

THE 2021 VIRTUAL PLATFORMS INDEX

Event Marketer's Q1 guide to the industry's top virtual products & platforms

There's never been a more important time to have a strong virtual platform partner. But the market has never been more inundated with options.

To make the job easier for event marketers in search of just the right platform for their portfolio of 2021 events, we created the Virtual Platforms Index. Each profile includes vital information on the industry's top platform providers, all designed to help you get to know who's who, who does what, and quickly compare features, review case studies, client rosters and pricing, and narrow down your choices to just those providers worth a closer look.

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6CONNEX

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CORE CAPABILITIES: 6Connex provides personalized immersive virtual and hybrid events ranging from sales & marketing conferences, continual education webinars and job fairs, supporting various industries and hosting hundreds of thousands of attendees worldwide.

KEY FEATURES: 6Connex offers various unique tools separating us from our competitors, including our Immersive Experience, Unmatched Scalability with Enterprise Level Security, Perpetual Virtual Event Concept and our Open VE universe.

ATTENDEE ENGAGEMENT TOOLS: Webinar tools, gamification, social sharing, video conferencing, virtual photo booths, virtual mosaic, multitude of chat options - text & video, translated chats & videos, subtitles, & custom branded sponsor booths with unique, interactive opportunities within each booth.

ANALYTICS CAPABILITIES: Our technology allows you to actively track, measure results and calculate true ROI with detailed metrics and insight into user behavior, content preferences, and program impact.

PRICING: We price our services based on the level of innovative, engaging features desired for each specific environment. Based on the selected features and the organizations corresponding budget, we offer three licenses to choose from ranging in price: Theater, Standard, Enterprise.

CLIENT LIST: Salesforce, EY, Disney, Microsoft, Tik Tok, Pfizer, Bamboo HR, United Way, University of Alberta, LHH, Rolls Royce, Army National Guard, Herbal Life Nutrition, Ecovadis, etc.

CLIENT CASE STUDY SNAPSHOT: The 2020 EcoVadis Sustain event attracted 2,700 registrants and logged 1,800 unique views. Average attendance time was approximately seven hours, and attendee feedback gave high marks to the content quality, opportunities for peer-to-peer interaction, and broad audience reach.

ONE CLIENT TESTIMONIAL: "It was easy to work with 6Connex. The platform can be customized in so many different ways, but the 6Connex team was able to break it down into 'bite sizes.' They were business savvy and understood our needs. We would suggest something we wanted to accomplish, and they made that 'something' even better. The teamwork and dedication to us as a customer was incredible. Set up was much easier than we anticipated. We were ready to deploy a week before the event" – Salesforce



ACCELEVENTS

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CORE CAPABILITIES: Accelevents is an all-in-one virtual & hybrid event platform for conferences, summits, trade shows, fundraisers, festivals, launches, kick-offs, workshops, seminars and more. Our intuitive features and dedication to customer service takes the complexity out of hosting dynamic events.

KEY FEATURES: Our key features include integrated live streaming, mainstage keynotes, simultaneous breakout sessions, virtual exhibitor hall, ticketing & registration, event marketing & branding customization, attendee networking, gamification & leaderboards, and seamless third party integrations.

ATTENDEE ENGAGEMENT TOOLS: Our attendee engagement tools include 1:1 speed matchmaking, interactive workshops, drop-in lounges, interactive chat, people search, connection requests & meeting scheduler.

ANALYTICS CAPABILITIES: Our analytics capabilities provide event organizers and marketers the ability to track engagement and measure ROI with real-time insights and built-in dashboards. Specifically, the platform tracks speaker and session performance data, click activity and flow of attendees journeys, and exhibitor lead collection data.

CLIENT LIST: Home Depot, Linux Foundation, Cloudbees, Torn Ferry, TedX, JFrog, Bisnow, Lawn Doctor, Harvard University, Stanford University, Duke University

CLIENT CASE STUDY SNAPSHOT: Due to the pandemic, leading digital sales and marketing agency IMPACT pivoted to virtual to host an event educating their customers on the latest HubSpot updates. IMPACT selected Accelevents to deliver the event due to the platform's breadth of features. Specifically, IMPACT prioritized their goals of delivering live and simulive video, native streaming, 1:1 attendee matchmaking, and detailed analytics.

ONE CLIENT TESTIMONIAL: "I think the best part about working with Accelevents was the support available! Even if we just had a simple question they were always quick to reply and help us get an answer" said Stephanie Baiocchi, director of community & events at IMPACT. "Beyond that, having the platform work flawlessly throughout our entire event was such a relief! So much so that we're using it again for our next event."

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boomset

BOOMSET

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CORE CAPABILITIES: End-to-end virtual, in-person & hybrid event management for organizers and impactful events for attendees, speakers, and sponsors: Branded Registration & Ticketing, Live Streaming, Session Broadcasting and Breakouts, Exhibitor Management & Virtual Booths, Attendee Engagement & Networking, Event Analytics & Reporting, HTML-Rich Editing for Customization, Various Best-In-Class Support Options

KEY FEATURES: A virtual web & mobile platform featuring

- **Registration:** Agenda Selection, Custom Forms, Embeddable Ticketing Widget
- **Sessions & Broadcasting:** Native Video Tools, HLS & RTMP Options, Downloadable Session Content, Backstage & Rehearsal Area, Video Sharing before-during-after Sessions, Livestream Studio Control for Videos & Speakers, Closed Captioning
- **Exhibitor Management:** Exhibitor-Facing Portal for Booth Customization, Content Hub, 1-1 Meeting Scheduler, Live Video Demos, Virtual Lead Scanning
- **AI-Based Language Translation**

ATTENDEE ENGAGEMENT TOOLS: Join stage to participate with speakers in a live session. Exhibitor Meeting Scheduler. Web & Mobile 1-to-1 & group messaging and video. Live polling and surveys, chat, Q&A. Gamification to earn points. Matchmaking. Breakouts & more!

ANALYTICS CAPABILITIES: Event registration & revenue tracking. Real-time attendee engagement stats. Broadcast viewing numbers. Customized reports of full event demographics. Robust exhibitor analytics like booth traffic, connections & meetings.

PRICING: Subscription based on the plan you select, number of attendees, and premium add-ons. Email sales@boomset.com for more info.

CLIENT LIST: Inc., Johns Hopkins University, FastCo, Hubspot, Facebook, Align Technology

CLIENT CASE STUDY SNAPSHOT: EFCG chose Boomset to create an experience that was unmatched compared to alternatives. Shifting from webinars to a multi-session virtual event using Boomset allowed EFCG to promote high interaction and engagement with all the functionality they needed in one simple, easy to navigate platform.

ONE CLIENT TESTIMONIAL: “The time we saved with Boomset was invaluable. It’s given us more confidence knowing that we have the capability to execute compelling in-person and virtual events.” – Environmental Financial Consulting Group (EFCG)

cadence

we create experiences

CADENCE

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CORE CAPABILITIES: We help companies use live events to inspire and move audiences. We lead with strategy, create and deliver content, and manage your production. Our teams have decades of experience in live and broadcast events and we have the technical staff in house to navigate and manage virtual options.

KEY FEATURES: Low latency streaming allows attendees to be connected into the meeting broadcast in real time. This key feature allows better audience participation without the broadcast delay found in most solutions. Our physical and virtual studios elevate the broadcast and provide control over what the audience is viewing.

ATTENDEE ENGAGEMENT TOOLS: Dedicated, simple event websites, creative viewer kits, and virtual or physical sets enhance our broadcast platform beyond a video call. Exclusive low latency technology allows for live game shows, trivia, and audience participation across all attendees. Networking is fostered through team “hangouts”, group activities, and live chat throughout the meeting.

ANALYTICS CAPABILITIES: In addition to classic attendee statistics tracking viewer time and clicks, we can customize real time polling and post show surveys to get insight into attendee information retention. Our system also tracks all attendee interactions and can aggregate your top users.

PRICING: Pricing is quoted based on individual event criteria and how much content development is needed. Typical meeting prices begin at \$100,000.

CLIENT LIST: Mercedes Benz, Daimler, Thomas Built Buses, Gilson, PepsiCo, Quaker, Truck Pro

CLIENT CASE STUDY SNAPSHOT: Our client came to us after producing small meetings on Zoom. Viewers weren’t engaged, presenters were dry. We elevated the broadcast with studio based productions, adding videos and creating better graphics. Presenters were coached on virtual presentation skills. An interactive cocktail hour and live gameshow helped to break things up.

ONE CLIENT TESTIMONIAL: “Thankyou Cadence for executing a high-quality production and creating a successful meeting. There are so many details and we could not have done it without your team.”

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DIGITALEXP

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CORE CAPABILITIES: DigitalEXP by Pinnacle — a robust, virtual platform built to actually engage your audience. Offering best-in-class technology and services, DigitalEXP is one of the most versatile, engaging and effective virtual solutions available for brands. On the platform we create purpose-driven, 3D experiences that empower your audience to control their own journey.

KEY FEATURES: DigitalEXP has all the features and integrations you'll need to tell your story and engage your audience. Build connections through real-time chat and video plus attendee matchmaking and networking opportunities. Leverage both live and on-demand content. Enable content downloads, meeting scheduling, in-experience point of sale and notifications.

ATTENDEE ENGAGEMENT TOOLS: Attendees are immersed in the event and empowered to engage, their way. Giving attendees the freedom to explore transforms attendance into real conversation. Our audience engagement tools are tailored for each brand experience and include options to reach brand representatives, connect with attendees, and share on their own networks, all in the moment.

ANALYTICS CAPABILITIES: From traffic heat maps to user demographics and behavior data, you'll know who your guests are and how they're experiencing your event. Real-time analytics track activity of each guest at every touchpoint allowing for on-the-fly optimization. We analyze and leverage insights to drive continuous improvement.

PRICING: Quotes available upon request.

CLIENT LIST: Some DigitalEXP clients include: Canon Medical Systems, NIKE, Magna International, Snowflake, Eyeque, The Marketing Arm, Vocera, Zscaler, Hunter Industries, Travers Therapeutics, Zeiss, Mindray, UBER

CLIENT CASE STUDY SNAPSHOT: Using DigitalEXP, we created the Canon Museum of Medical Art. 2000 guests from over 87 countries participated during RSNA. Nine product galleries feature content at every turn—the space, effectively 68,000 sq. ft., hosted 135 content hot spots and 2000+ multimedia assets. The results? Fantastic visitor participation through hundreds of live demos, thousands of chat sessions and tens of thousands of impressions. The experience is still live and used as a marketing, recruiting and sales tool open to visit at any time.

ONE CLIENT TESTIMONIAL: "Pinnacle delivered a next-level virtual event experience that transcended any other virtual event effort I have seen before." — Francis Mao, Snowflake



ENCORE

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CORE CAPABILITIES: Chime Live event creates the perfect virtual setting to share your video stream and content, boost engagement and interactivity with participants, capture feedback, moderate questions and more. Chime Live offers interactive live video streaming solutions with presentation, chat, Q&A capabilities, and seamless registration integration with Cvent, Conexys, and Experient's platforms.

KEY FEATURES: • Customer logo and color choices • Registration options • Secure login • US ADA/508 compliant • Live or on-demand video streaming • Personalized agendas with Add-to-Calendar • Presenter bios and resource gallery • Interactive polls • Push notifications • Networking and Social media • Speaker tips and rehearsal • Customer moderated Q&A and Upvoter • Post-event survey and analytics • End to end production services

ATTENDEE ENGAGEMENT TOOLS: • Chat • Polling • Word Cloud Generator (visual representation of key words or definitions) • Heatmap Generator (a graphical representation of data that uses a system of colour-coding to represent different values) • Live Q&A • Screen Recording • Present live, simulive and on-demand content • Gamification features including points for networking and engagement

ANALYTICS CAPABILITIES: Analytics can be shared before, during and after events. Data includes logins, attendance, presentation requests, feedback, and a record of all questions asked through the platform. Raw data or infographic reports available.

PRICING: There are 3 levels of Chime Live service, plus add-ons and hybrid options...contact us for details.

CLIENT LIST: Sectors include: Finance, Professional Services, Pharmaceutical, Energy, IT, Automotive, Luxury

CLIENT CASE STUDY SNAPSHOT: Siguler Guff pivoted from a live meeting to virtual in 2-1/2 weeks! Included live and recorded elements with ability to view presentations and listen to speaker commentary within the livestream. Audience members could request presentations and provide feedback through Chime Live. Post-event analytics covered attendance, presentation requests, feedback, and questions.

ONE CLIENT TESTIMONIAL: "Encore made our virtual event feel so polished and professional. It didn't feel like every other Zoom meeting - and people were able to connect with one another much better through it. Loved every aspect of it, and we cannot wait to use Chime Live for future virtual events."

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EVENTHIVE VX

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CORE CAPABILITIES: The Virtual Experience tool for creating and hosting events that are as meaningful online as they are live, EventHive VX is a hybrid digital platform that offers full customization via: Live streams and hosting, Content library, Visual networking, Realtime 3D-content, Branded spaces, Video calling and chat functions, Analytics, Notifications.

KEY FEATURES: **Live streams** - Host your presenters and content reliably. Create an ecosystem that allows viewers to connect, engage and get inspired. **Visual networking** - Create a thriving online community that facilitates meaningful conversations that mimics physical events. **Content library** - Share videos, images and product information in a security-focused and full-featured media-library.

ATTENDEE ENGAGEMENT TOOLS: **Real Time 3D content** - Create unforgettable moments by integrating game engine experiences and environments to deliver product demos and immersive online experiences. **Storytelling** - Content scheduling, VIP tailored events, online entertainment and social interaction to create an experience passport that generates the engagement of a physical event.

ANALYTICS CAPABILITIES: **Google Analytics integration** - Chart of attendee activity, Aggregated demographics, Page views, Traffic sources, Total viewership. **Mux streaming data integration** - Performance metrics, Error tracking, Inspect individual video views. We can also offer dedicated analytics workshops in order to define a tailored set of KPIs.

PRICING: \$1400 for individual event license use, \$5 per virtual attendee

CLIENT LIST: 10x Genomics, Disney, Vodafone, Airbus, WBCSD, Bombardier, BNP Paribas

CLIENT CASE STUDY SNAPSHOT: 10x Genomics, a life science technology company building products mastering biology to advance human health, partnered with EventHive VX to facilitate their first virtual product reveal; showcasing their 2021 roadmap and highlighting unique scientific success stories. This highly-anticipated inaugural experience across USA / EMEA and APAC, attracted thousands of attendees, featured exclusively streamed content and live breakout panels with interactive Q&A.

ONE CLIENT TESTIMONIAL: "We were incredibly pleased with the EventHive platform. 2Heads provided invaluable expertise to make Xperience 2021 a stunning success and EventHive offered a high-quality experience for attendees." – Edwin Hauw, Vice President of Marketing, 10x Genomics



FREDDIE GEORGES PRODUCTION GROUP

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CORE CAPABILITIES: For 20-years FGIPG has been delivering award winning live experiences, now add to that virtual and hybrid through our own custom virtual environments or optimizing templated platforms. Regardless of the solution, we design and create immersive/customizable guest engagement opportunities including prerecorded and live content distribution in 3D & 2D environments.

KEY FEATURES: • FGIPG IP Custom virtual platform • 2d or 3d environment • Live and prerecorded content production • Live and prerecorded content distribution • Breakout and classroom training spaces • Engagement Leaderboard • Gamification • Sponsor/exhibitor halls • In environment signage and marketing • Attendee engagement Analytics • Chat • Text and Audio Language translation • On-demand in-house studio broadcasting

ATTENDEE ENGAGEMENT TOOLS: • Photo booth experience • Gamification • Engagement Leaderboard • Breakouts, Classrooms, and Networking lounges • Virtual Help desk • Content portals • Chat w/ language translation

ANALYTICS CAPABILITIES: • Customizable data collection built to client needs • Attendee Engagement reports • Session Attendance reports • Content viewership reports

PRICING: Pricing varies largely depending on client needs, scope work and lead time. We provide scalable solutions to meet every need.

CLIENT LIST: Kestra Financial, Herbalife, Facebook, WV Game Changers, Evolus, Fortnite Games

CLIENT CASE STUDY SNAPSHOT: Inspired by their live events, FGIPG took Kestra Financial and nearly 1000 attendees to their first virtual conference, Ascend2021. <https://bit.ly/FGPG-Kestra-Sizzle>

FGIPG'S strategy, design, implementation and content integration shaped the virtual experience. Three days included recorded and live sessions, chat, attendee interactions, networking lounge, sponsorship exhibit hall, and a main stage auditorium.

ONE CLIENT TESTIMONIAL: "I had a big vision of what I hoped to accomplish with our virtual conference. I entrusted FGIPG with a big ask, which was to make us look good, but they went above and beyond that ask, brought my vision to life and made us look AMAZING!" – Julie D'Anastasio, Director, Meetings and Events Marketing, Kestra Financial

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FREEMAN®

FREEMAN

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CORE CAPABILITIES: We offer strategic guidance, full event production, branding, web design and user experience, and all the gear you need to host an exceptional virtual or hybrid event. Your event will be set up for success, and your team supported every step of the way—for any size event, on any platform.

KEY FEATURES: Our services include: timeline and project planning, production management, attendee journey mapping, marketing services, sponsorship strategy, content strategy & design, branding style guides, website wireframes, run of show management, and event measurement. We'll provide guidance to map out the core features you need in a platform to achieve your event objectives.

ATTENDEE ENGAGEMENT TOOLS: Whether you're planning a hosted happy hour or networking roundtable, you'll get innovative ideas – talent, music, giveaways – to create a fun environment. We'll incorporate the tech that optimizes attendee engagement potential with features like: 1-1 and group chat, Q&A, polling, networking & matchmaking, social feeds and more.

ANALYTICS CAPABILITIES: We'll partner with you to define your measurement strategy upfront and recommend a technology stack that will meet your event objectives. Through our powerful data analytics dashboard, Quant, you'll have visibility into your virtual or hybrid event performance so you can present results to key stakeholders.

PRICING: Pricing ranges from a \$15,000 consultation to customized packages that include full virtual event production management. View packages here: go.freeman.com/virtual-events

CLIENT LIST: Funimation, Intel, Google, Ingram Micro, Alkami, FinancialForce, Cisco

CLIENT CASE STUDY SNAPSHOT: Award-winning FunimationCon was a virtual event for anime enthusiasts centered around content, visual art, and community. The two-day event featured live and pre-recorded sessions with speakers and voice actors, virtual concerts, interactive swag quest, and virtual cosplay forum. Funimation's global fan-base built and broadened their community at this epic event.

ONE CLIENT TESTIMONIAL: "We worked closely with Freeman from ideation to execution, and we relied on their expertise to deliver a dynamic event. Our fan base was ecstatic with the outcome, and the event ended up surpassing all our expectations." - Doug Hartling, Sr. Director of Experiential Marketing, Funimation

HAMILTON EXTENDSM

HAMILTON

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CORE CAPABILITIES: Hamilton EXTENDSM is an immersive brand experience and event solution that enables event marketers to extend their reach. It's not an off-the-shelf software platform but rather a fully customizable solution built to meet unique client objectives. Hamilton EXTEND can support in-person or hybrid events/trade shows, proprietary events, and virtual exhibits/showrooms.

KEY FEATURES: 3D and 2D creative environment design, fully immersive experiences, customizable site architecture and navigation, video production and animation capabilities, digital content creation, audience segmentation (persona, vertical, interest), sales enablement and meeting functionality, mobile optimization, attendee engagement tools, ability to access content and collateral via resource areas, video libraries, and more.

ATTENDEE ENGAGEMENT TOOLS: Connect with customers and prospects via webinars or video sessions (live streaming, pre-recorded and/or on-demand), live chat (1:1 and group chat), networking lounges, downloadable marketing content, hosted live meeting plug-ins and walkthroughs, plus multiple engagement options such as Q&A, surveys, polling, quizzes, and more.

ANALYTICS CAPABILITIES: Capture valuable lead information and access more robust data tracking and analytics versus other virtual platforms. Seamless integration into CRMs and marketing automation platforms, social media plug-ins, gated content areas, form integration, custom analytics dashboard and reporting capabilities. Customizable landing pages for registration, pre-show marketing, and/or audience/event segmentation.

PRICING: Three versions available – pricing is quoted upon request. Email us at extend@hamilton-exhibits.com to learn more.

CLIENT LIST: Zimmer-Biomet, Johnson Controls, Takeda, Sensormatic, Baxter, Broan-NuTone, Jack Henry, Acacia-Pharma

CLIENT CASE STUDY SNAPSHOT: Baxter's immersive brand experience takes attendees through the comprehensive range of Baxter treatments and therapies through different vignettes including the home, ICU, and clinic. Visitors can schedule an appointment, submit questions, watch videos, and learn more about the products. The site supports a multitude of virtual events across business sectors.

ONE CLIENT TESTIMONIAL: "Our first Hamilton EXTEND Virtual Trade Show launched internationally to rave reviews! I would not call this the typical client-vendor relationship. It's truly a partnership." – Joseph Ingrassia, Exhibition and Travel Manager at Health Care Logistics

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HUBB

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CORE CAPABILITIES: Hubb is re-inventing the way people experience events. The Hubb Platform makes virtual, onsite and hybrid events with powerful attendee engagement tools that bring brands to life. Hubb powers many of the world's largest conferences. Built by event-management veterans for event professionals, Hubb gives event planners unprecedented control and agility.

KEY FEATURES: Hubb is not just a live-streaming or webinar tool—it's a full suite of event-management tools, including virtual & hybrid events, with multiple concurrent sessions. Session management, speaker management, staff scheduler, abstract management, gamification, social media sharing, video integrations, as well as 1x1 networking and expert meetings.

ATTENDEE ENGAGEMENT TOOLS: Attendee engagement is the heart of what we do. But don't take it from us, according to Forrester Research, "Hubb shines in all areas of attendee engagement from audience participation features, digital reactions, recommendations on networking, and facilitated brainstorming that simulates the hallway conversations and serendipitous interactions event attendees cherish."

ANALYTICS CAPABILITIES: With over 40 different reports you can measure nearly every aspect of the event. Find out who showed up for which session? Who visited which sponsor? What were attendees talking about in their chats? Identify the number of meetings held, revenue attached to those meetings, what prospects attended them, and more!

PRICING: Our pricing starts at \$20,000 per event.

CLIENT LIST: Biotechnology Innovation Organization, Cerner, Deloitte, Pluralsight, Tableau, TD Ameritrade, Veritas

CLIENT CASE STUDY SNAPSHOT: The 3% Conference, a virtual event produced by Proper Planning, turned to the industry experts at Hubb when they needed to host their event 6 months ahead of schedule. With Hubb, they increased registrations tenfold, attracted new sponsors, and virtualized everything from vendor booths to networking lounges.

ONE CLIENT TESTIMONIAL: "I commend the team for being innovators who are helping our industry re-imagine how to deliver events" – Lynn Edwards, Founder of Proper Planning



INEVENT

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CORE CAPABILITIES: InEvent is the all-in-one virtual & hybrid event platform, and the industry leader in customer satisfaction. InEvent empowers event organizers all along their planning journey. From registration and ticketing, to live engagement and networking, to post-event reporting and analytics, InEvent has all the tools you need to produce an outstanding event.

KEY FEATURES: InEvent offers a suite of features encompassing every aspect of the event planning journey, including registration & promotion (colorful landing pages, forms, and email builder), live navigation & engagement (immersive virtual lobby, interactive built-in polling and real time questions), networking (private chat and 1:1 videoconferencing) and post-event analytics & reporting (data dashboards, custom-built reports).

ATTENDEE ENGAGEMENT TOOLS: InEvent's live engagement tools are highly rated among event professionals, as they capture attendees' attention on virtual and hybrid experiences. InEvent's dynamic virtual lobby supports smooth event navigation, its interactive built-in polling and questions power up interactions, and its enhanced networking promotes meaningful connections.

ANALYTICS CAPABILITIES: InEvent is a data-driven event management software, enabling organizations to measure attendees' behaviors to a granular level. Allowing instant monitoring, InEvent provides incredible depth of data, including metrics on engagement, networking, and email statistics. The platform offers intuitive dashboards and custom-built reports, providing a clear picture of the overall ROI.

PRICING: Starting from \$2990 for a basic plan, InEvent's a-la-carte pricing is transparent and allows event organizers to choose plans tailored to their business objectives.

CLIENT LIST: Facebook, Coca-Cola, Santander Bank, KPMG, Amazon, Bosch, Honda, Unilever.

CLIENT CASE STUDY SNAPSHOT: SW, an industry leader in event audio-visual services, aimed to push the attendee experience to new heights and provide immersive spaces to interact with sponsors. Thanks to InEvent's engaging features and customization capabilities, SW delighted hundreds of attendees and sponsors alike with an impressive 3D lobby and lead-generating sponsor booths.

ONE CLIENT TESTIMONIAL: "From the many features to the custom integrations, flexibility and amazing customer support, InEvent is by far the best platform I have ever seen." – Ben Pidskalny, Vice President at SW Event Technology

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INFINITY MARKETING TEAM

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CORE CAPABILITIES: IMT's 2,000+ expert staff span 44 offices globally, delivering unparalleled live, hybrid & virtual event executions, exhibit environments, mobile marketing tours, digital marketing, experiential activations, brand marketing strategies and premium meetings, conferences, incentives and events.

KEY FEATURES: VIRTUOSITY, IMT's all-in-one virtual platform, allows clients to customize their own bespoke, virtual experiences. VIRTUOSITY can include 3D virtual environments/sets, live streaming (service agnostic), video delay & instant replay. Bundled CDN, live support, secure API & GDPR compliance meet demanding cybersecurity requirements. True white-labeling boosts branding and engagement, evoking real emotion.

ATTENDEE ENGAGEMENT TOOLS: VIRTUOSITY is designed to enhance attendee engagement from the start. Each bespoke build can include robust gamification and customization of Networking, Attendee Profiles, Alerts/Notifications, Live Q&A and Live Chats (Public & Private), Polling/Quizzes, Trivia, Quests, Social Media Integration, Gifting, Sweepstakes, Leaderboard/Influencers, Branding, v-Store/e-Commerce, Surveys and more.

ANALYTICS CAPABILITIES: From event registration and lead generation to contact management, recording/playback on-demand and post-event campaigns, IMT's VIRTUOSITY has you covered. Leverage our proprietary IP or seamlessly integrate with your preferred solution including Salesforce, Eventbrite, CVENT, Splash, Bizzabo, Whova & more. Our Predictive learning platform (AI) and real-time performance dashboards are incredible!

PRICING: VIRTUOSITY offers pricing pillars based on desired functionality. Final pricing will reflect expertise required to achieve scope complexity and client's specific goals.

CLIENT LIST: HP Inc., NAACP, Huawei, Uber, Intel, SAP, Alibaba

CLIENT CASE STUDY SNAPSHOT: IMT was the official production partner for NAACP's first-ever virtual Convention, producing 25+ live and on-demand virtual sessions while garnering 527,000+ views across NAACP's Convention website, Facebook, and YouTube. Convention featured notable guests including (now VP) Kamala Harris, Politician and Activist Stacey Abrams, Grammy Award Winner Aloe Blacc and more.

ONE CLIENT TESTIMONIAL: "IMT's professionalism, flexibility and reliability were invaluable! Their complex meetings expertise made it easy to produce NAACP's 111th Annual Convention, virtually, for the first time."
— Gina Lawrence, Director for Events Planning @ NAACP



INTERACTIVE ENTERTAINMENT GROUP

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CORE CAPABILITIES: With remote work continuing into the spring, it's important now more than ever to avoid burnout. From escape rooms to game shows to even horse racing, Interactive Entertainment Group (IEG) offers over a dozen team building options designed to reconnect, refuel and motivate participants. Each session can be seamlessly integrated into most virtual platforms, making it the perfect addition to your next meeting or conference. Tailor the experience to your organization with branding and customization add-ons.

KEY FEATURES: • ~60 minute session. • Live host. • Smart phone integration. • Branding & customization add-ons. *Features vary by product.

ATTENDEE ENGAGEMENT TOOLS: Whether your team is looking for a morale boost, a spike in productivity, or even just a break from the everyday, IEG has crafted a wide variety of options with your organization's objectives in mind. Allow participants to explore an interactive environment with a virtual escape room, stay sharp with a virtual trivia session or get up from their desks with a virtual scavenger hunt. Each session includes a live, energetic host to keep participants engaged throughout the experience. Prizes are encouraged as an extra incentive.

PRICING: Prices vary by product, starting at \$1,250.00. Add-ons include branding, custom content and technical assistance.

CLIENT LIST: Audible, Casper, Discover, Hootsuite, JPMorgan, NBCUniversal, Salesforce, Target, Tito's and more.

CLIENT CASE STUDY SNAPSHOT: To keep employees motivated while working remotely, NBCUniversal Telemundo implemented a bi-weekly virtual happy hour featuring some of IEG's most popular virtual team building options. Each happy hour, team members participated in everything from virtual bingo featuring smart devices as score cards to a virtual Olympics featuring a variety of mini games and main challenges. Several happy hours even included customization, consisting of branded scavenger hunt items, custom trivia questions and more.

ONE CLIENT TESTIMONIAL: "Thanks so much for helping us have a great team event! Everyone had a great time and [host] Mike was AWESOME!!! We can't wait to do it again!!" — Ernst & Young

THE 2021 VIRTUAL PLATFORMS INDEX



INTRADO DIGITAL MEDIA

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CORE CAPABILITIES: Create immersive, measurable, and secure virtual and hybrid event experiences with the Intrado Virtual Event Platform. The award-winning technology is equipped with robust engagement tools built for the enterprise with security, integration and scale in mind, allowing you to engage 200,000+ attendees globally in a single event.

KEY FEATURES:

- Fully customizable branded environments and spaces
- 2D and 3D experiences
- Live, simulive, and on-demand streaming
- Advanced engagement capabilities
- Sponsorships and promotions
- Gamification and badging
- Localization in 19+ languages
- Live-day support
- Consulting and creative services
- Robust analytics
- Mobile friendly

ATTENDEE ENGAGEMENT TOOLS: Drive engagement and interact face to face with your attendees using advanced engagement tools:

- **1:1 Video and Text Chat** allows your attendees and sponsors to initiate video and text conversations with one another at any time during an event.
- **Scheduled Breakout Rooms** allow sponsors, presenters, and event organizers to host group conversations with attendees.
- **Networking Lounge** fosters relationship building in a digital environment.

ANALYTICS CAPABILITIES: The robust analytics and reporting portal integrates with your marketing tech stack and provides real-time metrics and insights about your audience.

CLIENT LIST: Alibaba, Red Hat, Mozilla, Autodesk, Sodexo, ASHP

CLIENT CASE STUDY SNAPSHOT: In 2020, COVID-19 forced Red Hat to cancel their annual in-person summit and rebuild the event online.

Red Hat partnered with Intrado Digital Media to transition the summit to a virtual event. The 2020 virtual summit became their biggest annual conference to date, boasting over 82,000 registrants and 56,023 unique attendees.

By utilizing the customizable features of the Intrado Virtual Event platform, the Red Hat team was able to successfully re-envision various aspects of engagement that were originally planned for the in-person experience.

ONE CLIENT TESTIMONIAL: "We not only successfully transitioned our in-person experience to virtual but also reached a far greater audience than we ever could at the physical event." – Emmet Helmes, Global Online Events Lead, Red Hat



KAON INTERACTIVE

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CORE CAPABILITIES: Unlike other virtual event platforms, Kaon's interactive digital customer applications put customers in the driver's seat with immersive 3D storytelling experiences that effectively increase engagement, transfer enthusiasm, boost knowledge retention, and communicate complex value stories. Seamless integration with any virtual event platform (On24, 6Connect, Intrado, CXapp, Cisco WebEx, Zoom, etc.)

KEY FEATURES: Kaon's interactive digital customer engagement applications include immersive virtual environments, 3D product tours, and interactive storytelling, so customers can uncover your value in a crowded virtual event landscape. Kaon's SaaS platform is infinitely scalable and flexible with instant cloud updates, user analytics and is reusable across the entire digital buyers' journey, to maximize your investment cross-functionally (sales, marketing, onboarding, training, etc.)

ATTENDEE ENGAGEMENT TOOLS: Stop presenting. Start engaging. Move beyond passive videos and PDFs. Kaon's interactive digital customer applications are fully customizable and can support a wide array of engagement tools including surveys, interactive white-boards, calculators, configurators, live streaming meetings, on-demand content, quizzes, gamification, VR, AR, and more.

ANALYTICS CAPABILITIES: Track utilization of your customer application across all devices/geographies, to understand how frequently people experience their applications, what paths they take, and what products, solutions or content is of interest to them. Seamlessly integrates with CRM, Email Automation and Sales Enablement platforms for full user insights.

PRICING: Kaon's applications are customized based on unique customer requirements. Combined with our SaaS subscription, they maximize ROI, transfer enthusiasm and communicate complex value stories.

CLIENT LIST: AWS, IBM, HPE, Baker Hughes, Siemens, BD, Bio-Rad Laboratories

CLIENT CASE STUDY SNAPSHOT: For customers to 'experience' the breadth, power and value of their Global Cloud Infrastructure story at AWS re:Invent, and online, Amazon Web Services turned to Kaon Interactive to develop an interactive storytelling application. Results: 1648% increase in engagement hours, 2971 total web sessions (one day), 35% of users spent over 3-minutes in the experience.

ONE CLIENT TESTIMONIAL: "I am totally in love with this visualization of our global infrastructure...this will be a huge benefit for helping customers understand: infrastructure.aws."

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ProGlobalEvents

PROGLOBALEVENTS

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CORE CAPABILITIES: BeyondLive is an immersive 3D experiential events platform that represents the next generation of virtual and hybrid experiences. The team is composed of talent with decades of digital design and live event experience from two leading companies: ProExhibits and ProGlobalEvents.

KEY FEATURES: Choose from adaptable templates or let your imagination run wild with a completely custom design. Layer in a wide range of functionality for rich, in-depth experiences. We offer a full turnkey solution or can integrate with existing applications. Full functionality is provided from registration to analytics.

ATTENDEE ENGAGEMENT TOOLS: Attendees can explore and choose their own journey as they are placed into a 360 degree 3D world where they feel like they are inside the experience. Customizable games and quizzes, networking and meeting tools such as video conferencing and chat tools can also be added.

ANALYTICS CAPABILITIES: An abundance of user behavior can be tracked within the environment. This data can be viewed in real time or post event with customizable dashboards and reports.

PRICING: A dedicated world-class project team is assigned over a period of several months to develop a branded experience. Projects typically start at \$75,000.

CLIENT LIST: Red Hat, Ping Identity, Masonite, EFI, Rapid Recon, CCCIS, Renesas

CLIENT CASE STUDY SNAPSHOT: We replaced a large in-person annual user conference for EFI. The platform included a plaza, a lobby, a general session theater, two breakout rooms and a large expo hall with sponsor exhibits and demo kiosks. Over 1000 attendees from more than 50 countries attended more than 400 live and pre-recorded sessions.

ONE CLIENT TESTIMONIAL: Having sponsored and attended several virtual events over the past year, EFI Engage provided a level of attendee engagement that few others have been able to deliver.



SMARTSOURCE

SMARTSOURCE

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CORE CAPABILITIES: SmartSource starts with understanding the client's event needs and putting together a strategic plan with clear milestones. Every solution is custom and can range from complete turnkey to help with a DIY platform. Our Project Managers guide clients through every detail of production to ensure a high-quality experience.

KEY FEATURES: SmartSource is flexible, offering custom solutions based on clients' needs, whether big or small. Dedicated production teams, fiber internet lines, the ability to mix and switch content seamlessly, titles and overlays, detailed strategic plans, shared screens, presenter kits and coaching, and platform neutrality ensure event quality and attendee engagement.

ATTENDEE ENGAGEMENT TOOLS: SmartSource offers a robust attendee platform that allows for gamification, polling, Q&A, networking functionality, post-event surveys, 1:1 video and chat, and exhibitor spotlights, to name a few. Our experienced team provides coaching to organizers and presenters to ensure maximum engagement.

ANALYTICS CAPABILITIES: The SmartSource platform provides very robust analytics from attendee sign-in and banner clicks to on-demand watches, attended sessions, Q&A participation, and the attendee journey. All reports can be exported to an Excel file and are available in real-time.

PRICING: Based on client need. Flexible offerings range from full production to simple pre-recordings and remote presentation kits to help presenters look and sound their best.

CLIENT LIST: 35+ years of experience serving clients nationwide in all industries.

CLIENT CASE STUDY SNAPSHOT: CEIR Predict 2020 was scheduled to be an in-person event for exhibitions industry executives. When it became evident that this wasn't possible, they contacted SmartSource for help creating a personal and professional virtual event. Proper planning, focus, equipment, and execution resulted in a successful, highly-engaging event.

ONE CLIENT TESTIMONIAL: "By applying cutting-edge technology provided by SmartSource, we were pleased to have produced a highly engaging Predict event." -CEIR CEO Cathy Breden, CMP, CAE, CEM

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SOCIO

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CORE CAPABILITIES: Socio is the end-to-end event management platform powering your entire Virtual, Hybrid, or In-Person Events. From pre-event features like registration & ticketing, to virtual event streaming, attendee engagement, & sponsorship, and in-person products like lead retrieval & live display, Socio has award-winning support & #1 ranked user satisfaction.

KEY FEATURES: Produce high-production-value events with a simple, all-in-one solution, including Registration, Ticketing, Communities, Branded Event Apps, Socio Streaming, Networking, Sponsors, Games, Polls, Chat, Q&A, Surveys, Data Analytics, Maps, Live Display, Lead Retrieval, Pre-and-Post Event Engagement, & complete customization.

ATTENDEE ENGAGEMENT TOOLS: Socio features include event games & challenges to boost traffic to exhibitor booths, codes that can be used to verify attention, interactive chat & networking, attendee meeting scheduler, live polling, Q&A, and closed captioning & translation integrations.

ANALYTICS CAPABILITIES: With the live data dashboard, see attendee engagement in real time, from networking to sponsor interactions, feature engagement to feedback, & more. If you can't measure it, you can't improve it - or validate the investment your events deserve!

PRICING: We'll create a custom package to meet your exact needs: Pricing is based on feature-sets, the estimated number of attendees & events per year. You can also hire Socio's Professional Services team for event production & support.

CLIENT LIST: Socio clients include associations, corporations, universities, event planners and more, like Microsoft, Google, Booz Allen Hamilton, USDA, Stanford, Greenhouse, & Elanco.

CLIENT CASE STUDY SNAPSHOT: The Host Users Group (HUG), the association of hospitality industry event professionals, successfully pivoted their annual in-person event to fully virtual on Socio, leading to a 120% increase in attendance. The National Speakers Association is using Socio for their "hybrid" events, with in-person plus virtual passes.

ONE CLIENT TESTIMONIAL: "Socio is the portal for active engagement so attendees don't have to look at any other technology than Socio to collaborate with us before, during, and after the event. It's simple, it's easy to use, it's very intuitive." Pradeep U.N., Director, Customer and Field Experiences, Microsoft



SPARKS

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CORE CAPABILITIES: Virtu is a robust virtual event platform with three unique engagement offerings to meet all of your virtual program needs. Customized to your brand and scalable for small or large event programs, Virtu delivers compelling and meaningful attendee experiences.

KEY FEATURES: **Virtu** - Full-featured event platform that emulates a live experience with dedicated event spaces, sponsorship integration, sessions, breakouts, engagement tools, and more.

Virtu 3D - Customized website experience that leverages a static environment backdrop overlaid with interactive content hotspots.

Virtu 360 - An immersive real-time 360° experience that allows attendees to explore various content offerings in self-guided or client-guided tours.

ATTENDEE ENGAGEMENT TOOLS: Virtu offers a full suite of engagement tools: Registration and CRM Integration, Personalized Profiles and Social Integration, Agendas and Schedule Builders, Session Rooms with chat, Livestream & On-Demand Content, Polling & Q&A, Speaker Pages, Sponsor Pages, Physical or Digital Swag and Fulfillment, Downloadables

ANALYTICS CAPABILITIES: Virtu Analytics allows you to focus on the metrics that prove event success. Customized analytics packages help you to understand visitor behaviors, attendee engagement, session viewership, dwell time, and much more.

PRICING: Pricing is determined based on required features, length of the event, number of sponsors, number of attendees and integration needs.

CLIENT LIST: Boston Scientific, Facebook, Gilead, IHS Markit, Mylan, Salesforce, Tibco, Waymo

CLIENT CASE STUDY SNAPSHOT: IHS Markit brings together leading industry experts and market players to discuss insights and challenges of specialized industries. In light of the pandemic, the 4th annual CERAWEEK India Energy Forum goes virtual, inviting more than 4,000 global industry leaders and government officials to the Virtu platform for an in-depth 3 day event.

ONE CLIENT TESTIMONIAL: "Congratulations to everyone for a great job last week and thank you for all your hard work and dedication! You were fantastic to work with! We very much look forward to working with you again to build on what we've created here for Ceraweek and the overall IHS Markit virtual event platform." - IHS Markit

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WORLD STAGE

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CORE CAPABILITIES: Digital Oasis is the comprehensive online hosting solution from WorldStage purpose-built for the live event production community to provide the foundation for successful virtual events. Offering an end-to-end solution that includes broadcast-quality content delivery, high-end speaker support, attendee registration and engagement, sponsorship opportunities and data metrics for keynotes, conferences, breakout rooms, presentations and events of all sizes.

KEY FEATURES: Digital Oasis brings together all of your content including live presenters, pre-recorded playback, graphics and slide decks, lower-thirds, graphical overlays, polling, Q&A and other engagement tools in a traditional production environment. The production workflow includes tech and show rehearsals, stage managers calling live cues, video TDs switching screens and audio engineers managing microphones, music and play-ons. Presenters can broadcast from anywhere using WorldStage's easy-to-use xStreamPro remote presenter kits or connect from a remote studio or stage using WorldStage xStreamLive and xStreamStage technologies.

ATTENDEE ENGAGEMENT TOOLS: Digital Oasis offers a number of enhanced attendee engagement tools including live polling and Q&A. Real-time subtitles and translation options are also available. Additional third-party capabilities can be customized to work with the platform.

ANALYTICS CAPABILITIES: The Digital Oasis Control Center is a virtual production office that provides you live-tracked metrics on all attendees, real-time control over session scheduling & management and total customization & pre-planning power.

PRICING: With flexibility in mind, Digital Oasis can provide an entire virtual event experience from production to platform delivery or it can be customized to support your specific needs.

CLIENT LIST: Fortune, NFL Players Association, Salesforce, Autodesk, New York Times, LiveDesign, Prostate Cancer Foundation (PCF), Forbes, UCSF

CLIENT CASE STUDY SNAPSHOT: 31 Days – 280 Presenters – 113 Sessions
 The annual Texas Tribune Festival pivoted from a live, in-person multi-day event to become TribFest 2020. Digital Oasis helped to capture and distribute pre-recorded and live sessions featuring presenters from around the globe during this month-long virtual event.

ONE CLIENT TESTIMONIAL: “I was floored by the dedication of the WorldStage crew; they were gold! We are already working on future virtual productions.” – Laurea de Ocampo, Masaya Events

VIRTUAL CASE STUDIES OF EXCELLENCE

DigitalEXP BY PINNACLE

CAMPAIGN: MAGNA VIRTUAL EXPERIENCE

CLIENT: MAGNA INTERNATIONAL

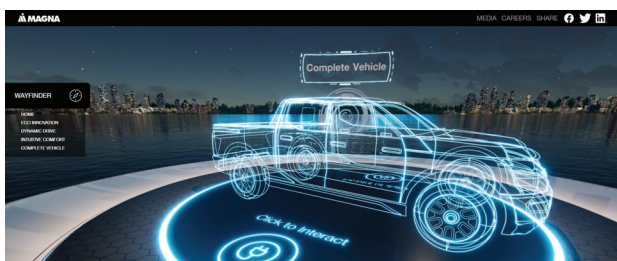
AGENCY: PINNACLE

PICK THE RIGHT PARTNER

Magna wanted to create a unique and memorable virtual platform and selected Pinnacle as their strategic partner. Their objectives? Showcase products and services in an interactive and appealing way to increase brand awareness and engagement with their community. The virtual experience would launch at CES and then be actively maintained to leverage as a sales enablement, recruiting, and corporate communications tool.

DRIVE EXPLORATION

Our top goal: connect Magna's aspirations with their audiences' motivations. At Pinnacle we believe that brand experience is a partnership between brands and the people who engage them.



MAKE REAL CONNECTIONS

Though hosted virtually, we wanted the experience to authentically immerse visitors in the brand and effectively spark conversations. Our solution needed to engage Magna's audience beyond just clicking "enter" and scrolling through content—we wanted to actually give them the ability to create their own journey.

DESIGN WITHOUT LIMITS

Using our DigitalEXP virtual event platform, we created a one-of-a-kind experience. Void of any real-world physical constraints—like say, venue space or even gravity—our designers enjoyed the freedom to create an environment unlike any-

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thing you could experience in person. As you explore, you can learn about products and even hop in a virtual ride and drive to experience the technology firsthand. The options for exploration are endless, and how you spend your time is up to you.



ADD VIRTUAL TO YOUR MIX

Though virtual experiences will never be a replacement for live events, they are an incredibly effective component of a strong experiential marketing strategy. When rooted in purpose, virtual brings brands and people together and inspires meaningful connections. DigitalEXP's market-leading features—like live-stream, in-experience chat, meeting room breakouts, social media & CRM integrations—elevate the experience and can be leveraged in a variety of applications.

GET DATA-DRIVEN INSIGHTS

Our robust post-show analytics package included: impressions, audience demographics, user behavior, conversions, conversations and meetings, content performance, leads captured, and more. In total, over 1,000 people from 37 different countries registered for the show days. Nearly half of those people went on a virtual ride and drive, and everyone who attended a live tour spent at least an hour engaging with someone on the Magna team.

MAXIMIZE YOUR INVESTMENT

The virtual experience remains open, 24/7. We built it to be flexible and scalable, so it can evolve as Magna's corporate and marketing needs do. It continues to drive brand awareness and enable their teams to sell and recruit.

To learn more about DigitalEXP and how Pinnacle can help you create a truly immersive virtual experience, visit pinnacle-exp.com/digitalexp.

VIRTUAL CASE STUDIES OF EXCELLENCE



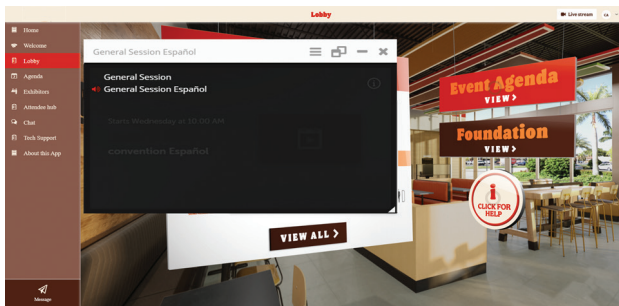
CAMPAIGN: GLOBAL CONVENTION
CLIENT: MULTINATIONAL QUICK SERVICE RESTAURANT (QSR) COMPANY
AGENCY: ENCORE

Global Conventions in a Virtual World

How a multinational QSR company transitioned their series of global annual conventions to successful virtual experiences.

Hosting annual conventions for a global audience can be a feat in itself in-person, let alone in the virtual world. Finding unique ways to engage attendees year after year, while ensuring your vendors achieve their objectives, and driving home key messaging, can be a challenge.

In early November, one organization needed to find the right mix of platform, production and technology to help them bring 10 separate global conventions to life – virtually. Here's how they made that happen.



BRINGING TOGETHER BIG BRANDS

Our client, a multinational QSR (quick service restaurant) company hosts several events for their investors, franchisees, vendors and corporate team members throughout the year. This includes a series of conventions for their most prominent brands. Last year, they were looking to find creative ways to host their series of 10 conventions virtually, connecting over 7,000 attendees from around the world including North America, Latin America, EMEA and Asia-Pacific.

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CRAFTING THE RIGHT VIRTUAL EXPERIENCE

Platform

Our client planned to host their 10 annual events utilizing Encore's [Chime Live platform](#). Chime allowed our client to create custom designed lobbies to engage audience members with an in-person feel as well as create a massive exhibit floor with over 200 unique exhibitors across all 3 of their iconic brands. To ensure a seamless attendee experience, a live information booth was created in Chime to answer any questions from the virtual attendees, provide technical support and register last minute guests.

Production

Our client took advantage of our global Presentation Stages™, including our Ultimate stage in Toronto, to record key messages and broadcast them out to attendees around the world. Leveraging our global footprint, production teams in North America, Europe and Asia Pacific were actively engaged in pre-production and video capture for remote speakers as well as technical execution for both live and on-demand streaming.

Technology

Chime Live's seamless integration with Zoom enabled video streaming as well as breakout room functionality for the various educational sessions. The addition of a video networking lounge (powered by Rally) within the Chime platform enabled attendees to connect and create that live-event networking experience.

GLOBAL COLLABORATION FOR THE WIN!

At the end of the event, the Quick Service Restaurant brand team was thrilled. Not only was the team able to deliver on providing an engaging virtual convention that allowed for a virtual tradeshow, networking opportunities, and education, but Encore's global reach enabled our client to bring this global audience together for a shared experience.

VIRTUAL CASE STUDIES OF EXCELLENCE

FREEMAN®

CAMPAIGN: WHERE GAMING BEGINS

CLIENT: AMD (ADVANCED MICRO DEVICES)

AGENCY: FREEMAN

Game On: A Winning Virtual Product Release

A leader in high-performance computing, graphics, and visualization technologies, AMD (Advanced Micro Devices) helps gamers build incredible experiences. The brand had been gearing up to wow its enthusiast fanbase with two highly anticipated game-boosting products when COVID hit. AMD needed to make the virtual switch, but didn't want its new products to get lost in the shutdown shuffle. It needed a dynamic announcement to live up to the excitement around the long-awaited product and accelerate buzz from its tech-savvy audience.

AMD and Freeman already had the virtual and hybrid event ball rolling pre-COVID, which made the quick shift a little easier. Ultimately, the team envisioned a pre-recorded, professional broadcast approach that would deliver a virtual experience worthy of the brand, its innovative next-gen products, creatively explosive content, and the fans. With launch events planned throughout 2021, the approach needed flexibility and longevity for virtual productions during the crisis and beyond.



SOLUTION

The release of these two ground-breaking products would usher in a new era of game performance, so the studio production needed a powerful punch. The team envisioned a cinematic experience that told the product stories across two episodes to truly impact the viewer with dynamic visuals.

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To bring AMD's vision and its fantastic content to life, Freeman transformed the Freeman event tech warehouse in Austin, the tech brand's home base, into a customized, professional broadcast studio. This higher-level approach would increase the virtual viewer experience, for both live and recorded content.

Walking into the studio for the first time, the AMD executive speakers were welcomed into a grand hallway leading to the geared-up studio designed for a stunning and flawless shoot. The 38-foot soundstage impressed with a sweeping LED back wall, theatrical and TV-quality lighting, extensive wired and wireless audio, and four cinematic cameras that could shoot from any angle. Production support, teleprompters, and choreographed content helped speakers feel comfortable on stage while the live and playback preview monitors helped the team provide additional support offstage. The AMD broadcast set comes to life in a fully customized studio. The gaming tech brand successfully announced its Ryzen 5000 gaming processor and delivered the most-watched video launch in the brand's history.

RESULTS

Across AMD's YouTube, Twitch and Facebook channels, the first product announcement video exceeded previous day-of-reported views by 150%, making it the most viewed day-of-launch video in AMD history. Following the successful shoot and broadcasts, AMD easily achieved its goal to satisfy (and energize!) fans as well as generate media. Case in point: Both episodes were trending in YouTube's top 10, not only for gaming and tech, but throughout YouTube channels. Additionally, the AMD Ryzen 5000 announcement was pinned to the top of the U.S. homepage of Reddit on day-one of the broadcast.

With a cumulative reach of more than 4.2 million AMD-owned video views and 25,000 social posts, AMD realized this virtual venture had only just begun. The team now has an ongoing hybrid model to provide more control of the environment and timing. Virtual allows for more agility with post-production that takes the live experience beyond the stage, by enhancing the delivery and offering flexibility – for AMD and its fans.

VIRTUAL CASE STUDIES OF EXCELLENCE



CAMPAIGN: NAACP 111TH NATIONAL CONVENTION

CLIENT: NAACP

AGENCY: INFINITY MARKETING TEAM

NAACP Celebrates the Success of their 111th National Convention Online *NAACP's First Ever Virtual Livestreamed Convention, powered by IMT*

From September 13th – 26th, the National Association for the Advancement of Colored People (NAACP), the largest and most pre-eminent civil rights organization in the nation held it's 111th National Convention entirely online. Chosen as the official production partner for this year's virtual summit, Infinity Marketing Team (IMT) worked closely with the NAACP to produce over 25 live and on-demand sessions that garnered 527,000 views across NAACP's Convention website, Facebook, and YouTube.

Already postponed in its original form as a physical event, the continuing pandemic in the country caused the NAACP to consider new options for its influential national convention and resolutions plenary. The virtual livestream format provided an exciting and effective solution that would allow the convention to safely continue its vital dialogues.

The convention kicked off on Sunday, September 13th with an unforgettable opening address from NAACP President & CEO, Derrick Johnson, and featured legendary musical performances by Kierra Sheard and Jamison Ross. Following this and throughout the next two weeks, over 137 of the world's top social activists, industry leaders, and public servants came together virtually, to champion solutions to some of the world's most pressing topics including COVID-19, voter suppression, police brutality, racism, and the 2020 election. Vice Presidential Candidate Senator Kamala Harris, New York Times bestselling author, political leader and recent documentary film-subject Stacey Abrams, and legendary producer and author of the Black Panther Marvel Comics series Reginald Hudlin are among the long list of renowned speakers who participated in this year's convention.

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Crowd and Media response to the livestream event exceeded NAACP's expectations with:

- **527k** Stream Views
- **Multiple NPI Press Articles** including pieces published by: Boston Globe, GBH, Boston Herald + More!

For further information, please contact Elliott Elsner with Infinity Marketing Team at: Elliott@infinitymarketing.com.



“Infinity Marketing Team assisted the NAACP in producing an amazing 111th NAACP National Convention virtually for the very first time. The professionalism and expertise that IMT brought, allowed us to successfully hold our very unique and intricate meetings for all of our members and guests. Throughout our convention, IMT was flexible and reliable. These qualities were invaluable.”

- Gina Lawrence, Director for Events Planning

VIRTUAL CASE STUDIES OF EXCELLENCE



SMARTSOURCE

CAMPAIGN: CEIR PREDICT 2020 VIRTUAL CONFERENCE
CLIENT: CENTER FOR EXHIBITION INDUSTRY RESEARCH (CEIR)

SmartSource® Demonstrates Its Partnership Value At CEIR Predict 2020

BACKGROUND

As a designated Collaborator Partner for the CEIR Predict 2020 event, CEIR's Annual Exhibition Industry Outlook Conference, SmartSource was charged with providing virtual event services. Given the event's outward looking approach, it was important to event organizers that their partners be forward-thinking experts. The event was focused on the impact of emerging trends and economic, geopolitical, and social issues on the future of trade shows and trade fairs, with more than 160 executives in the exhibitions industry registered. While the outcome was excellent, as with all conferences, creating the successful Predict event was not without its challenges.

CHALLENGE

Predict organizers planned for an in-person event. When it became evident that this wasn't possible, they contacted SmartSource and asked for help creating a personal and professional virtual event. The first challenge was timing – the team had just four weeks to produce the event and prepare the speakers. In addition, needing to have all speakers



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present remotely – some from outside of the U.S. – created additional technical and logistical hurdles. Another aspect of the virtual event that had to be addressed was CEIR operating from a live studio in Orlando with the feed going back to a Las Vegas location. Scheduling the international speakers for their recording sessions, shipping presenter kits to individual speakers to ensure the best video and audio quality, and designing a full virtual set within the allotted time were other challenges to be met.

SOLUTION

Coordinating virtual elements to seamlessly integrate the flow of the day, highlight the event partners, and keep attendees engaged was critical. SmartSource used their Event Hub as a central location for the 164 conference attendees to log in and view the presentations. Additionally, the Event Hub was applied to facilitate attendee networking. A virtual exhibit hall was provided to CEIR, which enabled attendees to connect with exhibitors via Chat or 1:1 video communications. Live chat support was also offered. Strong content combined with the right technology allowed attendees to remain engaged an average of 261 minutes.

Along with the live studio and its equipment, which consisted of VMix control stations, a PowerPoint slide advancement system was used, enabling the presenters to virtually control their presentations from their individual locations. A communications system that operates like a ClearCom system gave staff real-time, virtual communication capability for show calling and collaboration. The effective application of technology relied on SmartSource's development and implementation of a well-thought-out plan, working in close concert and collaboration with the CEIR team and the other event Collaborator Partner, the International Association of Exhibitions and Events® (IAEE). Key plan elements were determined upfront and included timeline deliverables, scheduling of presenter rehearsals, content development, and the execution of the overall program platform.

SmartSource's extensive experience, technical know-how, and event ingenuity was on full display at Predict, and the event was by all measures a great success.

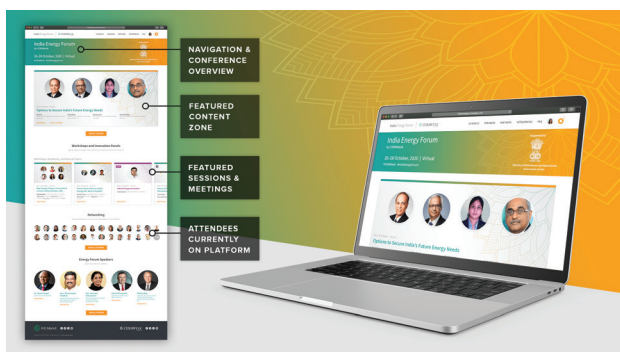
VIRTUAL CASE STUDIES OF EXCELLENCE

sparks®

CAMPAIGN: CERAWEEK INDIA ENERGY FORUM (IEF) VIRTUAL EVENT
CLIENT: IHS MARKIT
AGENCY: SPARKS

THE BACKGROUND

IHS Markit is a world leader in critical information, analytics and solutions. The brand's events bring together leading industry experts and key market players to share insights and discuss the challenges of specialized industries. In light of the pandemic, the 4th annual CERAWeek India Energy Forum went virtual for the first time in its history.



THE CHALLENGE

Reimagine and redesign the CERAWeek India Energy Forum from a live multi-day in-person conference to a global virtual experience, where high-level attendees from around the world come together to share thought leadership perspectives and exchange ideas under the patronage of the Honourable Minister Dharmendra Pradhan and the Indian Ministry of Petroleum & Natural Gas. The experience needs to deliver dynamic content in a robust, user-friendly format, while allowing for maximum engagement with thousands of partners, speakers, and attendees.

THE SOLUTION

Design, develop, deploy and produce a technology-rich, proprietary virtual event experience for IEF that can be leveraged for additional IHS Markit events including TPM (Trans-Pacific Maritime Shipping & Logistics, CERAWeek

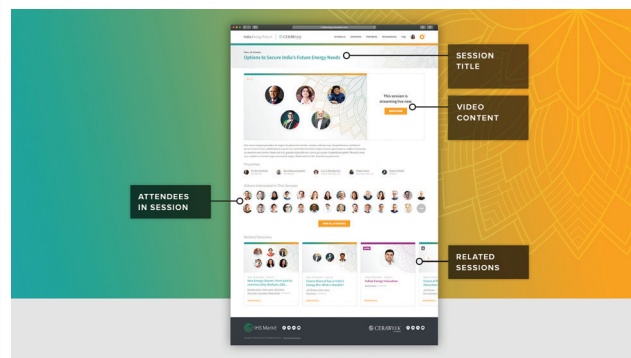
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(Cambridge Energy Research Associates) and WPC (World Petrochemical Conference). To support IHS Markit's need to create a scalable platform, deliver more than 200 sessions and showcase 15 sponsors while providing an engaging attendee experience, we built a custom event platform using the framework of our robust digital event offering, Virtu. The platform's technology and design gives IHS Markit the opportunity to activate several engaging event features as needed including live-streaming sessions, on-demand videos, downloadables, discussion hubs featuring Q&As and session room chats, sponsor engagements, attendee networking, and more. Further, with the platform's Attendee Profile Pages and Personalized Calendars and Agendas, the full conference experience can be customized to the content needs of each attendee.

THE RESULT

The CERAWeek India Energy Forum custom virtual event platform is intuitive, easy to use, and allows for a digital experience that puts connection and education at the forefront. A group of more than 4,000 international speakers and delegates as well as a community of a thousand delegates from India and regional energy companies, energy-related industries, institutions and governments gathered to further important dialogue on India's new energy future. The event's speakers included energy ministers, senior industry executives and leading national and international energy experts, such as the Prime Minister of India who joined as a speaker just one week prior to launch.



VIRTUAL CASE STUDIES OF EXCELLENCE

WorldStage

See
pg. 52 for
more

CAMPAIGN: TRIBFEST 2020
CLIENT: TEXAS TRIBUNE
AGENCY: MASAYA EVENTS

Texas Tribune Festival Thrives in Their First-Ever All-Virtual Format Utilizing the Digital Oasis Platform

OVERVIEW

The Texas Tribune Festival is an annual celebration of ideas featuring the most interesting and important people in politics, policy and the media participating in live panels and exclusive one-on-one interviews. Due to the coronavirus pandemic the tenth anniversary 2020 edition was transformed into virtual TribFest, a month-long online extravaganza that ran daily throughout September and featured 280 presenters in 113 pre-recorded and live sessions.

CHALLENGE

While most virtual events last two or three days it was unprecedented to stage one that delivered the highest quality experience to attendees and presenters for 30-plus days. 280 TribFest guest speakers spanning the country needed technology and support at home to make their pre-records or live participation smooth and easy. Masaya Events was tasked with transitioning the Texas Tribune Festival to TribFest and ensuring that the virtual event matched the energy and scope of the popular yearly production. All production team members worked remotely in the cloud – with Masaya



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Events' executive producer in Brooklyn, the show caller in San Francisco, the Tribune team in Texas, and the WorldStage technical team located in several cities across the U.S.

SOLUTION

Masaya Events selected Digital Oasis, the industry's most advanced online event hosting solution from WorldStage. Digital Oasis' advanced capabilities provided the platform that successfully transformed the festival's artistic vision into a high-end, broadcast-level experience. The advanced features emulated a traditional on-site production environment where guest speakers and executives thrived. The production team welcomed presenters into the virtual environment, did a quick tech check to confirm everything was working on both ends, communicated the show run and connected the panelists together before going live.

KEY TAKEAWAYS

One of the biggest advantages of Digital Oasis was its ease and accessibility for the presenters. One click linked them to the system where the producer greeted them in a green room for tech rehearsals and continual interaction with the production team. The familiar green room environment quickly set presenters at ease, and the rapport the team established meant presenters were confident and ready to go. Presenters could see everyone onscreen, view notes or teleprompter and follow the show clock timer. The high-tech Cloud Studio provided complete control for a professional broadcast experience built on the secure IT cloud infrastructure for signal management, capture and distribution. Combined with the remote team of production professionals all communicating together over a multi-channel COMM system, being virtual felt incredibly familiar and connected.

“With Digital Oasis everyone was able to feel comfortable and confident about this new world of virtual production. We are looking forward to pushing the platform to engage more audiences in the future.”

- Laurea de Ocampo, Executive Producer, Masaya Events