

## Face-2-Face Events

### Sponsor/Presenter Best Practices

- Presentation length should never be longer than 15 minutes. Ideally 10-12 is the sweet spot. Attendees have expressed that less is more and that they would rather a longer elevator pitch with more time to connect individually later in the event.
- PowerPoint slide shows should be concise. Similarly to overall presentation length, less is more here. You should plan on 90 – 120 seconds per slide. No need to read to the attendees. Expand on what is already printed for them to see and then move on.
- Sponsors/ reps are responsible for bringing their own presentation slides and a laptop with compatible hook ups. We recommend you bring a clicker for your slides.
- Face-to-face events are about connecting with attendees. Work the room. We encourage sponsors to move about, introduce themselves and have one-on-one conversations.
- Sponsor tables will vary in size depending on the event venue. The tables should be used to display small promotional materials and giveaways. We encourage you to not camp at your table but instead go mingle with the attendees.
- Giveaways and promotional materials should be small, pocket sized if possible. Larger items, such as water bottles and notebooks, tend to get left behind. Pocket-sized giveaways are best for everyone
- Raffle items, such as gift cards, are better than giveaways. Some of the more popular raffle items we have seen in the past were: AMEX gift cards, Amazon Echo, speakers, drones, etc. We encourage all sponsors to bring a good valued item to be raffled off at the conclusion of the presentations. Please be sure to mention your raffle item to attendees so they can leave their business card with you for the end-of-event draw.
- Q&A after presentations should be limited to 2-3 questions. We encourage you to instead have a private face-to-face conversation with attendees who have several questions or are looking for more in-depth answers. This is a more productive way to build a relationship with an attendee in the hopes that you may end up working together.