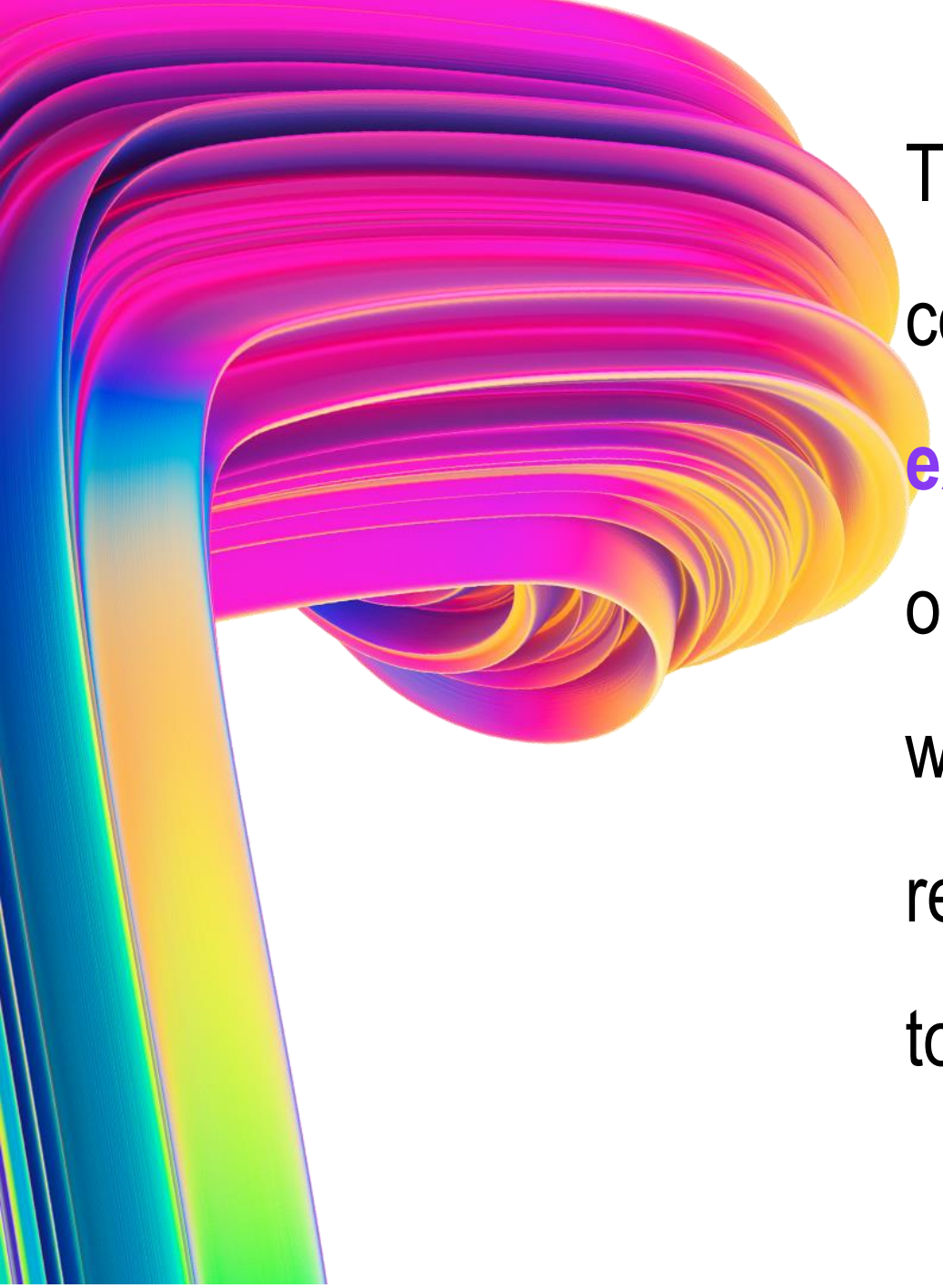
eXPerience

SPONSOR'S GUIDE

SILVER

Vs. 2.0 – 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

Silver 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**

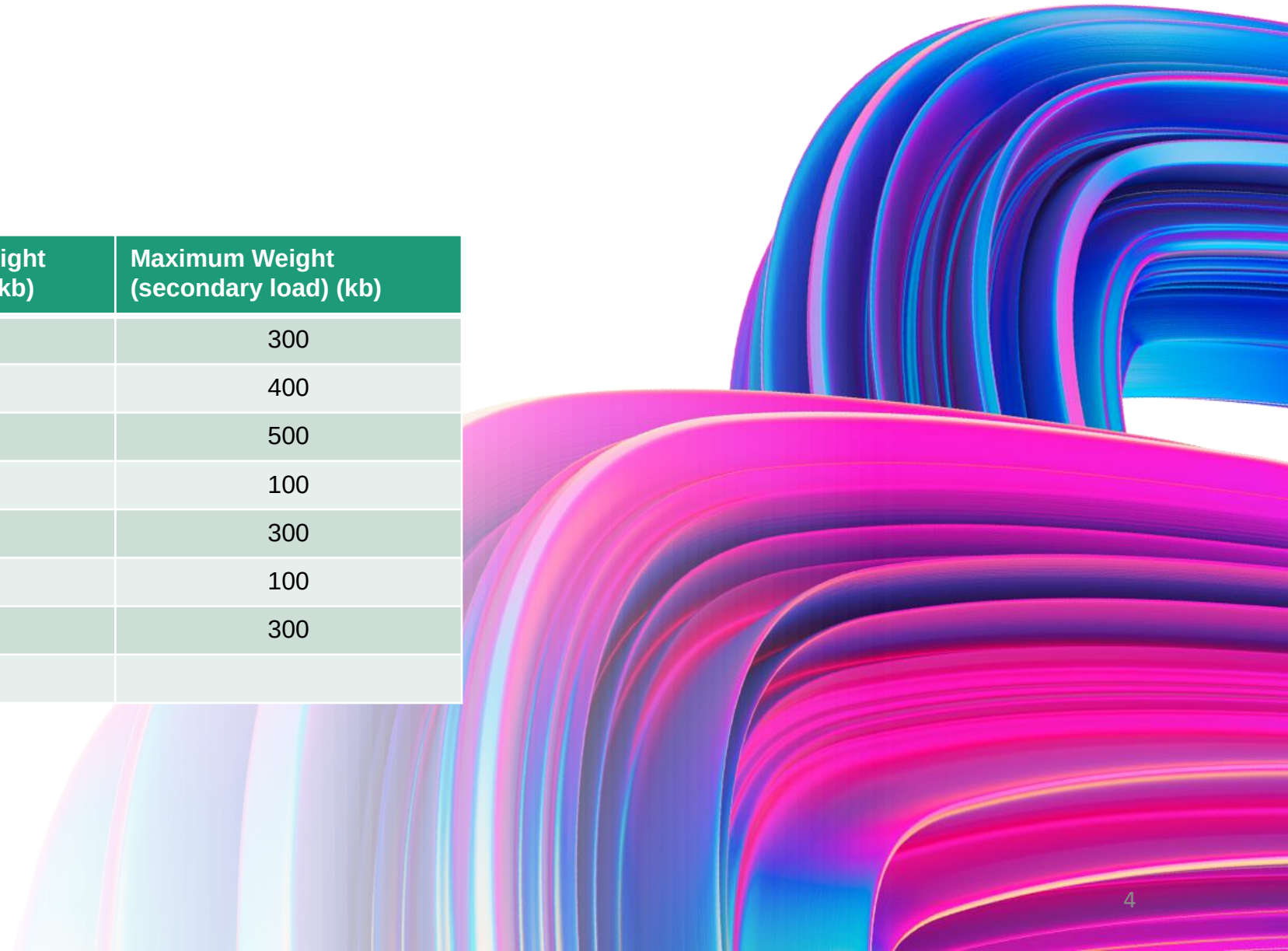
  Presence of the sponsor's logo (plus link) on all landing pages, thank-you pages and content consumption pages.

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

Silver 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		



Silver 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.

Silver Sponsor

Academy (Oct. 1, 2020 to Nov. 27, 2020))

- **Content Track – Sampling (1 for every 3 tracks)**

  Sampling is the content sent by the sponsor to be available for download by the audience at the end of each track.

- **Content Track – Naming Rights**

  Exclusive sponsorship of the content track

- **Pre-roll Video**

  01 5-second video (revolving, clickable and non-skippable) in MP4 or MOV, inserted before each session of the.

- **Mid-roll Video**

  01 15-second video (revolving, clickable and non-skippable) in MP4 or MOV, inserted at every 3 sessions of the track

Silver Sponsor

Academy (Oct. 1, 2020 to Nov. 27, 2020)

- **Videos**

Academy Videos	Duration	Format
5” Vignette	5 seconds	MP4 or MOV
15” Vignette	15 seconds	MP4 or MOV

- **Mini talks on video (10’) (2 for 2 tracks)**

Mini Talks on vídeo (10’) , included in MP4 or Mov, the content tracks defined by the sponsor.

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Live (Nov. 30, 2020 to Dec. 3, 2020)

- **Digital backdrop on the stage**

  Highlighting the brands of all sponsors on the stage panel during the preparatory intervals for the next session. 5-second video in MP4 or MOV

- **Transition Vignettes (between sessions)**

  01 30-second video sent by the client through the link on YouTube (format MP4 or MOV), making the transition between sessions (1 session).

- **Virtual Coffee Break**

  Short intervals during the event, highlighting the brands of all sponsors on the panel during preparations for the next session. More information soon.

Silver Sponsor
Digital Deliverables

- **Sponsorship of Posts on Social Networks**

  Sponsor’s logo on all posts from the event.

- **"SET Presents“ Post**

  01 Post from SET eXPerience with the sponsor’s highlights.

- **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)

- **Access to the CRM**

  Anonymized sharing of the data of the event participants for development of marketing strategies, boosting your content on the CRM of SET eXPerience of 80,000 people, generating more leads for your company (after the Live and for a period of 30 days).

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Digital Deliverables and Content

- **SET Magazine – Single Page**

  A 1-page advert in 2 editions of the SET Magazine.

  The advert needs to be sent in **JPG or PDF** format, 21 x 28 cm to **revistadaset@set.org.br**, by **no later than the 5th day of the cover month.**

- **Digital Bait (Minimum1/ Maximum 3)**

  Easy-to-understand client content (Ebooks, Calculators, Spreadsheets, Manuals, etc.) that will be incorporated into the SET eXPerience Tracks, attracting interest to your company and generating Leads.

- **Product demonstration (on video)**

  Sponsor's 3-minute in MP4 ou MOV of demonstration video to be inserted in the Sponsor's Area and Revolving on the Home Page.

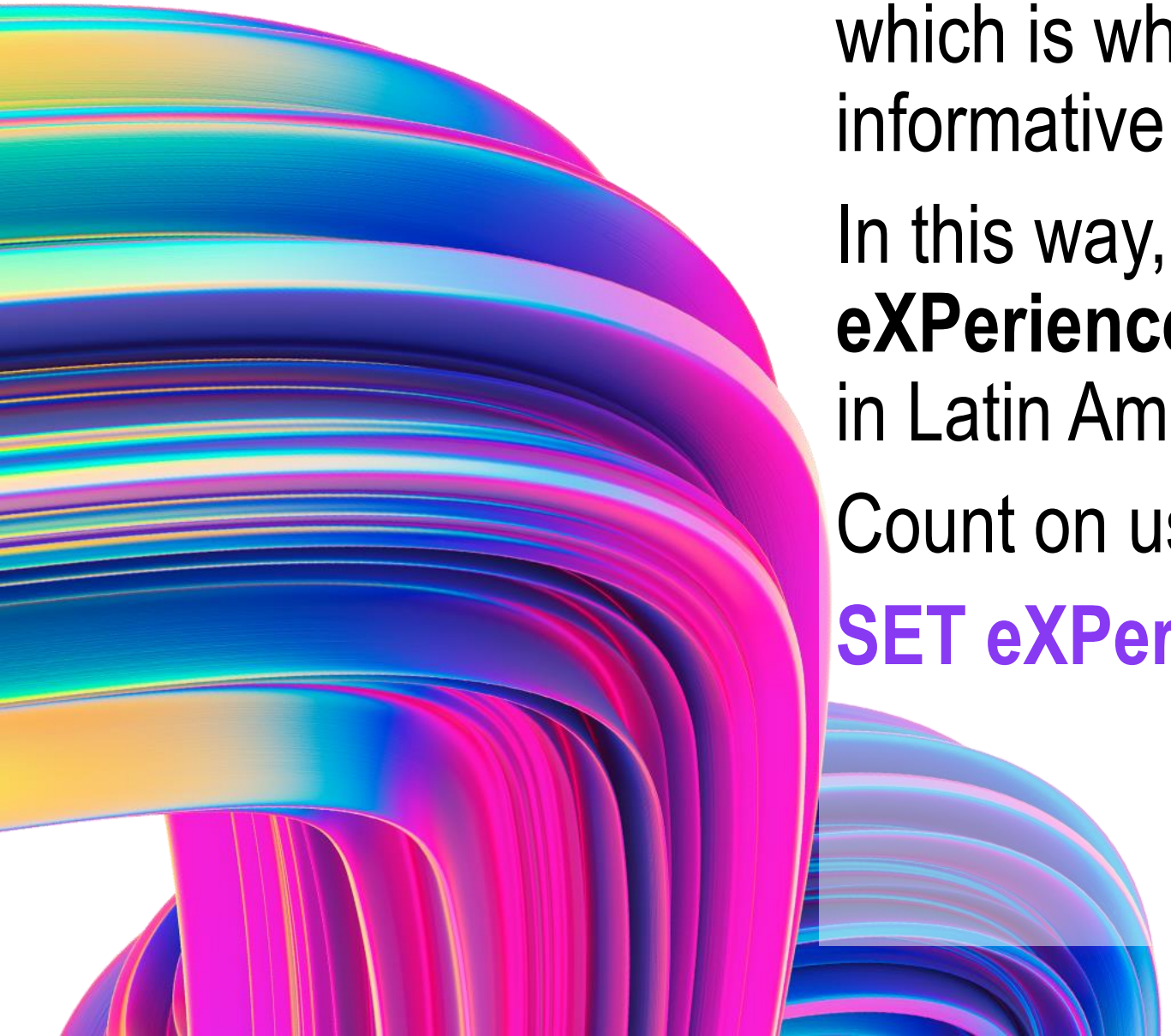
- **Exclusive interview (1)**

  Exclusive interview with CEOs, CTOs and Specialists (SET Magazine Digital and Newsletters)

Silver Sponsor

Digital Content

Content	Description	Format to be delivered by the sponsor
Sampling	Content sent by the sponsor to be available for download by the audience at the end of each track in the Academy phase.	1 PDF document
Exclusive interview	01 Exclusive interview with CEOs, CTOs and Specialists (SET Magazine Digital and Newsletters) to be scheduled with the SET Communication team.	1 suggestion for topic
SET Presents Posts	Posts from SET eXPerience with the sponsor's highlights	1 suggestion for topic
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)	
Access to the CRM	Anonymized sharing of the data of the event participants for development of marketing strategies, boosting your content on the CRM of SET eXPerience of 80,000 people, generating more leads for your company (after the Live and for a period of 30 days).	Sharing of the audience by SET to the Sponsor using the Business Manager platform on Facebook (sponsor must have the same free platform)
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
SET Magazine (Simple Page)	A 1-page advert in 2 editions of the SET Magazine. The advert needs to be sent in JPG or PDF format, 21 x 28 cm to revistadaset@set.org.br, at the latest by the 5th day of the cover month.	JPG or PDF, size 21 x 28 cm



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

eXPerience

Thank you!