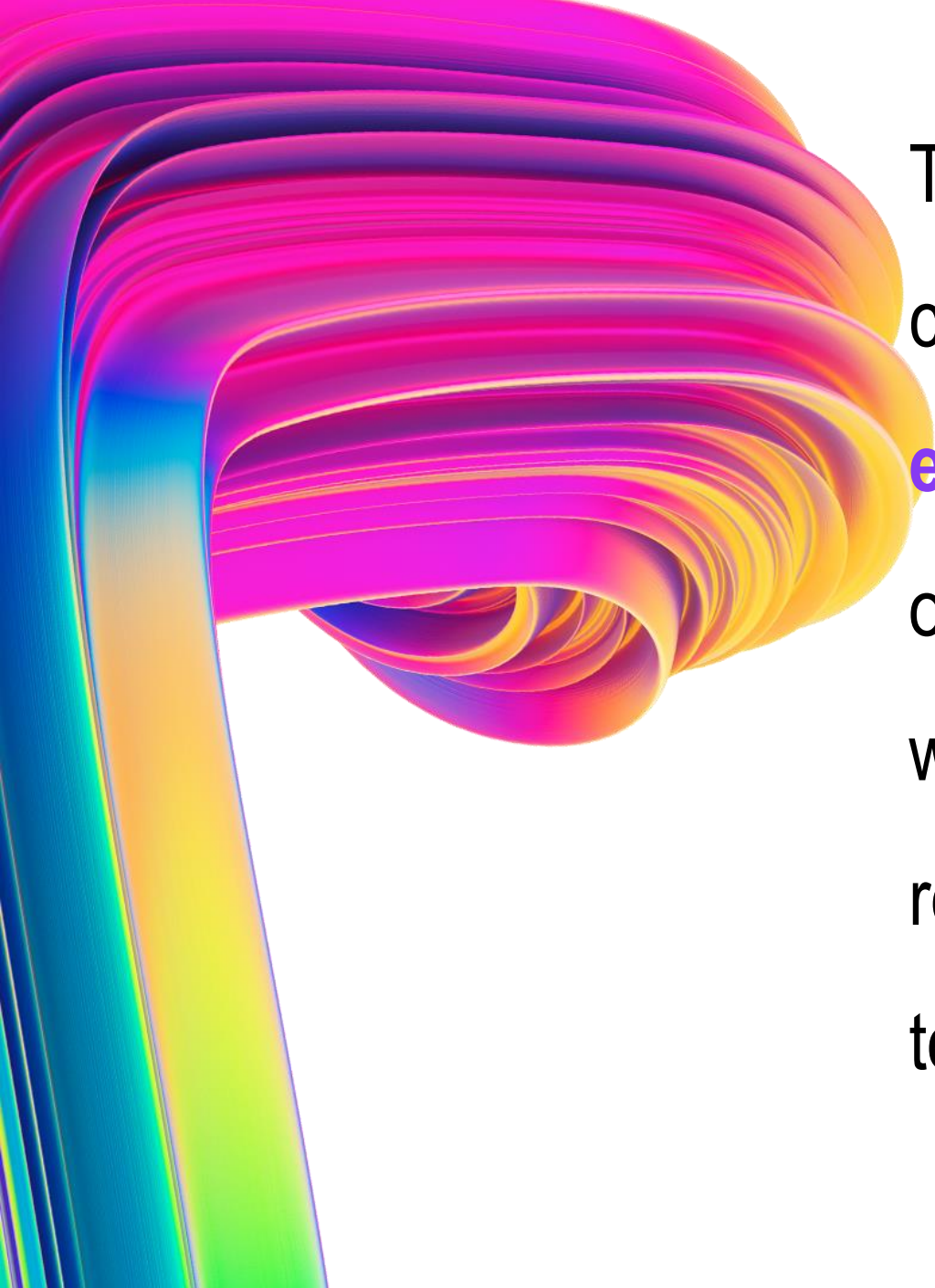




SPONSOR'S GUIDE
LIGHT



Vs. 1.0 – 18/09/2020



The great moment is almost upon us and your company will participate as a sponsor at **SET eXPerience**! You'll encounter lots of opportunities to boost and expand your results when participating as a sponsor. But are you ready? Not yet? No problem! Here are a few tips to assist and guide your actions

Light Sponsor

All phases (Tracks, Academy and Live)

- **Display Media**

The Banners on the event site during the phase of the project will occupy a high-profile position on the most important pages of the phase.

The dimensions are in the table on page 04.

- **Logo + Click**

Presence of the sponsor's logo (plus link) on all landing pages, thank-you pages and content consumption pages.

Sponsor should inform SET about the link to be made available on the landing pages.

Light Sponsor Banners and Logo

Format (IAB standard) (dimensions in pixels)	Maximum Weight (initial load) (kb)	Maximum Weight (secondary load) (kb)
Leaderboard (728x90) *	150	300
Super Leaderboard (970x90)	200	400
Billboard (970x250)	250	500
Smartphone Banner (300x50) *	50	100
Medium Rectangle (300x250) *	150	300
20x60 (120x60)*	50	100
Logotipo (600x600)	150	300
* mandatory		

Light Sponsor

All phases (Tracks, Academy and Live)

- Sponsors' Area (LG)

- User

The sponsors' page, present at all phases of the event, will have a list in alphabetical order and by category of all sponsors, prioritized by quota. Besides a list with their logo and a brief description, when the user clicks the exhibitor's exclusive page will open to show videos, product features, etc.

- Sponsor

The sponsor should insert the files using his access to the SET Portal on the icon **Sponsors' Area**.

To do this he will receive a login and password to access his area. He will be able to have access and enter his information, his company's data, product launches and a description of the services, etc.

IMPORTANT: The sponsor will be solely responsible for all information and updates inserted in this area.

The sponsor's highlights inserted in his area will be publicized in the SET Magazine, the **SET eXPerience** Newsletters, etc.

Notes: LG (Lead Generator) - The sponsor will receive the leads (name, email and company), generated by the professionals related to their content.

Bronze Sponsor

Digital Deliverables

- **Sponsorship of Posts on Social Networks**

Sponsor's logo on all posts from the event.

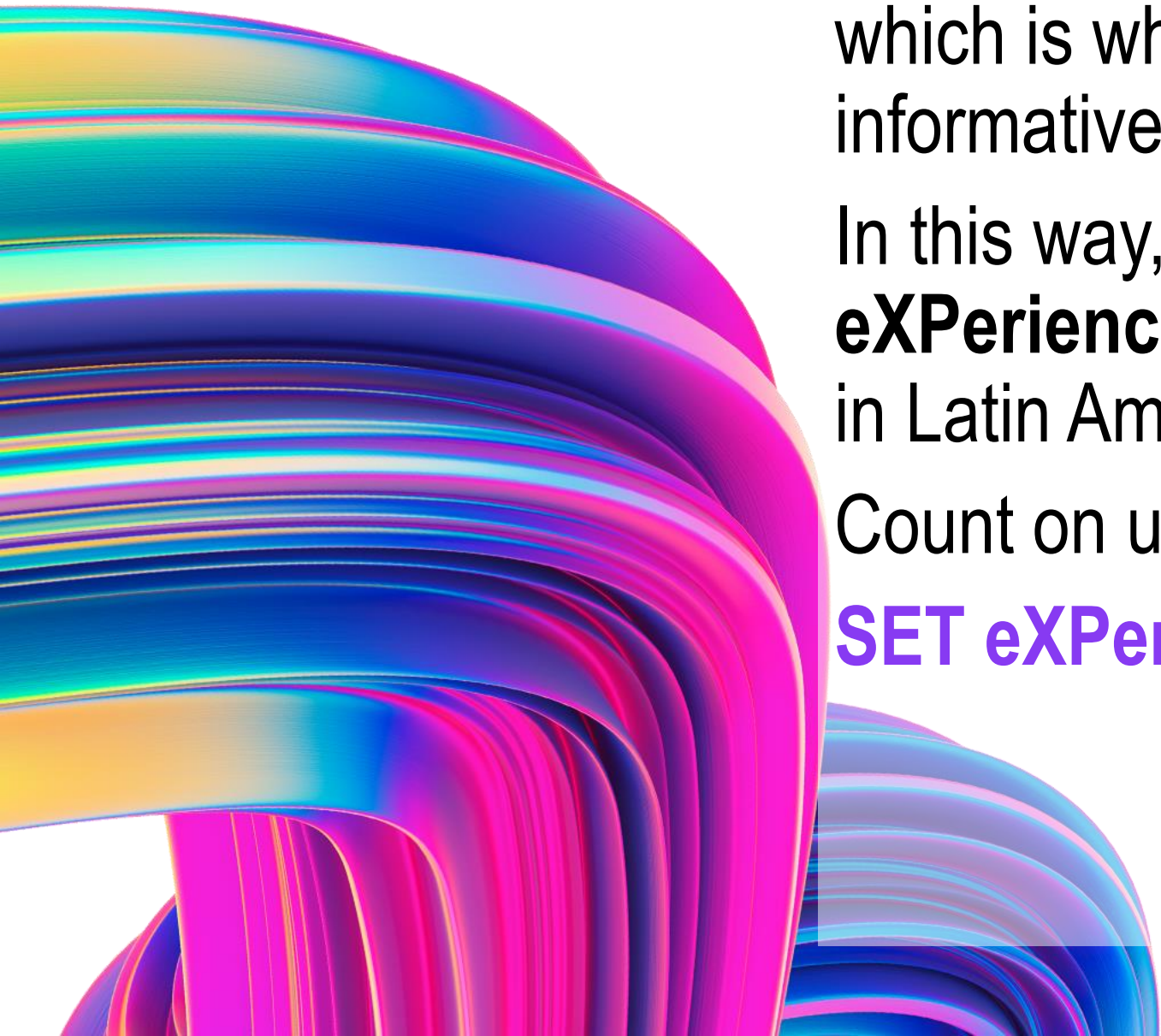
- **Newsletter**

Sponsor's logo on the Newsletters with the main highlights of SET eXPerience.

- **Relationship ruler**

Sponsor's logo on all relationship messages (heads-up and scheduling e-mails)

Content	Description	Format to be delivered by the sponsor
Sponsorship of Posts on Social Networks	Sponsor's logo on all posts from the Event	Logo – Format: JPG 600x600
Newsletter	Sponsor's logo in the Newsletters with the main highlights from SET eXPerience.	
Relationship Ruler	Sponsor's logo on all relationship messages (heads-up and scheduling e-mails)	
Content Bait	Easy-to-understand client content (E-books, Calculators, Spreadsheets, Manuals, etc.) that will be incorporated into the SET eXPerience Tracks	Documents in PDF or XLS



We know this is a lot of new information,
which is why we at SET will send
informative e-mails closer to the deadlines.

In this way, together we will make **SET
eXPerience** the greatest digital experience
in Latin America.

Count on us.

SET eXPerience 2020 Organizers



Thank you!

