



MIDWEST GREEN TRANSPORTATION Forum & Expo 2020

SPONSOR & EXHIBITOR PACKAGES for our 2020 DIGITAL EXPERIENCE

September 14-25, 2020
Download the Whova
App to join us!

AVAILABLE PACKAGES:
- Presenting level sponsor
- Title level sponsor
- Champion level sponsor
- Exhibitor

Questions? Contact Rachel Ellenberger, Business
Development and Communication Manager

P: (614) 884-7336 ext. 310
Rachel@cleanfuelsohio.org



**MIDWEST GREEN
TRANSPORTATION**
Forum & Expo 2020

The 2020 Digital Experience: Taking Advantage of this Opportunity

Clean Fuels Ohio is hosting the **2020 Midwest Green Transportation Forum & Expo on a digital platform** to accommodate the constraints of the global COVID-19 pandemic. The **2020 Midwest Green Transportation DIGITAL Forum & Expo** is partnering with event management app developer, **Whova**, to **provide attendees with a robust virtual experience and an array of benefits:**

Easy Access:

Registration will be **FREE** for general digital conference attendees.
No need to travel - **attend from your home or office.**

More Participation:

The digital platform can host **1,500 attendees** instead of ~400 venue limit.
The digital platform will allow **more exhibitors and more expert content.**
Network inside of the app, set up virtual meetings, and directly connect.
The **app will be live for 6 months with access to content and connections** beyond the event!

Expanded Timeline:

The timeline is extended to **two weeks (Sept. 14-25)** instead of two days.
Attendees have **full choice content without having to dedicate full workdays**

Tailored Experience:

Attendees can **personalize participation to fit interests and availability.**
Each day will feature **content on a variety of topics** attendees can choose from.
Daily virtual **exhibit tours focused on specific products and services.**

Our sponsorship packages are listed below and our **prices have significantly reduced as a result of going digital.** Check out our **FAQ page for more information** on how this event will be valuable to you and your team. Contact Business Development and Communications Manager, Rachel Ellenberger, at rachel@cleanfuelsohio.org if you **have any questions or to secure your spot today.**

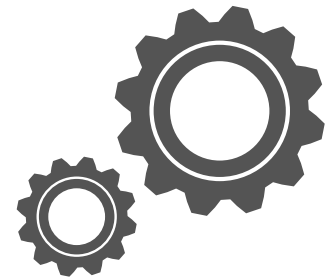
Presenting Level Sponsor: \$4,500

3 available

(previously \$10,000 for in-person conference)

*\$2,500 for Platinum Members

*\$3,500 for Gold Members



Promotional Benefits:

Company **logo built** into event **branding and marketing materials**

Verbal recognition at the beginning of each conference day and during networking sessions

Company **write-up and logo** included on **event website**

Customizable **social media promotional** package

Sponsor banner rotating through all pages of the app

Special guest post, provided by the sponsor, included in our newsletter

Naming rights to any plenary/breakout session of sponsors' choosing

Speaking opportunity guaranteed

Business Development Benefits:

Opportunity to host a **post-event** webinar alongside CFO staff

Complimentary **customizable virtual exhibitor account (plus all exhibitor level benefits)**

Access to **lead retrieval feature in app** to assist in post-conference outreach

A copy of the **registrant list with full contact information**

Access to **e-business card exchange function** to swap contact information in app

Report on engagement metrics post-conference

CFO member **opt-in** to your newsletter



Clean Fuels Ohio

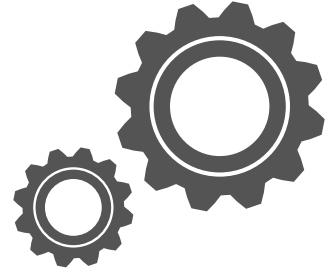
Title Level Sponsor: \$3,000

20 available

(previously \$7,000 for in-person conference)

*\$1,000 for Platinum Members

*\$2,000 for Gold Members



Promotional Benefits:

Verbal recognition at the beginning of each networking session

Company **write-up and logo** included on **event website and marketing materials**

Customizable **social media** package

Branding on our **conference presentation intro/conclusion** slides

Speaking opportunity if deemed agenda appropriate

Sponsor provided **content included in one (1) CFO newsletter** leading up to the conference

Naming rights to one (1) plenary or breakout session of your choosing (first come first serve)

Sponsor banner rotating throughout the app

Business Development Benefits:

Complimentary **customizable virtual exhibitor account (plus all exhibitor level benefits)**

Access to **lead retrieval feature in app** to assist with post-conference outreach

A copy of the **registrant list with full contact information**

Access to **e-business card exchange function** to swap contact information in app

Report on engagement metrics post-conference



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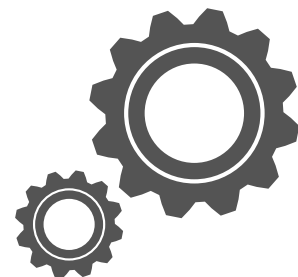
Champion: \$1,500

30 available

(previously \$4,000 for in-person conference)

*\$500 for Platinum Members

*\$1,000 for Gold Members



Promotional Benefits:

Company **write-up and logo** included on **event website and marketing materials**

Promotion of sponsors' **social media** accounts on our social

Logo on sponsorship page of app

Speaking opportunity if deemed agenda appropriate

Business Development Benefits:

Complimentary **customizable virtual exhibitor account** (plus all exhibitor level benefits)

Access to **lead retrieval feature in app** to assist with post-conference outreach

A copy of the **registrant list** post-conference

Access to **e-business card exchange function** to swap contact information in app

Report on engagement metrics post-conference



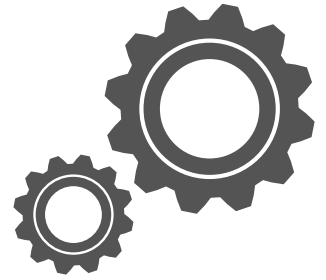
Clean Fuels Ohio

Exhibitor: \$500

Unlimited Available

(previously \$1,500 for in person conference)

Complimentary for Platinum & Gold Members



Promotional Benefits:

Company **write-up and logo** included on **event website and marketing materials**

Feature in our newsletter leading up to the event

Call out in push notifications regularly scheduled throughout conference

Featured on designated day of **daily VIP virtual exhibitor hall tour**

Business Development Benefits:

Access to **lead retrieval feature in app** to assist with post-conference outreach

A **copy of the registrant list** post-conference

Access to **e-business card exchange function** to swap contact information in app

Report on engagement metrics post-conference



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FAQ

For our 2020 Virtual Conference

Exhibitor Questions

Q: What does "virtual exhibitor account" entail?

A: Virtual exhibitors will have access to an account in the Whova app that will allow them to **post their own, customized content for attendees to see including live streams and videos**. Their account will serve as their company's hub where **attendees can gather, exchange information, message inside of the app, and learn more about products and services**.

*Q: Can you explain more about the **lead retrieval and e-business card exchange features** for sponsors and exhibitors?*

A: The **lead retrieval feature** is designed to assist exhibitors organize their **post-event follow up**. Attendees can **leave their contact information for exhibitors simply by pressing a button** on the exhibitor profile. The **e-business card exchange feature** is exactly like a regular business card exchange so you can message outside of the app.

Q: How can I increase traffic to my exhibit profile?

A: Clean Fuels Ohio staff will create a schedule for push notifications for our sponsors and exhibitor to **drive attendees to their profiles**. We will also **feature every exhibitor on at least one day of the VIP exhibitor hall tour**. Your sponsorship package may also include social media call-outs that our staff will work with you to create.



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FAQ

For our 2020 Virtual Conference

Agenda Questions

*Q: Last year there were **two sessions occurring at the same time** and I didn't get to listen in. Will that happen this year?*

A: No. Because we're spreading the event out over two weeks, **we will never have more than one session running at a time**. If you are unavailable to attend a session you're interested in, we will have a **recorded version available in the app**.

Q: I see you've been advertising a daily "virtual exhibit hall tour." What does that mean?

A: Every day from **9:00am-10:00am EST** we will host a **digital meeting where we feature up to five exhibitors**. They will be able to share information about their products and services with attendee and exchange contact information.

Q: What if I don't get to all of the networking sessions I would like to in the two weeks of the event?

A: The app will be live for six months after the event concludes. Sponsors, exhibitors, and attendees will have **access to the networking functions in the app for a full six months** post-conference



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FAQ

For our 2020 Virtual Conference

Attendee Questions

*Q: How did the conference **timeline** change?*

A: We previously planned to hold the conference over a two-day period with content running all day. We have since updated this to provide the same amount of high-value content over a period of **two weeks with a few hours of sessions and networking every day.**

*Q: This is my first time attending a virtual conference and **I don't know how to use the app.** What **resources do you have available** to help me so I can still participate?*

A: **Whova is providing us with training resources for sponsors, exhibitors, and attendees** so everyone can have a good grasp on the app before the conference begins. If you run into any issues during the conference, you can either refer back to the training materials, or **message one of the Clean Fuels Ohio staff members to assist you.**

*Q: **I don't want to use my cell phone** to listen in on sessions all day. Can I still participate in another way?*

A: Yes! The Whova app has **both a mobile and a desktop interface.** If you don't want to use your smart phone to participate in the conference, you can **log in on your computer instead.**



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FAQ

For our 2020 Virtual Conference

*Q: This has historically been a regional event; what is the **audience** going to look like this year?*

A: Since this event will require no travel, **we anticipate a national audience.** With in-person events in years past, we've been constrained to a limited number of audience members set by the venue. Because 2020 will be a virtual conference, **we can share our content with up to 1,500 attendees.**

*Q: Do I have to **give my contact information** to people if I don't want to?*

A: Your **contact information will be provided to Presenting and Title level sponsors** as part of their packages. However, you **don't have to provide your contact information to other attendees.** Attendees can **message each other through the app**, set up meetings, and interact through the Community Board. There are plenty of other ways to still participate in networking even if you don't want to share your contact information right away.

*Q: Is Clean Fuels Ohio offering any **additional benefits to members** this year because of the pandemic?*

A: Yes, for this year only we are offering several benefits to members. First, the **prices of our sponsorships are significantly cheaper** than in years past; on average they are **over 50% discounted.** Second, while Platinum and Gold members will still receive complimentary virtual exhibitor spaces, **Silver members will also receive complimentary spaces for the 2020 conference.** All members will receive a **copy of the attendee list** and **Platinum and Gold members will have their logos hosted on the event website.**



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