



## Virtual Event Bag - Digital Promotion Opportunity For Vendors

This year we are sharing a Virtual Event Bag with our audience. By supporting our event and participating in the Virtual Event Bag, we are giving you the opportunity to present a placement to our audience inside our online page.

The content that you place within the Virtual Event Bag will reach several thousand participants and their families. Your placement could be a voucher, an online store discount, educational information or even a simple advertisement for your product/service right inside our page.

The world has gone digital and the Virtual Event Bag provides a more modernized experience for all. A benefit of the Virtual Event Bag program is that it's green so there is no wasted plastic, paper, or products. The recipients of the Virtual Event Bag are able to save the content to their desktop computer or mobile device.

### How does a Virtual Event Bag work?

- Participants receive an invitation email with a link to visit their bag a few days prior to the event.
- Participants visit the Virtual Event Bag, then view, save and redeem content of personal interest.
- A few days after the event, participants receive a final invitation email with a link to visit their event bag.
- All participants receive a personalized bag. The participants can act immediately or save content for later.
- Participants receive 1–2 reminder emails to use the content they have saved in their event bag.

### Vendor Placement Cost: \$500.00

*Event Sponsors receive this at no charge*