

Sponsor Marketing Manual

In this document, you will find information to help you get maximum exposure from your time at the virtual events in 2020.

Contents

- Our Objectives
- How we're working with our virtual platform provider, **Swapcard**
- What we do Pre-Event
- What you can do Pre-Event
- What we do During the Event
- What we do Post-Event
- Updated Marketing Timeline
- A look at the Swapcard platform
- Meet your Marketing Team

The Marketing Campaign Objectives

We **ARE** doing everything we can to ensure this event is the virtual event of the year.

NEW FOCUS

- **Attract** – use marketing channels to attract attendees from the entire automotive ecosystem.
- **Retain** – engage attendees in the virtual event, so that they are present and engaged for 3 days in August.
- **Educate** – ensure the audience knows how to use the platform.

**TU-Automotive
Detroit**

 WARDS AUTO.
Interiors Conference™

**ADAS & Autonomous
Vehicles
USA**

 WARDS AUTO.
**UX User Experience
Conference™**

**Connected Car
Insurance
USA**

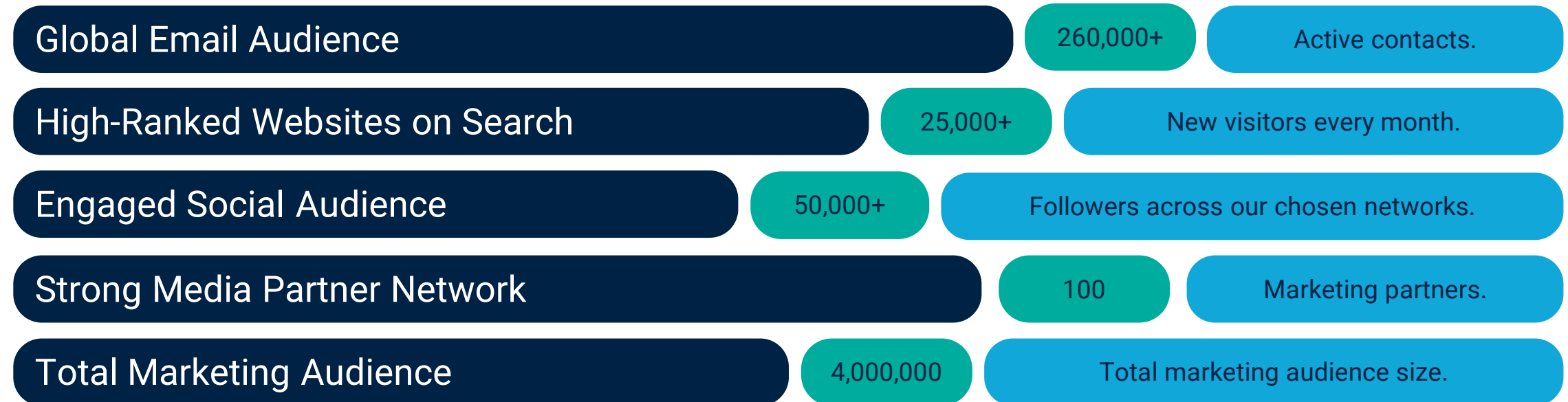
 WARDS INTELLIGENCE..
FOCUS: Electrification

**TU-Automotive
Europe**

Attract

We have created a comprehensive, multi-channel marketing campaign designed to target our audience over the world.

Through digital marketing, primarily **website**, **email**, **social**, **PPC** and **retargeting**, we are confident that we have built a strategy that ensures we convince our audience to attend the event, and also attract new members into our global community.



Retain & Educate

Significant resource and effort will be allocated to ensuring we retain and educate all attendees; from **delegates** to **speakers**, from **sponsors** to **press**. Not only do we have our wonderful team of Informa Tech Automotive Group on the case, but we are working closely with the Swapcard team.

Julien and the team have assisted in the creation of a communications strategy that ensures we achieve our 3 goals; to **attract**, **retain** and **educate**. By combining Swapcard's virtual event experience with our own marketing expertise, we are leveraging a multitude of tactics to engage our global community.

Swapcard are further assisting us in the creation of attendee-type specific guides to using the platform; as well as helping us create interactive and engaging content. This will be shared across a variety of channels; most notably, website, email, social media and digital advertising. We have tailored marketing to ensure that we send out the relevant information to all attendee type.

And of course, let's not forget our wonderful network of media sites, publications and industry associations; all of whom are excited to share and get involved with our virtual events.



Creation of profile-specific how-to guides



Customer email, newsletter and push notification campaigns



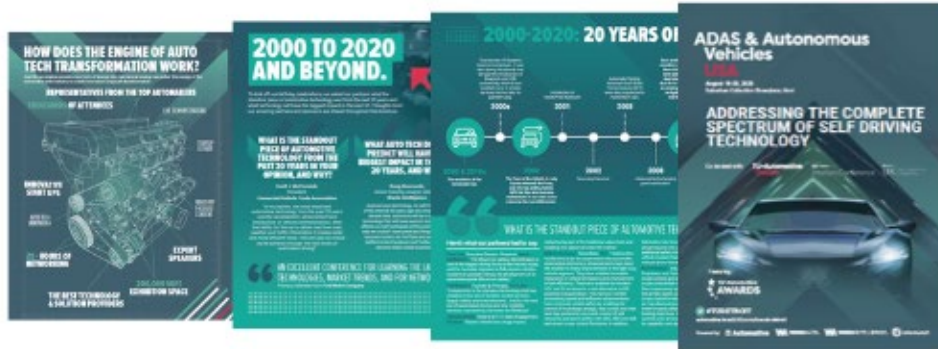
Digitally-focused: website, press releases, social, retargeting, etc.



Creation of social media collateral to share and engage with our digital community



What you can expect from us?



- Inclusion of your company logo on the event websites and on all digital marketing materials (in accordance with your sponsorship level.)
- Inclusion of your company profile on the event websites, the event application and in marketing materials where appropriate.
- A unique discount code for you to share with you clients and prospects, inviting them to attend as your guest.
- Branded Social Media announcement of your participation.
- Press Release announcing your participation, hosted on the event websites.
- Logo featured in the Email marketing for the event.
- Opportunity to record a video testimonial with us at TU-Automotive Detroit.
- Option to take part in our referral platform, where you can "Invite-A-Customer" or "Invite-A-Colleague" and unlock added benefits.

What do you need to do?

Email

My team will create a bespoke HTML invitation to share with your clients and prospects. We'll be sure to include your unique discount code!

Social Media

Announce your participation at the event across your company social media networks.

Encourage your sales team to do the same.

Website

Add an event listing or banner to your website and tell your prospects that you are virtually attending the event.

Press Release

Share a press release announcing your participation.

Again a template has been provided. You can tailor this to suit your company.

Our partners are our Influencers.

TU-Automotive Detroit
August 18-20, 2020
Suburban Collection Showplace, Naperville, IL

YOU'RE INVITED

REGISTER NOW

Use promo code: AXIOM30 for 30% off your registration!

Join Axiom Connected at TU-Automotive Detroit

axiom connected
SILVER SPONSOR

TU-Automotive Detroit
ADAS & Autonomous Vehicles
User Experience Conference
Interiors Conference

August 18-20, 2020

Informa Tech
100% VIRTUAL
Automotive Group

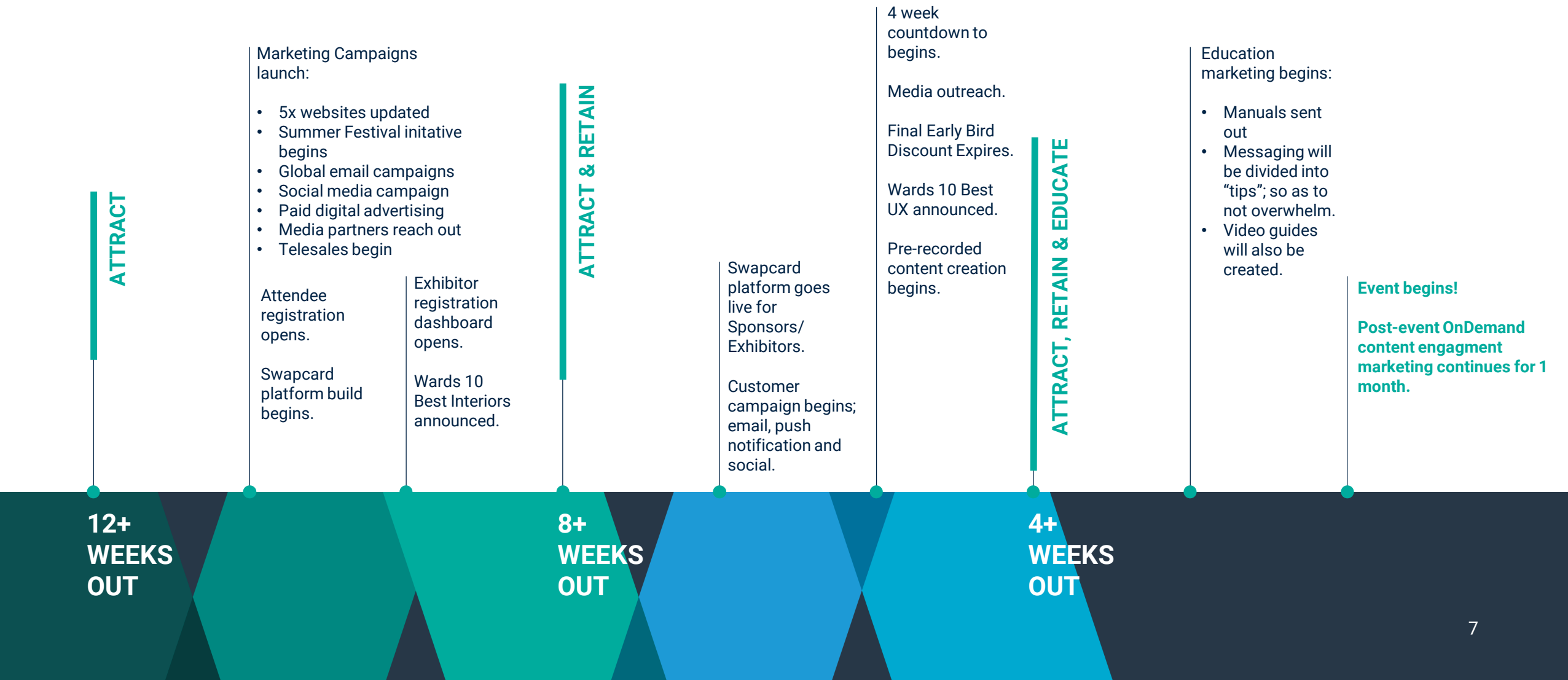
EXPLORE MORE

THE ENGINE OF AUTO TECH INNOVATION
Just like an engine converts one form of energy into mechanical energy, TU-Automotive Detroit gathers the energy of the automotive tech industry to create innovation and transformation.

TU-Automotive Detroit continues to be an annual B2B conference and exhibition for industry leaders in automotive technology; making it the only event you need in 2020 to connect with the industry, *Accelerate* your business, *Showcase* your expertise, and *Engage* your customer.

The Marketing Timeline

We have put together a marketing timeline for you as a reference guide to the marketing campaign. Initially, we are focused on our **ATTRACT** objective; then we move to the **ATTRACT & RETAIN** phase; and around a month out we add in the final element, **EDUCATE**.



Home Screen

Use the top-right of your screen to navigate to your platform inbox, to view any notifications, see your event contacts, view and edit your profile, navigate to helpful resources; and lastly access the Exhibitor Platform,

You can navigate easily around the virtual platform from any page; using the navigation bar at the top.

Clear buttons drive attendees to the various elements of the platform.

2 key branding opportunities for high-level sponsors.

1. Featured on our logo banners. All logos can link to the sponsors' profile page.

2. Banner Advert. This can rotate to highlight multiple sponsors.

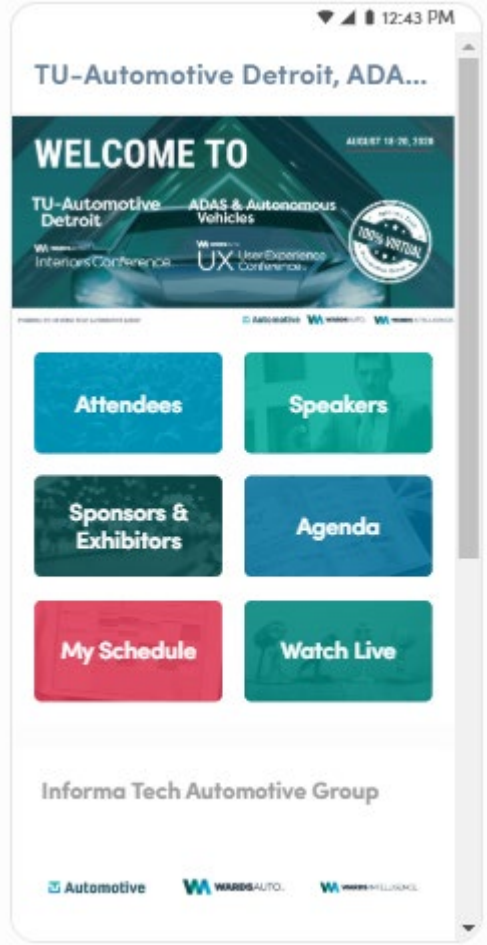
An individual's profile information appears on the left-hand side

This makes navigating to the profile page very easy.

Event information and times are displayed here. Please note these times will show in your time zone.

The screenshot shows the desktop version of the event platform. At the top, there's a navigation bar with links: Home, Attendees, Speakers, Sponsors & Exhibitors, Agenda, My Schedule, and Watch Live. On the left, a user profile for Freya Smale is displayed. The main area features a large 'WELCOME TO' banner for the event, followed by a grid of buttons for Attendees, Speakers, Sponsors & Exhibitors, Agenda, My Schedule, and Watch Live. A vertical sidebar on the right contains event details and a '100% VIRTUAL' badge. At the bottom, there's a section for 'Informa Tech Automotive Group' with logos and event information.

MOBILE OPTIMIZED VIEW:




Attendees

TU-Automotive Detroit, ADAS & Autonomous Vehicles, WardsAuto Interiors & UX Conferences 2020
[Edit event](#)

Home Attendees Speakers Sponsors & Exhibitors Agenda My Schedule Watch Live

Visibility
You're visible to other attendees. ☒



Freya Smale
Portfolio Marketing Director
Informa Tech Automotive Group

Suggestions on who you should meet with will display here. This is based on interest information provided at registration.


Click on the individual attendee to open up their profile.

In it you will find their bio, social media links, information about their company and (once the platform setup is completed); the demographic information collected at registration.

Also included on this profile section are any details regarding any sessions the individual attendee is participating in as a speaker or as a sponsor.

The attendee list can be found on the attendee tab. Once the platform setup has been completed you will be able to search the attendee list using a variety of filters; all based on information we collected during the registration process:

- Contact Information
- Business Type
- Job Function
- No. of Employee
- Revenue
- Topic of Interest
- Time zone



Freya Smale
Portfolio Marketing Director
ET / GMT-04:00 (New York)
Informa Tech Automotive Group

Skills



Marketing

Bio


Knowledgeable, accomplished, and skillful Senior Business Leader with a strong record of achievement in Marketing, Communications, Product, Event Management, and Customer experience. Solid history of success in launching Marketing Divisions, Product Development, and Client Services functions worldwide that contribute to leading technologies, business growth, and cost-effective marketing campaigns.

Equipped with strong organizational and communications skills, as well as the ability to multi-task. Highly adaptable to a wide variety of environments/cultures, building company awareness, coupled with strong leadership, interpersonal, and analytical skills. Able to motivate employees on all levels to achieve company success. Voted the Product Person in 2017.

Social media

Is member of


 **Informa Tech Automotive Group**
Help Desk

Is speaking at

1:30 PM **How to Market a Virtual Event**

For the purpose of this presentation, I will quickly run through the Event Marketing Manual, which will be sent to...

3:00 PM

 **Freya Smale - Informa Tech Automotive Group**
Informa Tech Automotive Group

[TU-Automotive Detroit, ADAS & Autonomous Vehicles, WardsAuto Interiors & UX Conferences 2020](#)
[Edit event](#)

[Edit event](#)

Freya



Watch Live

 Search

You're visible to other attendees.



In it you will find their bio, social media links, information about their company and details about their session. .

The speaker looks and behaves in a similar way to the attendees tab.

Marketing

Equipped with strong organizational and communications skills, as well as the ability to multi-task. Highly adaptable to a wide variety of environments/cultures, building company awareness, coupled with strong leadership, interpersonal, and analytical skills. Able to motivate employees on all levels to achieve company success. Voted the Product Person in 2007.



 **Infotrac Automotive Group**
Help Desk

3:30 PM: How to Market a Virtual Event 
3:30 PM: For the purpose of this presentation, I will quickly run through the Event Marketing Manual, which will be sent t...
3:30 PM:  Freya Smole - Informa Tech Automotive Group
 Informa Tech Automotive Group

Sponsor & Exhibitors

TU-Automotive Detroit, ADAS & Autonomous Vehicles, WardsAuto Interiors & UX Conferences 2020
[Edit event](#)


Home Attendees Speakers **Sponsors & Exhibitors** Agenda My Schedule Watch Live

Refine the list

Search

Suggestions on who attendees should meet with will display here. This is based on interest information provided at registration.

Informa Tech Automotive Group
Help Desk

Click  to bookmark and plan your visit

Bookmark the companies that interest you. Find your selection in the mobile app so that you don't miss meeting with them during the event.

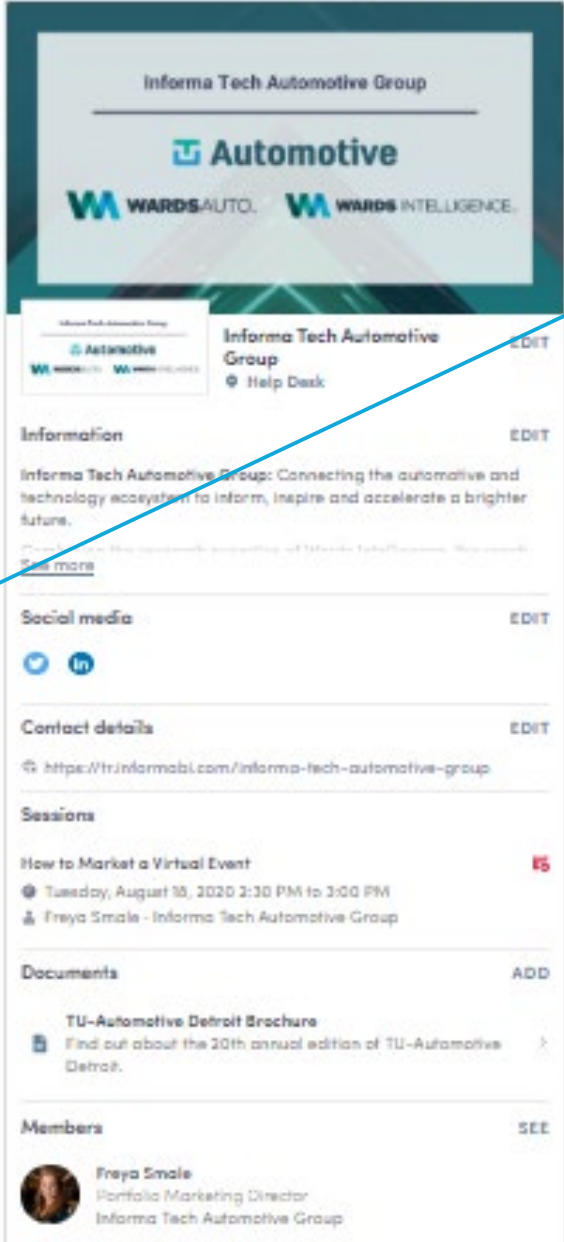
Attendees can highlight your company for follow-up directly on the sponsor & exhibitor main page and on your profile page.

This tab is where attendees will filter through the sponsors and exhibitors.

A user can click on the individual company to open up a profile page, which is fully customizable to your needs. From July 14th, you will be able to login and start adding:

- Your header image or video (*you can update these at multiple times throughout the event*)
- Your logo
- Your bio
- Your social media and contact details
- Any documents for attendees to view and download

On this profile will also be listed any session information. And also a list of the team members. Please note that you can decide which of your team have public profiles.



Highlight Informa Tech Automotive Group
Interested in Informa Tech Automotive Group? Click below to bookmark it so you don't forget!

BOOKMARK

Informa Tech Automotive Group
Help Desk

Information

Informa Tech Automotive Group: Connecting the automotive and technology ecosystem to inform, inspire and accelerate a brighter future.

Social media

Contact details
<https://tr.informabi.com/informa-tech-automotive-group>

Sessions

How to Market a Virtual Event
Tuesday, August 18, 2020 2:30 PM to 3:00 PM
Freya Smale - Informa Tech Automotive Group

Documents

TU-Automotive Detroit Brochure
Find out about the 30th annual edition of TU-Automotive Detroit.

Members

Freya Smale
Portfolio Marketing Director
Informa Tech Automotive Group

Agenda

TU-Automotive Detroit, ADAS & Autonomous Vehicles, WardsAuto Interiors & UX Conferences 2020

[Edit event](#)

Home

Attendees

Speakers

Sponsors & Exhibitors

Agenda

My Schedule

Watch Live

Freya

Refine the list

Search

August 18, 2020

2:30 PM

3:00 PM

How to Market a Virtual Event

For the purposes of this presentation, I will quickly run through the Event Marketing Manual, which will be sent to you all in due course. It goes...

Freya Smale · Informa Tech Automotive Group

Informa Tech Automotive Group

How to Market a Virtual Event

Tue, Aug 18, 2020 2:30 PM

Suggested sessions will display here. This is based on interest information provided at registration.

Attendees can easily find all the session information, by navigating to the Agenda tab. All sessions will be listed here.

By clicking the red icon on the right of the description, attendees can easily add sessions to their personal schedules.

To find out more information about the session, simply click to open up a full profile, including information about the session content, the speaker and to view any documents attached to the session.

All users will be able to search the agenda by interest, making it simple to find the sessions that suit.

How to Market a Virtual Event

Freya Smale

Portfolio Marketing Director

Informa Tech Automotive Group

How to Market a Virtual Event

Tuesday, August 18, 2020 2:30 PM to 3:00 PM

Informa Tech Automotive Group

Information

For the purposes of this presentation, I will quickly run through the Event Marketing Manual, which will be sent to you all in due course. It goes without saying that virtual events are not the same as physical or in-person events. And as you have heard throughout this...

See more

Informa Tech Automotive Group

Help Desk

Speakers

Freya Smale

Portfolio Marketing Director

Informa Tech Automotive Group

Documents

Event Marketing Manual

A breakdown of the marketing campaign for the virtual event.

Attendees

Freya Smale

Portfolio Marketing Director

Informa Tech Automotive Group

You are registered

Be sure to get the mobile app to receive a reminder 10 minutes before it starts!

[UNREGISTER](#)

The top-right of the session profile page informs you of your registration status for this individual session.

My Schedule

TU-Automotive Detroit, ADAS & Autonomous Vehicles, WardsAuto Interiors & UX Conferences 2020

[Edit event](#)

Home

Attendees

Speakers

Sponsors & Exhibitors

Agenda

My Schedule

Watch Live

My schedule

>

My meetings

>

My networking

>

My bookmarked companies

>

Export

Add your upcoming sessions and meetings to your calendar application.

EXPORT TO MY CALENDAR

Export your sessions, meetings and bookmarks in a single printable PDF file.

DOWNLOAD PDF

Tuesday, August 18, 2020

2:30 PM

3:00 PM

How to Market a Virtual Event

For the purposes of this presentation, I will quickly run through the Event Marketing Manual, which will be sent to you all in due course. It goes...

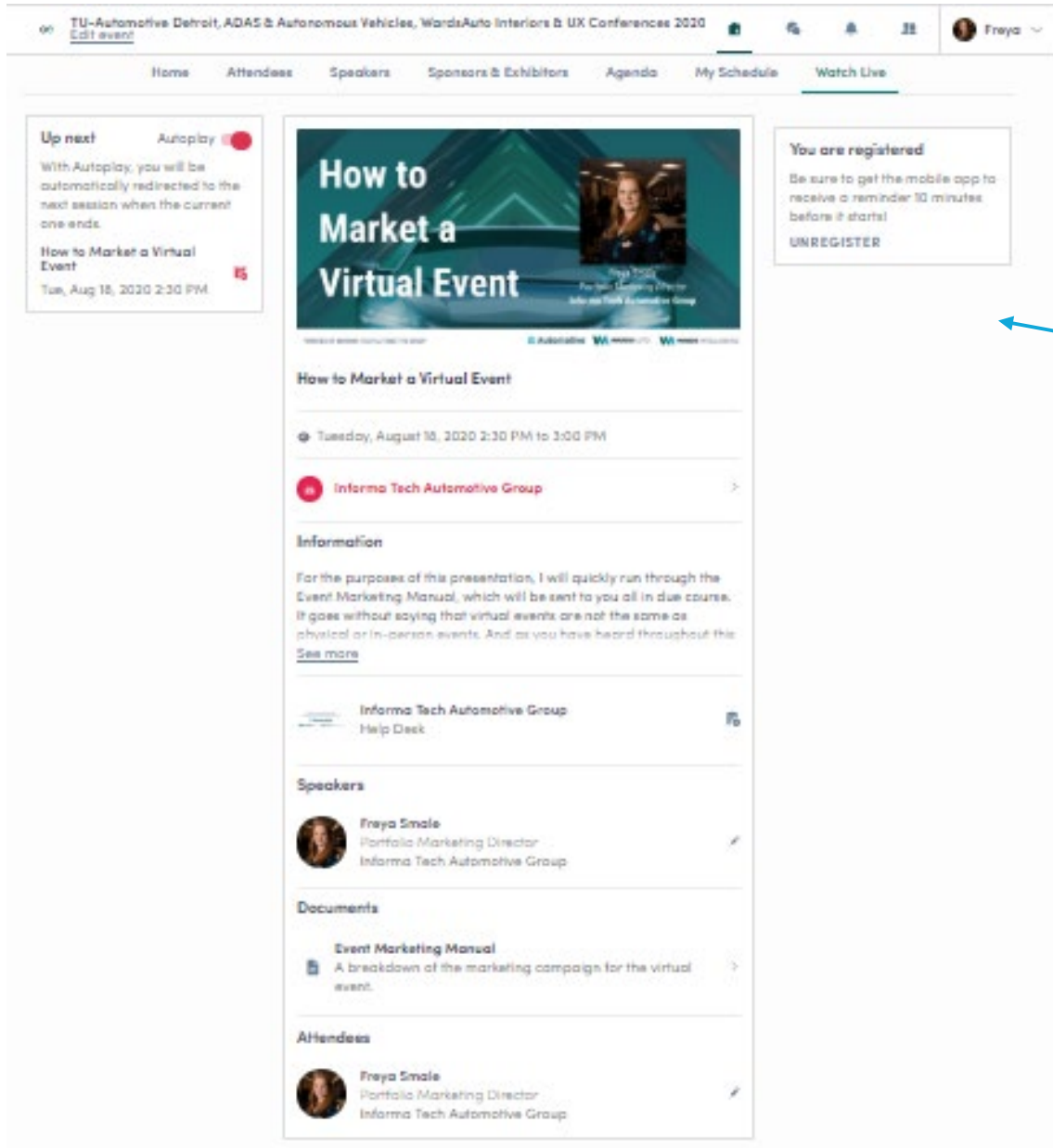
Freya Smale · Informa Tech Automotive Group

Informa Tech Automotive Group

Any user can create their own personal schedules, by adding sessions or meetings.

The My Schedule page allows you to tailor the event.

In addition, from this page you can export your schedule to your calendar and download it to PDF.



The screenshot shows a web interface for a live event. At the top, there's a navigation bar with links: Home, Attendees, Speakers, Sponsors & Exhibitors, Agenda, My Schedule, and Watch Live (which is highlighted). Below the navigation bar, the main content area is titled 'How to Market a Virtual Event'. It includes a video player with a thumbnail of a woman speaking. To the right of the video player, there's a box that says 'You are registered' and 'Be sure to get the mobile app to receive a reminder 10 minutes before it starts!'. Below the video player, there's a section for 'Information' with a paragraph of text and a 'See more' link. Below that, there's a 'Speakers' section with a profile for Freya Smale, Portfolio Marketing Director at Informa Tech Automotive Group. Below that, there's a 'Documents' section with a document titled 'Event Marketing Manual'. At the bottom, there's an 'Attendees' section with a profile for Freya Smale.


Watch Live


We've made it easy for attendees to navigate through to the live sessions, through the addition of "Watch Live" to the navigation bar.


This means that no matter what time an attendee logs in, they are guided to the current content seamlessly.


AutoPlay is enabled on default, but Attendees can choose to turn this off.


Exhibitor Dashboard

 Home

 Company profile >

 Meetings

 Team's contacts

 Your team

Welcome to the Exhibitor Center

This portal allows you to increase your event visibility, control the content attendees will receive about you, and maximize your return on investment.

You are able to:

- Manage and update your company profile visible by attendees
- Gather all new contacts of your team's members and export them in a single Excel file
- Promote your products or services to potential leads (optional)
- Reply to meeting request made to your company, and manage meetings of your members (optional)
- Keep track of your team's leads and success at the event

Make every opportunity count now!

.....

Please contact support@swapcard.com if you need any help regarding the event app.

Informa Tech Automotive Group



Informa Tech Automotive Group

Help Desk

EDIT MY COMPANY PROFILE

As a Sponsor and or Exhibitor you will have access to the Exhibitor Dashboard, which is navigated to by clicking on your name in the top right-hand corner of your page.

It is from this platform that you can manage your company profile, your meeting schedule, who on your team is attending; and also see and export all leads gathered by your team.

Summer Festival of Automotive

TU Automotive, WardsAuto and Wards Intelligence | INFORMA TECH AUTOMOTIVE GROUP

INFORMA TECH AUTOMOTIVE GROUP
Summer Festival of Automotive

ABOUT US HOW CAN WE HELP EVENTS REPORTS SUBSCRIPTIONS CONTACT US

Upcoming Webinars:

Tuesday, June 16, 2020 11:11am ET
Secure Shared
Sponsored by: G+D
[Register Now >>](#)

Wednesday, June 17, 2020 11:11am ET
Efficient Functionality
Sponsored by: Anritsu
[Register Now >>](#)

5G Series DEADLINE
TAKI
and receive a free
Omdia, as well as
COMPLETE TH

WATCH

RECENTLY ADDED

10 Things That Will Kill Your Connected Vehicle Application, and How to Prevent It

Aeris has more than a decade of experience with trucks over 2G, 3G and 4G networks. We'll share our many lessons learned and combine them with purpose-built core network best practices in connected-vehicle applications.

[Watch OnDemand Here >>](#)

Will First Autonomous Vehicles Deliver Packages, Not People?

With no one in a self-driving delivery vehicle, there are no airbags, seatbelts or comfort issues, says analyst Colin Langan. "Bugs of potatoes don't care if it's a bumpy ride."

While most autonomous-vehicle startups have focused on ride-sharing applications, analyst Colin Langan argues the self-driving delivery opportunity is more compelling.

He cites lower technology hurdles and better economics.

[Read Full Article >>](#)

Overcoming Limitations of AI and Machine Learning in AVs

Autonomous vehicles are dependent on historical and real-time data, without which artificial intelligence and machine learning would be impossible.

They aren't plug-and-play because not all of the potential scenarios can possibly be predicted by the software developers, simulators or data modelers. Simulators, and to a degree connected and autonomous vehicles (CAVs) themselves, are also only as good as their algorithms and the data inputted into them.

[Read More >>](#)

Tesla's Supplier Claims 1M Mile Battery Life

[Read More >>](#)

Ford Fiesta Brings Electrification to Mass Market

[View Article >>](#)

Managing Actual Volatile Demand in the Global Automotive Supply Chain

[Find Out More >>](#)

AI Takes Center Stage in Insurance Pricing

[Read On >>](#)

Heavy Industry First to Adopt Driverless Tech

While most automakers have come to accept that fully autonomous marketable passenger cars are some decades away, it's the area of heavy industry that can see an earlier adoption of the technology.

We've seen two examples of this in announcements this week from an autonomous road roller in China to an agreement with the UK's leading autonomous developer Oxbotica to develop robotic mining equipment.

[Access Complete Article >>](#)

VW Investing in Reforestation Projects to Gain CO2 Credits

[Read More About This Project >>](#)

OEMs, Device Providers Face Off

[Read Now >>](#)

Five Cyber Tips for Car Dealers

[Read Up >>](#)

WardsAuto 2020 Megadealer 100 Ranking

When megadealers - collections of dealerships under one owner or management group - started making the auto-retailing scene, it worried some people.

[Download Now >>](#)

MEET THE WARDS 10 BEST INTERIORS 2020 WINNERS

Winner: Mercedes-Benz GLB Raises Bar for Compact Luxury

"This is a precision-built piece of German craftsmanship," says Wards 10 Best Interiors Judge Bob Gritzinger. Judges also were impressed with its smart use of high-quality materials.

[Find Out More Here >>](#)

Winner: Highlander Delivers Goods, Comfort, Style and More

"Very well equipped and nicely designed overall," editor Dave Zola says. Judges also were impressed by Highlander's ergonomics, plentiful storage bins, overall comfort and rich, caramel leather.

[Meet the Winner >>](#)

CONNECT. ACCELERATE. SHOWCASE. EDUCATE.

Informa Tech Automotive Group is here to able you to **Connect** with your industry, **Accelerate** your business, **Showcase** your expertise and **Educate** yourself, your teams and your business.

A summer of digital content, from Webinars to Whitepapers, Research Reports to Video Interviews, Informa Tech Automotive Group has a range of content to suit all.

Themes: ADAS, AV & Autonomy, *Commercial Vehicles*, Connectivity, Cyber Security, Data, Dealers, Electrification, Insurance, Interiors, Markets, Mobility, Propulsion, Software, UX

<https://tr.informabi.com/summer-festival-of-automotive>

Your Marketing Team

The Informa Tech Automotive Group Marketing Team is on-hand to ensure you maximize your 'virtual' time.

We are working hard over the next ten weeks to ensure that we deliver a world-class virtual event.



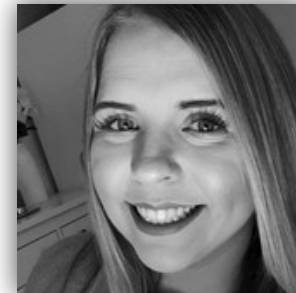
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Thank You!

Any questions?

Feel free email me anytime.

Email Freya.Smale@Informa.com