



VIRTUAL

MEETINGS&EVENTS ASSOCIATION

Provider Tool Kit

virtualmea.org | (866) 510-8028

Artwork by JBene

WELCOME

HELLO

CRAFTINGS



CONNECTING
THOSE WHO *Plan*
WITH THOSE
WHO *Produce*

Why Register Your Service?

Help the Virtual Meetings and Events Association Planner Members find the best services for their event by sharing your listing. What unique aspects of your service can they expect if you work together? This is like a dating site for business. Share what's unique about you and be sure to express what you are looking for to have a strong customer/provider relationship..

YOU'RE A MEMBER!

Now What?

In This Toolkit:

>	Checklist	6
>	Profile	7
>	Listing	9
>	Collaborate.....	11
>	Advertise	15



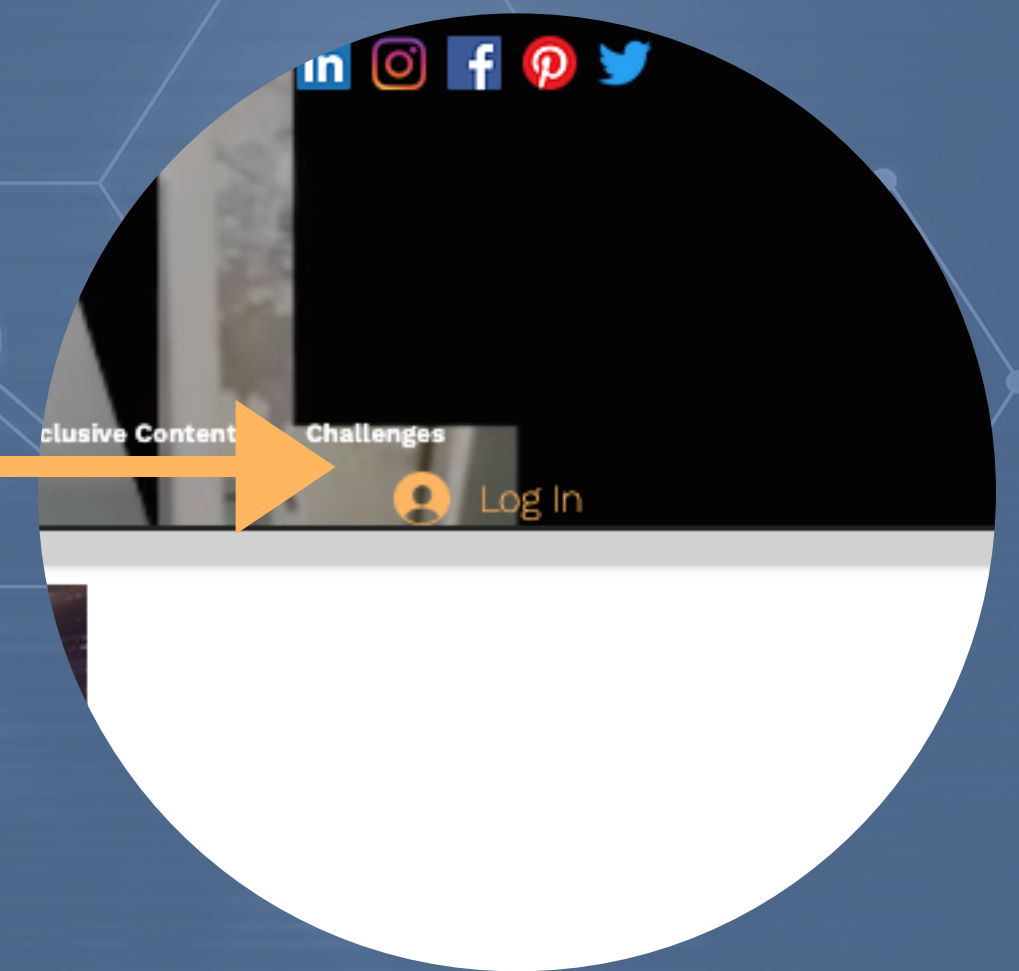
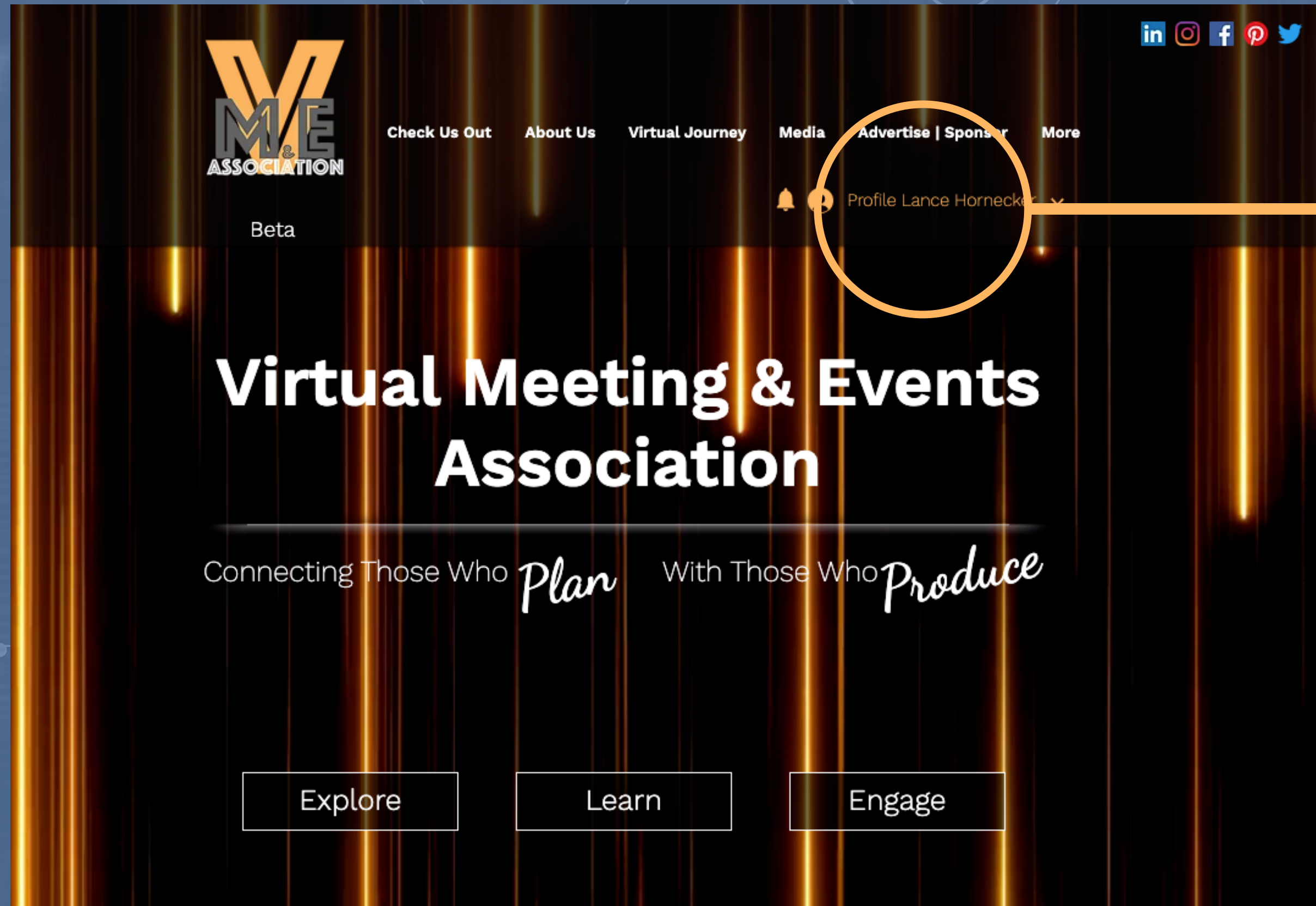
MAXIMIZE YOUR MEMBERSHIP

CHECKLIST

A Return on Involvement: You
Get Out Of, What You Put Into.

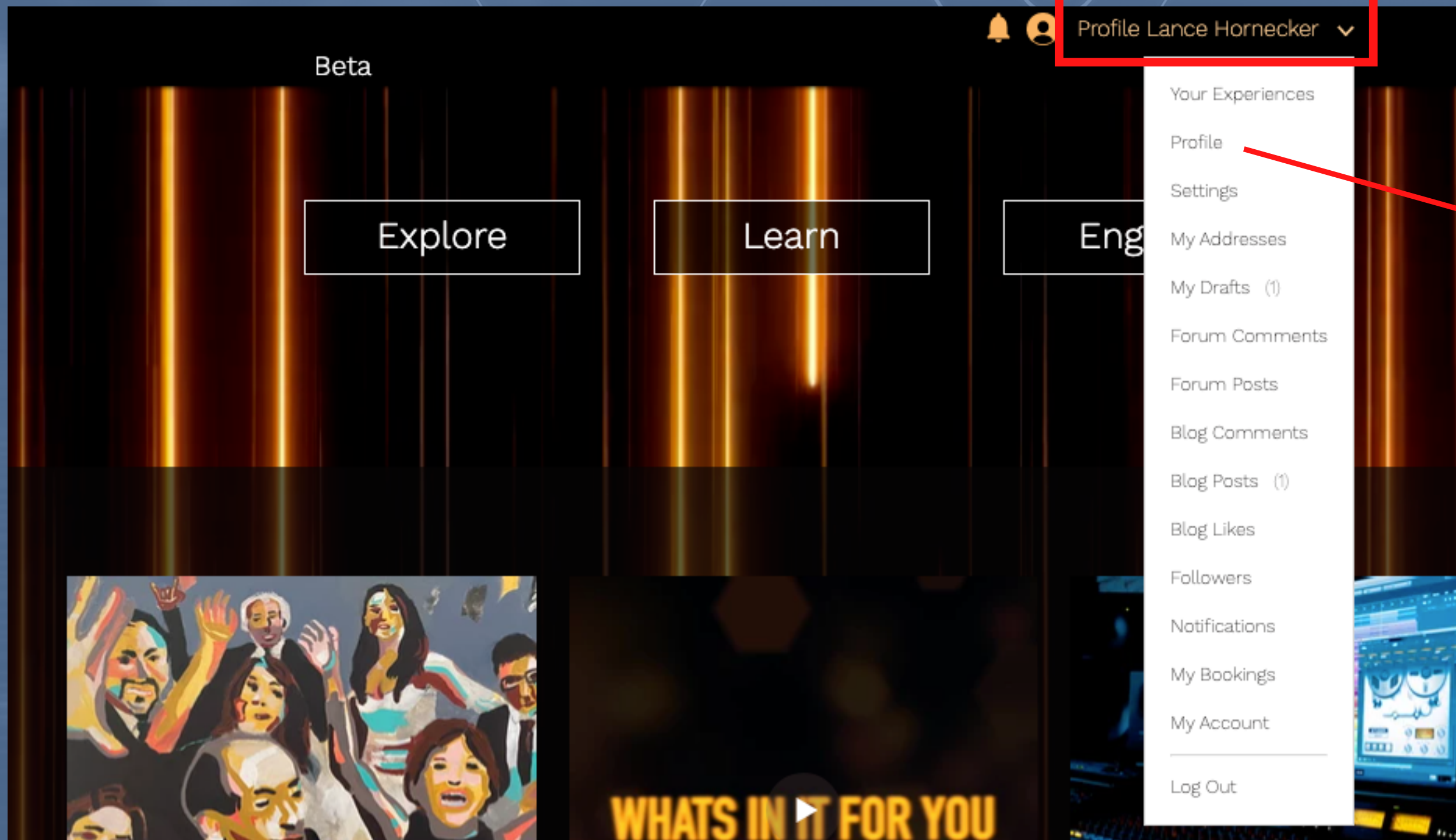
Step	What to Do	How
1	Become a Member	✓
2	Update Your Profile	
3	Create Your Listing	
4	Advertise Sponsor	

PROFILE - HOW TO UPDATE



Log on to your profile

PROFILE - HOW TO UPDATE

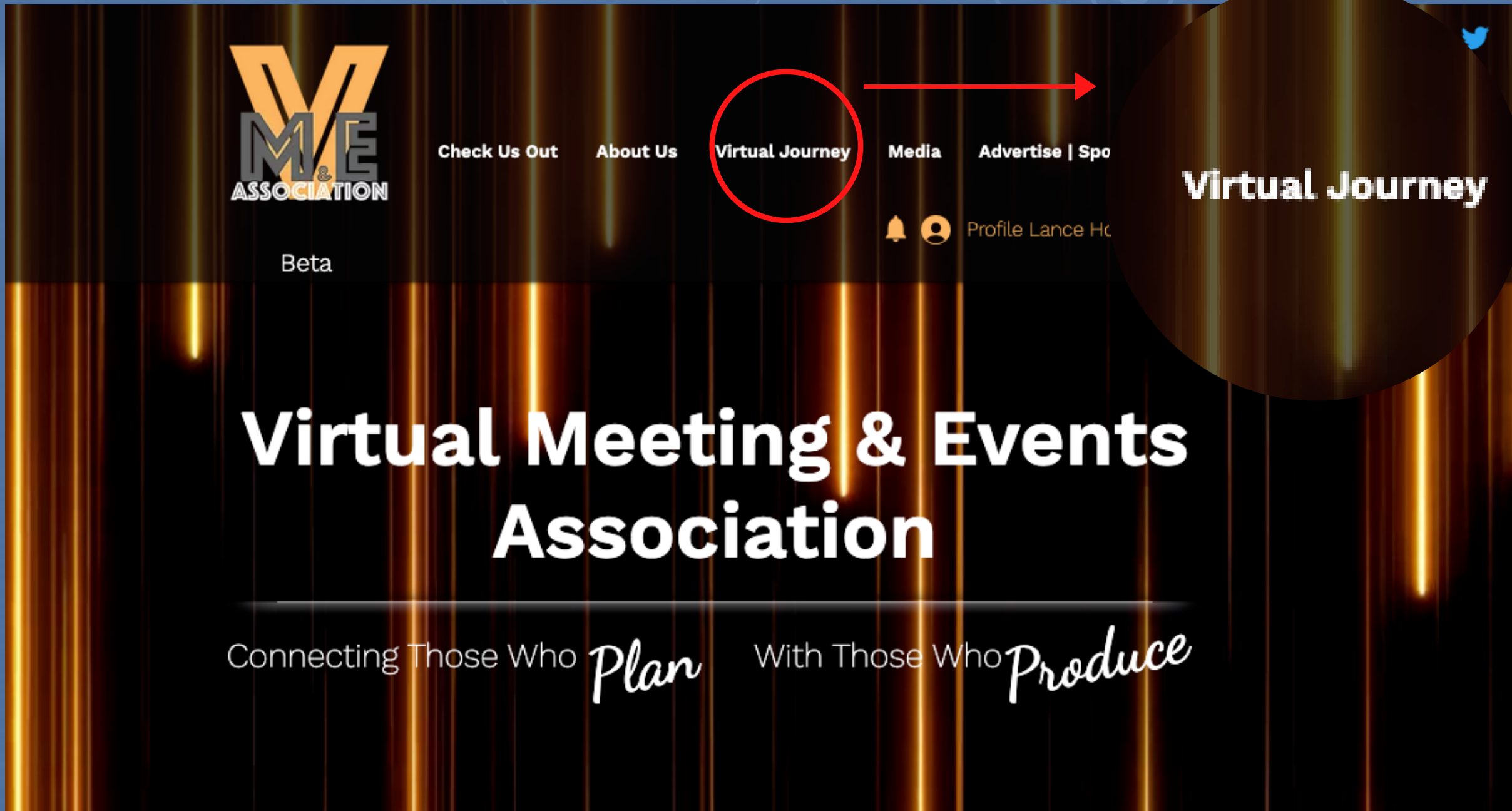


Click on your profile name once logged in

Click on profile tab

- Update your profile
- Add a picture of yourself

PROVIDERS - ADD YOUR LISTING



[Check Us Out](#)

[About Us](#)

[Virtual Journey](#)

[Media](#)

[Advertise | Spo](#)



Profile Lance Hc

Beta

Virtual Meeting & Events Association

Connecting Those Who *Plan* With Those Who *Produce*

Providers Register your Service!

From the home screen, select **Virtual Journey**

Click on **Providers Register Your Service** button, located at the bottom of the page

PROVIDERS - ADD YOUR LISTING

Provider Service Registration

Register/Edit Your Company Listing

Edit current listing

Click on Register/Edit Your
Company Listing

PROVIDER LISTING - COMPLETE THE FORM

New Provider Listing

Company Name	Membership Type
Full Name (First (space) Last)	Primary Service Type
Title	Company Main Number (listing number)
Email (Primary Contact)	Phone Number (Direct)

Required for Company Affiliated

Secondary Contact (Full Name)	Secondary Contact (Email address)
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Company Web URL (HTTP/HTTPS)

B I U Tr | **≡ ≡ ≡** | **🔗**

Description of Company Services.

[+ Upload Logo or Cover Picture](#) [Add link directly to your promotional video](#)

☒ Agree to Code of Conduct [View Code of Conduct](#)

☐ I'm not a robot

Steps

2

Complete all Information

3

Load image

4

Website URL

5

Promotional Video (link from vimeo or youtube)



COLLABORATE

Review

We need your help building a community...anxious for your review of the site and don't forget, to give us your feedback! We'd appreciate it!

Sponsor or Advertise

Build YOUR brand awareness. VMEA is the perfect spot to sponsor/advertise!

NEED HELP?

VIRTUAL
MEETINGS&EVENTS ASSOCIATION

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VIRTUAL

MEETINGS&EVENTS ASSOCIATION

Sponsorship & Advertising

VIRTUAL TRENDS

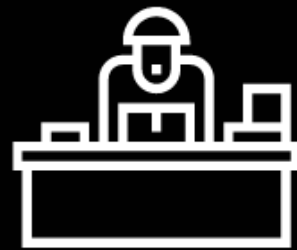
While not new, virtual is more prevalent than ever.

At a Glance



87%

People going virtual compared to last year



75%

CEO prediction of video replacing regular conference calls



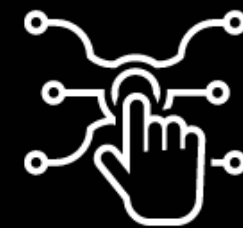
93%

Event professionals plan to invest in virtual events



89%

of businesses using virtual technology save 200+ hours per year



68%

Event professionals looking for hybrid technology

\$1,000

Avg spend per virtual attendee

>60%

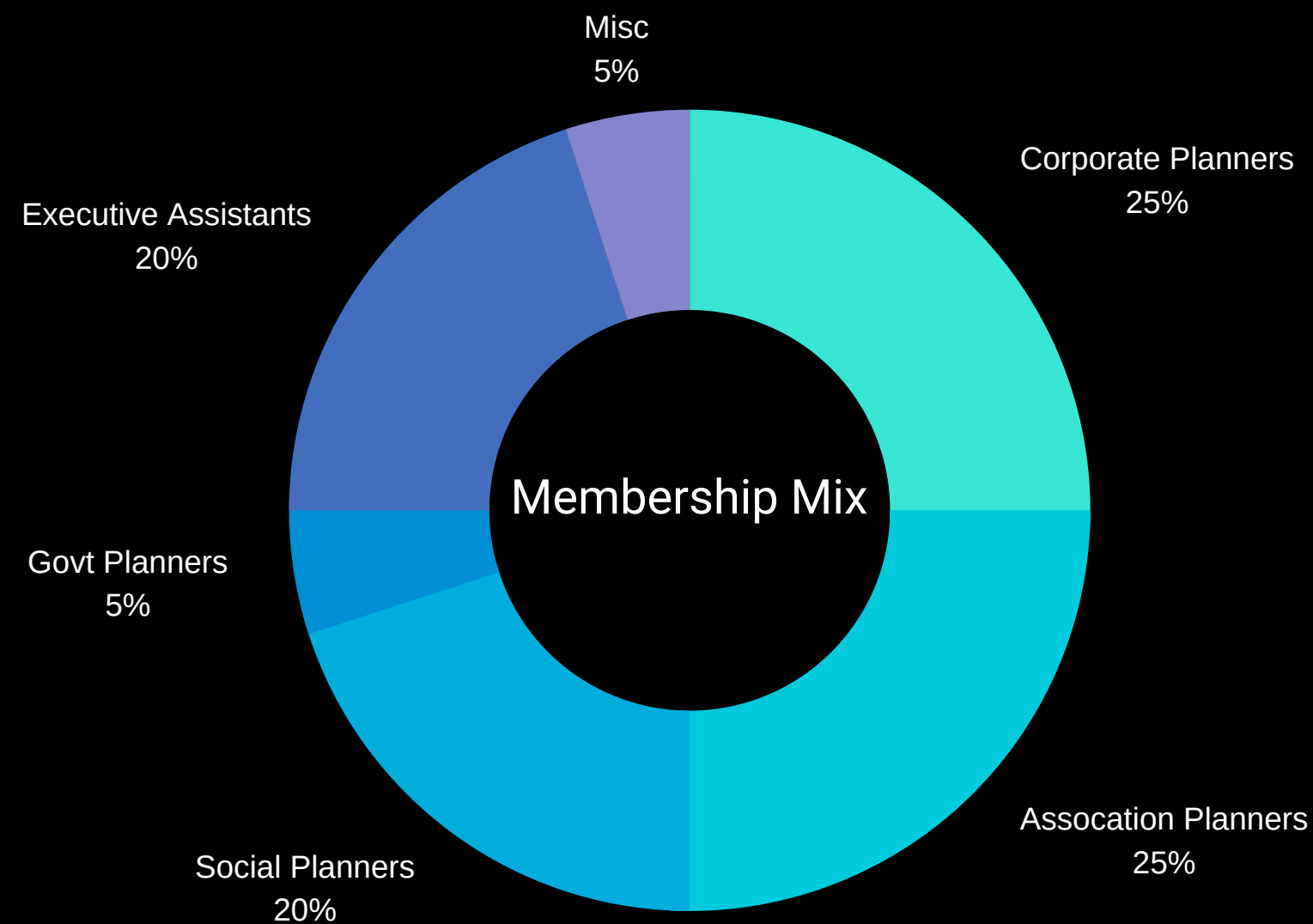
meeting professionals that pivoted to virtual in 2020

>87%

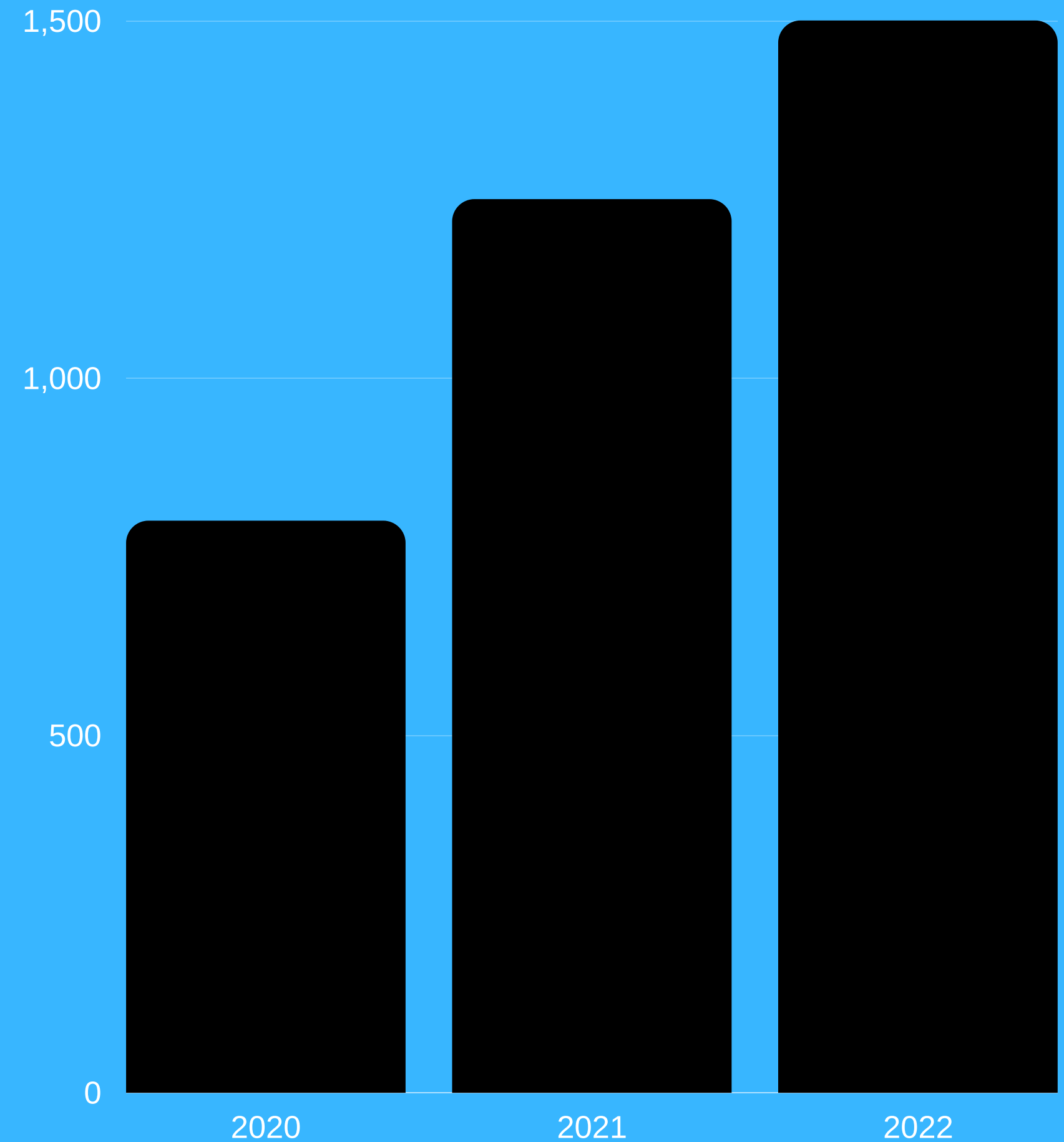
meeting professionals that had to cancel meetings as a result of COVID-19

OPTIMIZE YOUR EXPOSURE

Reach a more diverse target market In one place.



VMEA Forecasted Member Growth



ADVERTISING

Digital



Newsletter



Email



Social Media

Our largest audience. The VMEA newsletter will be sent, at no cost, to both members and subscribers

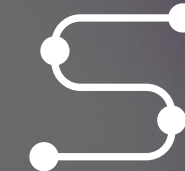
Grow your audience with direct email communication from our 3,000 member database (and growing)

Exposure across all our social media platforms

Website



Blog



Virtual Journey



Forum



VMEA-TV

Our virtual blog will feature educational and informative information

After joining, this will be the main landing page for all things virtual

The forum will foster discussion and collaboration between members

VMEA TV will feature a broad range of programming to enhance the virtual experience while educating & entertaining

Events Education



VMEducation



Events

Our education will feature the latest trends, trips & tricks in the virtual meetings & events world

Meetings & Events are at the core of what we do. Our online offerings will cover a wide range of topics.

OPPORTUNITIES TO CONNECT

PRICING MADE PLAIN AND SIMPLE - A LA CARTE

Website

	Location	Dimensions	Rate
Home Page	Header	900 X 250 PX	\$750
	Side Panel	300 X 250 PX	\$500
Virtual Journey	Home	900 X 250 PX	\$650
	Gated Select	300 X 250 PX	\$475
Forum	Video - 15s	900 X 250 PX	\$500
	Header	300 X 250 PX	\$300
Blog	Header	900 X 250 PX	\$350
	Side Panel	300 X 250 PX	\$300

Publications

	Location	Dimensions	Rate
Newsletter	Header	900 X 250 PX	\$350
	Side Panel	300 X 250 PX	\$250

Our Reach

- 3,000 person email data base and growing
- 500 unique visitors to website during beta (pre SEO)
- 300 followers on social media, and climbing

• All ads posted to our website will be hyperlinked to your website

PRICING MADE PLAIN AND SIMPLE

Cash Sponsorship Packages

Executive Producer

- Three dedicated emails per year (\$4,500 value)
- Website home page header ad (rotating)- static image (\$9k value)
- Six social media shout out posts - static image (\$3k value)
- One member spotlight in newsletter(\$2,500 value)
- Six-30 second videos on social media (\$3k value)
- Six-30 second videos on VMEA-TV (\$3k value)
- Lead four VMEducation programs (\$10k value)
- Top feature listing in one journey page category - static (\$7,800 value)
- One sponsor content ad on VMEducation program (\$2,500 value)
- Promotional item opportunity in event swag bags
- 50% discount off a la carte items

\$10,000/Year

Producer

- One dedicated email per year (1,500 value)
- One virtual journey page ad - static image, 6 months (\$3,900k value)
- Two social media shout out posts - static image (\$1,500 value)
- Two-60 second videos on social media (\$1,500 value)
- Two-60 second videos on VMEA-TV (\$1,500 value)
- Lead two VMEducation programs (\$5k Value)
- Top feature listing in virtual journey page category, rotating, 6 month) (\$3,900 value)
- One sponsor content ad on VMEducation program (\$2,500 value)
- Promotional item opportunity in event swag bags
- 25% discount off a la carte items

\$5,000/Year

Director

- Banner sponsorship on two emails (\$750 value)
- One virtual journey page ad - static image, 2 months (\$1,300k value)
- One social media shout out posts - static image (\$750 value)
- One-60 second video on social media (\$750 value)
- One-60 second video on VMEA-TV (\$750 value)
- Lead one VMEducation program (\$2,500k value)
- Top feature listing in virtual journey page category, rotating, 3 month) (\$1,950 value)
- Promotional item opportunity in event swag bags
- 10% discount off a la carte items

\$2,500/Year

OUR TEAM



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**READY TO
TALK?**

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