JOIN US!
ON THE ICCTFOA VIRTUAL PLATFORM

We hope this information will act as a guide to help you better understand what a virtual platform looks like as well as some of the tools that can assist in showcasing your organization. We will be using the virtual application "Whova." Whova is a site where you can create your virtual booth where attendees are viewing their training. Networking is so easy as each person’s individual profile shows you exactly who is on the platform with you!

Community Board

A great way for attendees to learn more about your organization. We invite you to create a discussion that will assist in showcasing your services and provide a promotion to help draw attendees to your booth.

Booth Profile

Your booth profile is where attendees can go to like your booth, comment, sign up for promotions, exchange contact information, and share photos. Some of these tools can be a creative way for you to drive traffic to your booth. You will receive a link specific to your booth as you customize your options. You can also post your notices here as well as the community board.
Raffles & Prizes

Institute attendees are encouraged to visit your exhibit booth to learn more about the services you provide. As an incentive, conference attendees are being provided with "Hide & Seek Idaho" - a unique Scavenger Hunt where the name of a city in Idaho will be hidden in your company’s booth description.

ICCTFOA encourages you to hold private raffle drawings. Your organization will be spotlighted on the WINNERS page once names have been drawn. Collect leads from your booth, draw a winner and submit what you will be gifting (i.e. $25 Visa gift card) and the winner’s name to AIC's Sheila Christensen by 5:00 pm each day at schristensen@idahocities.org and winners will be announced on your behalf Thursday or Friday morning of the event! Advertise your giveaway to collect leads from each person that reaches out to your virtual booth!

Exhibitor Hub

Once you've registered and have the app downloaded, you will be able to access the exhibitor hub. Edit your booth, create a promotion, collect lead information, share pre-made graphics on social media or add a video link to your booth!
Exhibitor Schedule + Bonus Day!

The conference schedule will run each day from 9 am - 3 pm with Friday adjourning by noon. Unlike the traditional exhibit hall format, your virtual exhibit booth will also be available on the platform for a 3rd day! It is your decision how often to staff your virtual booth, however, we encourage you to participate on the app live during the scheduled "exhibitor break times as attendees can use the chat feature to speak with you and ask questions about products/services. There are also options for attendees to leave you private in-app messages.

Virtual Platform Bonus

Conference attendees will be able to access conference information for up to six months after the event. Your logo, sponsorship banners and/or exhibit booth information will remain on the website as well with your product/service and contact information!

Refunds/Cancellation Policy

Cancellations for conference exhibitor registration must be received no later than Wednesday, September 9th by 5:00 p.m. For cancellations, please send in writing to Dara VonLossberg at dvonlossberg@idahocities.org.

Additional ideas to drive traffic to your booth:

- Add a video link to your booth
- Have a link to a Virtual Meeting (like Zoom) to see Attendees face – to – face
- Host a virtual Yoga or Exercise Meet Up
- Offer a Promo or Giveaway
- Participate in the Ice Breakers Game and comment on attendees posts
- Do a Fun Fact Guessing Game

Looking for more ideas? Contact AIC at 208-344-8594
Below please find the level and benefits of becoming an ICCTFOA Partner!

### 2020 Sponsorship Levels and Benefits

<table>
<thead>
<tr>
<th>Sponsorship Opportunities</th>
<th>Supporter $500</th>
<th>Booth $1,500</th>
<th>Break $2,500</th>
<th>Speaker $3,500</th>
<th>Title $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual Exhibit Booth</td>
<td>✔️</td>
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<tr>
<td>Virtual Passport Inclusion</td>
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<tr>
<td>Virtual Program Recognition as Sponsor</td>
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<tr>
<td>Access to all workshops, community board and private messaging to all attendees</td>
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<tr>
<td>Attendee List prior to conference</td>
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<tr>
<td>Logo &amp; Contact Information in Pre-Conference newsletter</td>
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<tr>
<td>Logo &amp; Organization name listed as Workshop Sponsor</td>
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<tr>
<td>Complimentary Registrations</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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<tr>
<td>Welcome Message in Pre-Conference Newsletter</td>
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<td>Opportunity to Present at Workshop</td>
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<tr>
<td>Rotating Banner Logo</td>
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<td>1-Minute Welcome Video in General Session</td>
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<td>Half-page Ad in Conference Delegate Packet</td>
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<td>Push-Notifications via mobile app and email each day of conference to all attendees on platform</td>
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<td>Photo Contest Sponsor</td>
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FOR OUR SPONSORS

Mobile Device Sponsor Banner
TITLE SPONSORS
Title Sponsors will see their logo continuously rotate on each page of the mobile app.

Video Messages & Shout Outs
TITLE AND SPEAKER SPONSORS
ICCTFOA is offering their Title and Speaker level partners the opportunity to submit a 1-minute video on behalf of their organization. The videos will be combined and attached to a general session to be viewed by all attendees. In addition, ICCTFOA organizers will send a "Thank You" shout out throughout the conference to attendees on behalf of these sponsors. Please contact Payton for assistance regarding your video at pgrover@idahocities.org.

Workshop Sponsor
SUPPORTER LEVEL & ABOVE
For further exposure on the virtual platform, all sponsors will be assigned as a workshop supporter for at least one workshop. On the title of each workshop, ICCTFOA will list your organization as being a sponsor of that workshop and include a logo in the description.

Title and Speaker level sponsors will be given video opportunities

Municipal Marketplace Newsletter
BREAK, SPEAKER & TITLE
These sponsors will be given the opportunity to create a "welcome message" for our MMN. The message will be placed in one of 3 newsletters along with your logo and sent in the weeks prior to the conference to all attendees.

Please send your message to Dara VonLossberg at dvonlossberg@idahocities.org by August 21, 2020.