# FAQ Sponsorship & Exhibition

Please see below the answers to some of the most frequently asked questions about the BMLA 2021 Virtual Conference

## GENERAL INFORMATION

### Who will help me with my first BMLA Virtual Conference experience?

Clare Beach, your BMLA Sponsor & Exhibition Manager will help you every step of the way. You can reach her via email: office@bmla.co.uk or UK mobile: +44 (0)7584 176583.

### How long will the Virtual Platform be available?

The Virtual Platform will be live during the Conference dates. After the Conference dates, all content is available for an additional 3 months for all registered participants.

### Will an Exhibitor get the chance to see the Virtual Platform prior to the Conference?

Yes, Exhibitors will receive a mock-up of the booth and be able to have a virtual tour of the booth if requested in the booking form approximately 2-3 weeks prior to the conference.

## VIRTUAL EXHIBITION

### How do visitors access the Exhibition?

Visitors to the Virtual Platform can access the Exhibition from the main screen – by clicking on the Exhibition menu.

### Can exhibitors customise their booth?

We will supply Exhibitors with the dimension of the screens and booth design options. Exhibitors will receive instruction letters with specifications in order to submit their material (logo, adverts, videos, links, images, etc.) by the deadlines.

We will upload all the materials for you and send a mock-up when available.

### What is the deadline to submit the videos and documents for the booth?

The deadline is: 8th April 2021

***Can participants save or download material published on our booth?***

Yes, visitors can view and download documents directly to their computer.

***How many staff members can an exhibitor have assigned to their booth?***

The limit is 3, but we recommend having 1 or 2.

***How can participants engage with Exhibitors?***

Participants can get in touch as soon as they visit the booth. There is the option to send a message to the representative with their question via the platform, or they can book a 1:1 meeting with an Exhibitor representative. Attendees can also request further information via the **Request more information** link on the booth.

***How do Exhibitors retrieve leads from their booth?***

At the end of the Virtual Conference, we will share a report of how many attendees have requested information from the booth. Exhibitors themselves will need to collect contact details from those who book meetings.

***Will there be Exhibition hours?***

Exhibitors are asked to be online during the conference programme hours to maximise engagement in sessions and respond to enquiries as required. When your team are not online, attendees can still easily send messages, questions, request/download meetings or information.

## SPONSORED SESSIONS

***How can participants access the sponsored masterclass sessions?***

Participants can access the sponsored session via the programme menu, by clicking on '**Masterclasses'**.

***What are the different formats of sessions available?***

Most sessions will be pre-recorded, with live Q&A.

***Who will pre-record a session? And if a session has more than one speaker, how will the recording work?***

VenuIQ, our virtual platform provider will pre-record the sessions with the speakers. We will contact each speaker and send them the instructions for the pre-recording and different time slots that they will be able to choose from.

The session will then be recorded by VenuIQ, edited (they will clip the start and end to make sure a prompt and smooth play when live only), and can be shared with the sponsor upon request.

Should you wish to pre-record your own speakers, please inform us immediately to receive the specifications and deadlines.

***Will a live session be recorded and how long does it take to be accessible for all participants afterwards?***

Yes, a live session will be recorded as it is taking place. It will then be made available to be viewed on demand on the platform within 4 hours.

***Will a sponsor receive the footage of their session?***

Yes, the sponsor will receive a copy of the live session within two weeks after the Conference.

***What features are available during a session? Can a sponsor distribute promotional materials?***

Live Q&A will be available and included in the session. Sponsors will also be able to add brochures or evaluation links in the chat section of their session to be shared with participants.

Additionally, voting and evaluation features can also be embedded in the session. If you would like to receive more information, please contact us.

***If a session is pre-recorded but has a live Q&A, how will it work?***

The live Q&A will start once your pre-recorded session has ended. The speakers and moderator will join live and the platform team will stream it and assist with anything needed.

***Does the live Q&A have a time limit? Will it be moderated?***

The live Q&A is allocated to be 30 minutes, you can use your session's time as you wish up to the total session length time. You can request to stop the Q&A at any time.

Participants will be able to submit their questions that will first go to a moderator. The moderator, after a screening process, will decide which questions to send to the speaker to answer, and those selected will be made public for all participants. We suggest having a few warmup questions prepared as well.

***Will there be an opportunity to review the recorded Q&A before it is made available on demand?***

No, there are therefore two ways in which we can manage this element:

1.  The recorded Q&A is added to the end of the recorded masterclass and made available on demand on the platform. Once it is available on demand, you can view the whole recording on the platform at which point, if you decide the Q&A recording is not suitable, it could be removed.

2.  You decide ahead of the conference that the Q&A element is not to be included in the on-demand video after the masterclass.

## MESSAGE AND MEETING FUNCTIONALITY

***Do the exhibitor 1:1 meetings have a maximum number of people that can join? How do the invites work?***

The 1:1 meetings are for 1 participant and 1 exhibitor at a time. Click the Connect menu item from the top bar. This will show you the entire attendee list, filter who you wish to connect with using the search bar as required. You can concurrently use the filter drop-downs to target a specific group or type of delegate. To send a message or request a meeting simply click their profile photo or name and use the messaging/meeting icons as required.

***For how long will the chat function be available?***

The message feature will be available as long as the platform is live. After that it will be closed. If you need to reach someone after this date, please contact us for assistance.

## REPORTING AND COMPLIANCE

***What information will be shared with sponsors and exhibitors at the end of the Conference?***

All sponsors and exhibitors will receive, within two weeks after the end of the Conference, general statistics with information about:

- Number of registered participants
- Online users per day
- Delegate profile
- Industry engagement at a glance.

Each exhibitor and sponsor will also receive tailored statistics for their booth and sessions, with the following information where applicable:

- Selective delegate information and number of participants that joined their Masterclass session if appropriate.
- Selective delegate information and number of participants that interacted via live Q&A, polling, session chat and session feedback during a Masterclass session if appropriate.
- Selective delegate information and number of participants that requested more information/resources in the exhibitor's booth.
- Selective delegate information will only be shared when a participant gave consent to do so, at the time of registration. It may include name, organisation, email address and country.

***When will sponsors and exhibitors receive the statistics report?***

The statistics report will be shared within two weeks after the Conference and also at the end of the 3 months that the virtual platform is live.

***Will there be a clear separation between the Educational and the Sponsored sessions?***

Yes, there will be a clear separation between the Educational and the Sponsored Sessions in the lobby of the Conference and in the online scientific programme.

## TECHNICAL

***Will there be technical support during the Conference?***

Yes, during Conference hours there will be support from our platform team, via chat or via email, to participants, speakers, sponsors and exhibitors.

The BMLA Conference team will also be available during the Conference programme hours, via the following link: BMLA 2021 Conference/Contact Our Team

## USEFUL INFORMATION

FAQ

Code of Conduct

# Thank you for your support!