can use to connect with delegates. Chat feature within sponsorship space, collect lead generation info through likes or manually, community board to post messages, host a live demo, chat one-on-one with delegate profile (text or video – hosted within app).

Question: What does the event app platform look like?

Answer: For a preview of the app please check out our [recorded demo session](#) that highlights all the features that you will be able to use in your space. Once you have purchased a sponsorship, you will receive information from AWWOA about set up.

Question: Can I view the event and sponsorship space on a mobile device?

Answer: Whova's virtual event platform can be taken in through either a web browser or mobile device. We recommend accessing your sponsorship space for set up and for the live Seminar on a laptop or desktop device to have the best experience. **NOTE:** Some functions for the sponsorship space are ONLY available on the web app. The mobile app will only feature your company logo and a link to your company website. You will not have access on the mobile app to the live showcase, pdf handouts, company video, lead generation and chat features.

Question: I have purchased a sponsorship package. How can set up my space?

Answer: Once you have purchased a sponsorship, you will receive an email from AWWOA with a unique link for your sponsorship space and instructions on how to set it up. We ask that you look and fill in as many of the information fields and features within the app. The more information that you complete the more delegates will have to interact with you.

Question: How many people can be set up in the sponsorship space? Can I change this information?

Answer: Each sponsorship space can only be assigned to one primary contact. If you need to change this information, please email kmihaychuk@awwoa.ca with the new contact and email. We will update your sponsorship space that will allow them to entry.

Question: My package came with virtual seminar registrations. How do I get them registered and set up?

Answer: Upon purchase of your sponsorship package, an email with information will be sent out from the Association. At that time, you can provide the information (name and email) needed to get your virtual registrations. We will also follow up with each sponsor prior to the seminar who are eligible for this to confirm delegate names. Once the app is live for all delegates, AWWOA will email out information on how to access the platform for the week.