

Summary: Several associations that we manage found themselves transitioning to a virtual conference at the very last minute when the COVID-19 crisis hit. Rather than automatically refunding sponsor and exhibitor fees or deferring to a future event, we found success in giving sponsors alternative ways to participate in the virtual conference. This is a sample of the web form that we sent them to select their options.

Name:

Email:

Company:

Virtual Product Theater: I am interested in sponsoring a 1-hour virtual product theater during the conference (limited opportunities available and additional fees apply)

Select one: (Yes/No/Potentially)

Mini Product Theater: I am interested in sponsoring a 15-minute mini product theater during the live conference (limited opportunities available).

Select one: (Yes/No/Potentially)

Other options: I am interested in other opportunities to participate in the conference, such as

Check all that apply:

- ad space: website, newsletter, mobile app
- email or survey to members/attendees
- session sponsorship
- push notifications via mobile app

Custom: I am interested in participating but have another idea (please describe below):

Cancellation: I am not interested in any of the opportunities described above and request a refund of the booth fees, less a \$50 administrative fee. (Requests for cancellations must be received by March 15)