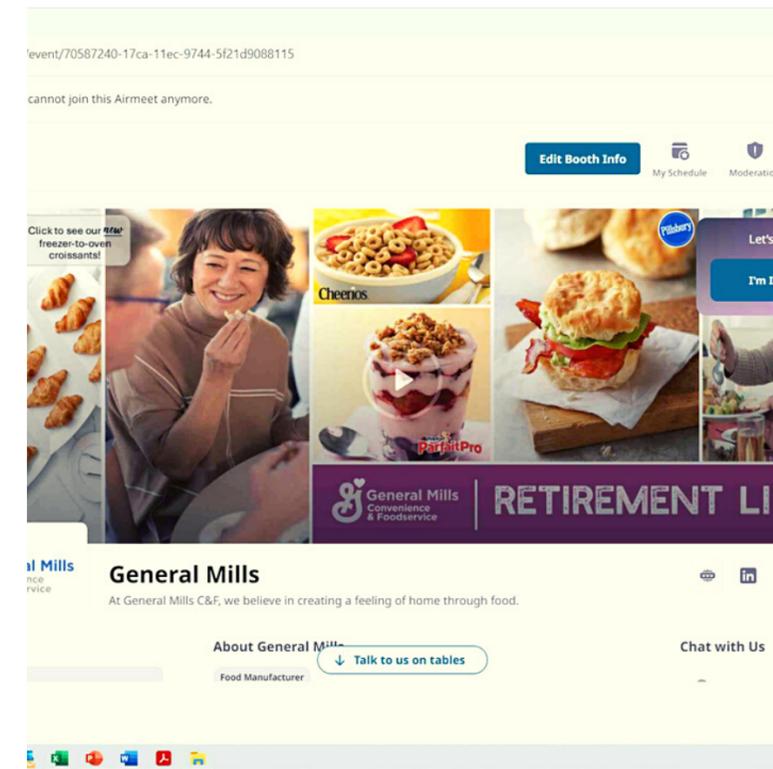
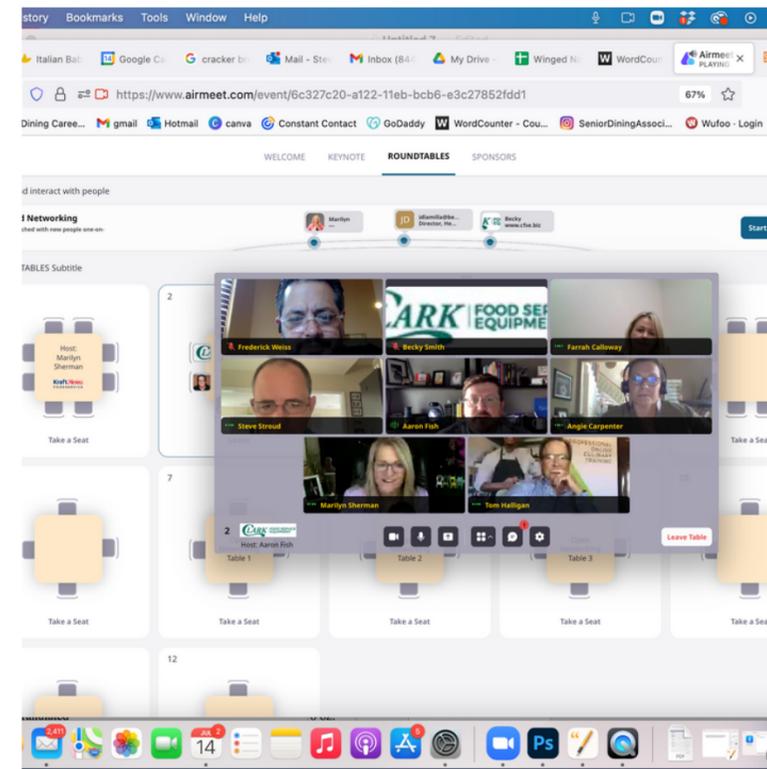
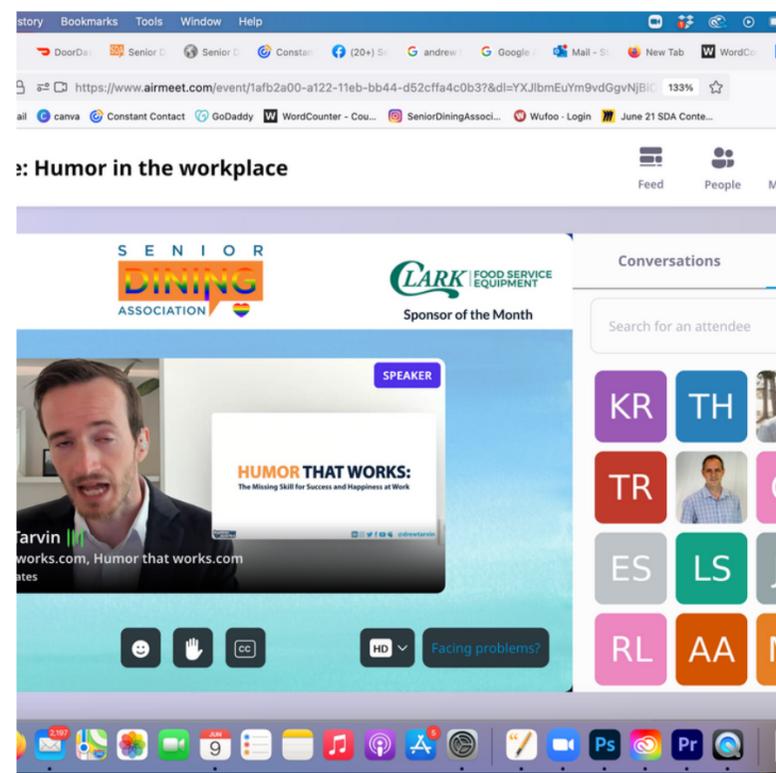




# SDA VIRTUAL expo

SPRING EXPO: JUNE 6-7, 2023  
FALL EXPO: DECEMBER 6-7, 2023



# SDA VIRTUAL EXPO

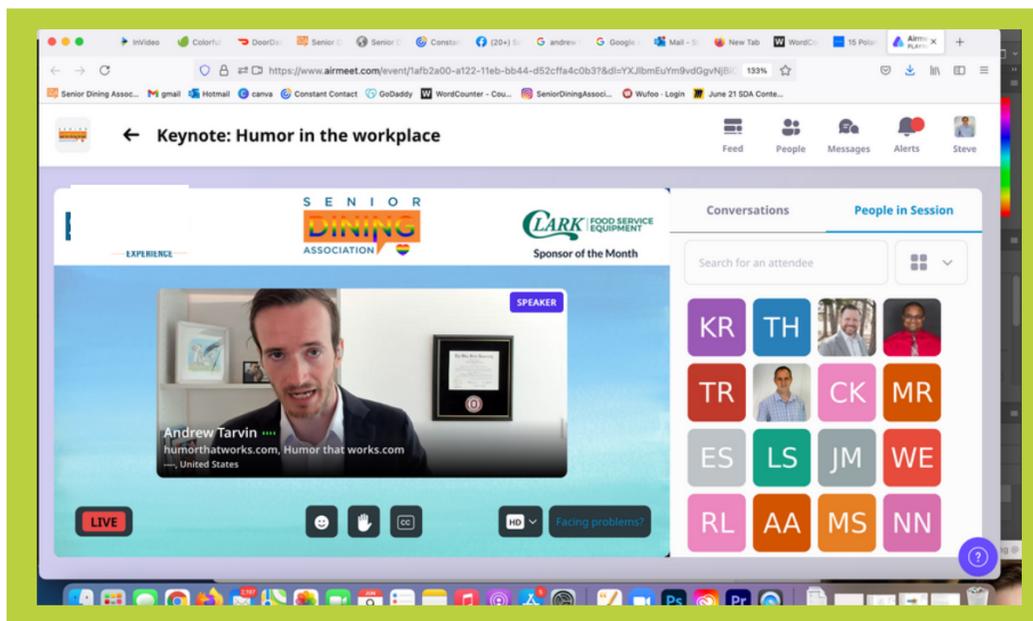
Spring Expo: June 6 - 7, 2023  
Fall Expo: December 6 - 7, 2023

THOUGHT LEADERSHIP | LEAD GENERATION | WEB TRAFFIC DRIVER  
LIVE ENGAGEMENT | BRAND AWARENESS | PRODUCT SPOTLIGHT

The **SDA Virtual Expos** will give senior dining leaders an opportunity to connect and interact with industry partners and peers to learn about new products and innovations in our interactive expo. Coupled with our **new gamification** experience, social lounge for topic driven roundtable discussions and great content and education on leadership development, culinary demonstrations, and product demonstrations.

## WHY PARTICIPATE

While it is still challenging to meet in-person, this connection opportunity was designed by SDA to bring industry partners and senior living dining leaders together for networking, education, and motivation through an experience similar to an in-person event.

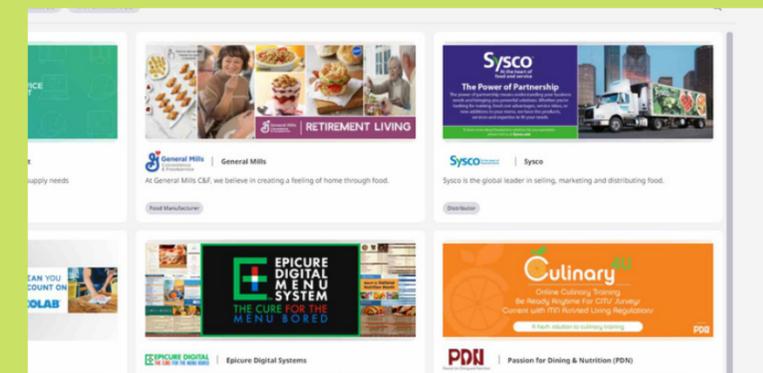
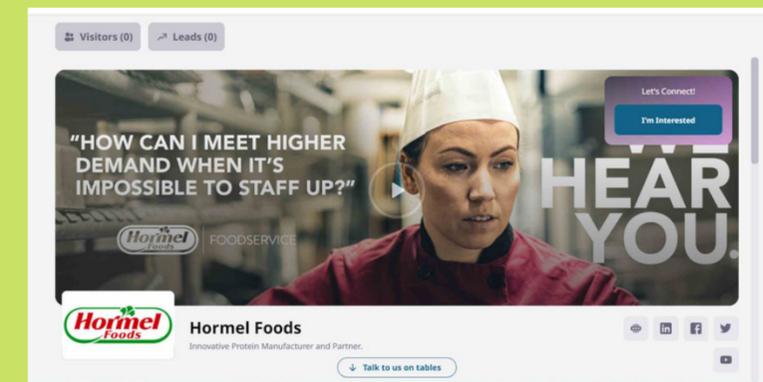


## WHAT YOU SHOULD KNOW

- The SDA invested in **Airmeeet.com** for our interactive event platform.
- **Post event analytics** that would make a marketing manager happy and a few live stats during the event # of visitors & clicks. See next page for **complete list of analytics**.
- **New attendee gamification experience** with prizes to increase visibility for attendees who visit your booth and interact.
- **Customize your booth experience:**
  - **Various layouts** for customized experience
  - Welcome **videos**, weblinks, PDF's, and edit button text
  - Instant chat interaction via messaging or **face to face chat in your booth**
  - Ability to **offer special discounts** in booth
  - One-on-one-meetings in your **virtual office**
- **Networking** in your booth, social lounge, or fluid space
- **Share your expertise** with education and training in leadership development, change management, industry trends, culinary and product demonstrations opportunities are available for sponsors.



## INTERACTIVE BOOTHS!



# SDA VIRTUAL EXPO

Spring Expo: June 6 - 7, 2023  
Fall Expo: December 6 - 7, 2023

THOUGHT LEADERSHIP | LEAD GENERATION | WEB TRAFFIC DRIVER  
| LIVE ENGAGEMENT | BRAND AWARENESS | PRODUCT SPOTLIGHT

## Exhibitors Will Receive

- One (1) virtual interactive booth
- **Customize your interactive booth** with marketing brochures, videos, product catalogs, images, pdfs, social media and more.
- Clickable "**Register Interest Button**" prompts visitors to provide their email address, which will be sent to you as leads at the end of the event via email.
- **1 live networking table** to use as your virtual office and communicate with visitors via live video chat & screen sharing capabilities for demonstration purposes.
- Instant chat interaction via messaging or face to face chat in your booth
- Ability to **offer special discounts** in booth
- Follow-up analytics including event summary, booth visitor contact details, and attendee information.
- Pre-event training and education for booth experience
- Post-event virtual feedback debrief of experience for all exhibitors and sponsors participating.

## Cost

### EXHIBITOR ONLY      SPONSORSHIPS

1 Event: \$450	1 Event: \$1,000
2 Events: \$850	2 Events: \$1,800

## Sponsors Will Receive

Everything listed under Exhibitor and:

- Branding on event landing page, social media, and all event promos.
- Top booth placement per sponsor and category
- Up to **12 live networking tables**
- **Interactive Education Component** - What is in your wheelhouse?
  - Host a topic driven roundtable discussion with your industry expert.
  - **Share your expertise** with education and training in leadership development, change management, **culinary & industry trends**, culinary and **product demonstrations** opportunities also available.
  - Moderate a culinary education discussion or demo

SDA will collaborate with sponsors to assign all interactive education components.



## Post Event Analytics

### Event Summary

- Total registrations
- Number of attendees who joined session(s)
- Number of attendees who joined table in the Lounge
- New Registrants
- Repeat Registrants
- Number of reactions(emojis used)
- Total attendees
- Average number of sessions attended per attendee
- Median number of sessions attended by attendees

### Booth Analytics

- No. of unique visits & contacts
- No. of unique clicks on 'I'm interested' button
- No. of times banner video was played
- No. of unique clicks on resources in the booth
- No. of unique clicks on web URLs
- No. of unique users who joined table in booth
- No. of unique clicks on links added
- No. of times videos were played in full screen