

EXHIBITOR AND SPONSOR QUESTIONS AND ANSWERS

1. HOW DOES A DIGITAL CONFERENCE WORK?

The PLSA digital conferences will offer everything you've come to expect from our world-class face-to-face conferences, with a virtual twist.

At the heart of the event remains the programme, which will feature sessions from industry experts and thought leaders who bring intelligence and insight from pensions, economics, and politics.

To make the sessions easier to digest in their online format, the programme is split across additional days and will run in the mornings.

On entering the digital conference platform delegates will be greeted in the lobby area by a short video from Julian Mund, our CEO, providing an overview of the conference and what to expect. Participants can then explore the platform in the same way they would a venue, visiting the exhibition hall, attending sessions, and meeting new contacts and old friends in our new networking lounge.

KEY FEATURES:

- ▶ A world-class conference programme held in a digital auditorium and breakout rooms.
- ▶ Sponsored speaking opportunities including stream sessions, Learning Zones and specialist sessions.
- ▶ An interactive exhibition hall where you can host your stand and chat via text, video or audio call, whilst delegates download your materials*.
- ▶ A new networking lounge, designed to create even more networking opportunities.
- ▶ A conference game to encourage attendees to navigate their way around the platform.

2. HOW LONG ARE THE CONFERENCES?

To make the sessions easier to digest in their online format, the programme is split across additional days and will run in the mornings, allowing for extra networking time in the afternoons.

NEW CONFERENCE DURATION

ANNUAL CONFERENCE

12 - 16 October
2020

LA UPDATE

11 - 12 November
2020

NEW TECH CONFERENCE

25 - 26 November
2020

TRUSTEE CONFERENCE

15 - 16 December
2020

INVESTMENT CONFERENCE

8 - 12 March
2021

LOCAL AUTHORITY CONFERENCE

17 - 21 May
2021



3. WHAT SPONSORSHIP AND EXHIBITION OPTIONS ARE AVAILABLE?

Please contact business.development@plsa.co.uk for details on all the opportunities available at each conference.

4. IF I SPONSOR OR EXHIBIT WILL I RECEIVE DELEGATE DATA?

Yes, conference exhibitors and sponsors will receive data before and after the conference.

5. HOW DO I NETWORK WITH DELEGATES?

If you have an exhibition stand, you can host group discussions and private one-to-one chats via text, video or audio calls*. Plus, where permission has been granted, you can view the delegates' full profile. Additionally, we have a dedicated networking area where all delegates can use the same technology to meet new contacts. Each attendee has a profile, you can access the profiles via the networking tab. From there you'll be able to see the full attendee list, and via another tab who is online at that particular time. You can either message, audio or video call from this area.

6. WILL DELEGATES BE ABLE TO PHYSICALLY SEE ME IN MY WORKSPACE?

If you choose to! By activating the video call in the chat facilities, you will be able to speak to people face-to-face.

7. HOW DOES A DIGITAL EXHIBITION STAND WORK?

In the same way a physical stand does, without the sore feet. The stand can be customised with your brand and materials, and delegates will visit you to chat via text, audio or video call*. They can watch videos, add documents and presentations to their digital conference bag.

8. CAN I CAPTURE DATA ON STAND?

Absolutely. On the last day of the event the PLSA team will send you a full report including:

- ▶ Who visited and the frequency
- ▶ How long they stayed
- ▶ Which documents were viewed, downloaded and added to the conference bag, and by whom
- ▶ Which videos were watched and by whom
- ▶ Who clicked on the website and social links

Plus, the live chats are recorded so you don't need to take notes.

9. WILL I GET STAND PERSONNEL INCLUDED WITH MY EXHIBITION STAND BOOKING?

Yes, included in the package are stand personnel (or booth representatives as they are now called), registration places plus one delegate registration. These passes allow access to the exhibition hall and the back office for set up. If booth representatives wish to attend sessions and utilise the other networking facilities, they need to upgrade to delegate passes which does incur a cost.

10. HOW MANY MEMBERS OF THE TEAM CAN BE REPRESENTED ON THE VIRTUAL STAND AT ONE TIME?

It is completely up to you, but no more than five is recommended as best practice.

11. HOW DO I SET UP A DIGITAL EXHIBITION STAND?

In the same way you receive early access to a physical exhibition hall, booth representatives will be granted early access to the platform where you can follow the handy guidance video on how to build your stand. There's a selection of booth templates you can choose from (based on your package) and tailor by selecting your brand colours and logos. This is then layered with the videos and documents you choose to feature. All the branding opportunities with none of the heavy lifting!

12. ARE THERE VIRTUAL NAME BADGES SO YOU CAN SEE WHO YOU'RE TALKING TO?

You don't need name badges. Instead, by clicking on the networking tab you'll be able to see the full attendee list, and via another tab who is online at that particular time. You can either message, audio or video call from this area.

13. HOW CAN I MEASURE RETURN ON INVESTMENT?

The full report you will receive at the end of the event allows you to easily cross reference your objectives against your data.

14. WHAT IF THERE ARE TECHNICAL ISSUES ON THE DAY?

As always the PLSA team will be on hand to assist with any issues you encounter, in addition the platform offers three forms of technical support; live chat, a dedicated telephone number for exhibitors and sponsors, plus an email address.