



Techfluence

getgeeked Media

January 6, 2021

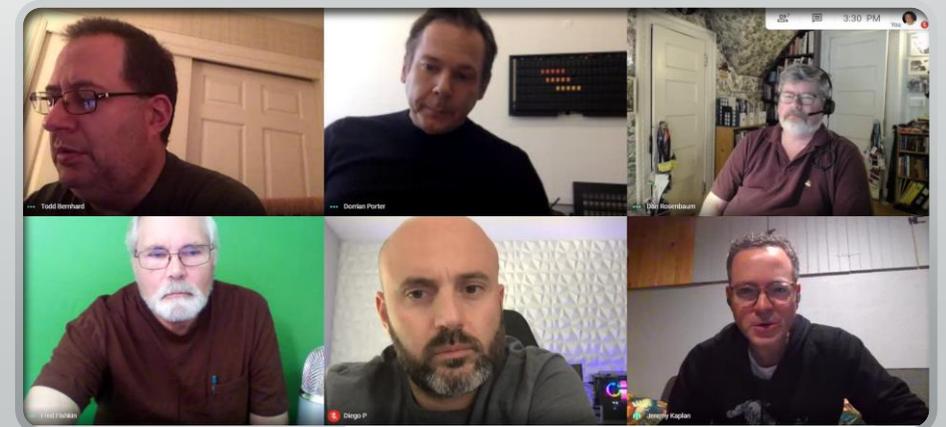
***A Virtual Media Event For
the Real World***

A Virtual Media Event for the Real World

Unlike “one-to-many” virtual events we designed Techfluence to simulate the person-to-person interactions that brands rely on to showcase their products at live events.

At Techfluence, attendees log in at any time during the event, visit booths in whatever order they choose, collect the materials they need, and connect with exhibitors in real time to get their questions answered.

With virtual booths equipped with press rooms, video modules, group chat, video chat, product request forms, email, and more, our exhibitors have all the tools they need to generate media coverage of their products.



Key Benefits of the Techfluence Platform

- **Enhanced Engagement:** Our virtual booths offer brands multiple ways to engage attendees and the video chat sessions last longer, on average, than the in-person conversations brands have at live events.
- **Improved Analytics:** Our platform captures the contact info of everyone who visits your booth and records the actions they take making your post-event follow-ups easier and more effective than ever before.
- **Influencer Appointment Setting:** Our relationships with the creator community allows us to schedule interviews for you that are live streamed to popular YouTube channels.
- **Scheduled Programming:** Schedule product announcements, panels, presentations, etc. in your booth and we'll make sure attendees know about it.
- **Senior Executive Participation:** Without having to spend time away from the office, it's easy for your senior executives to be part of the team that engages with attendees.
- **No Geographical Restrictions:** At Techfluence, you'll meet with press from across the country and around the world.
- **Reduced Costs and Hassle:** No travel. No hotels. No shipping. No setup. No teardown. No physical booth at all. The list goes on, but you get the idea.



Platform Overview

The Show Floor

To get to your virtual booth from the show floor, Techfluence attendees just click on your logo.

Attendees can learn what you're showcasing before entering your booth by using the pull-down menu underneath your logo and they can sort exhibitors by category using the pull-down menu to the left of "All Exhibitors."

Our unique design allows attendees to "roam the floor" just like they would at a live event.

Techfluence A virtual media event for the real world

Welcome to the first Techfluence, a virtual media event for the real world. The exhibit hall is open for four hours, during which time you are free to roam among the exhibitors.

Initially, you will see All Exhibitors on this page in alphabetical order. The drop-down menu at the left will let you choose certain categories for the different exhibitors. This will help you find those that you are most interested in without having to wander all around the room.

Be sure to drop by the Press Lounge where you will find all the exhibitor press kits as well as the chance to catch up with colleagues and make new friends.

To access an exhibitor's booth, just click on their logo:

☰ All Exhibitors

1MORE THX

On Demand
1MORE USA 9/16/2020

The 1MORE True Wireless ANC headphones are THX® Certified! 1MORE has worked closely with THX Ltd. to make sound profile enhancements improving the audio output quality and achieve overall design excellence becoming the world's first THX Certified True Wireless in-ear headphones.

avast

On Demand
Avast 9/16/2020

AVITA

On Demand
AVITA 9/16/2020

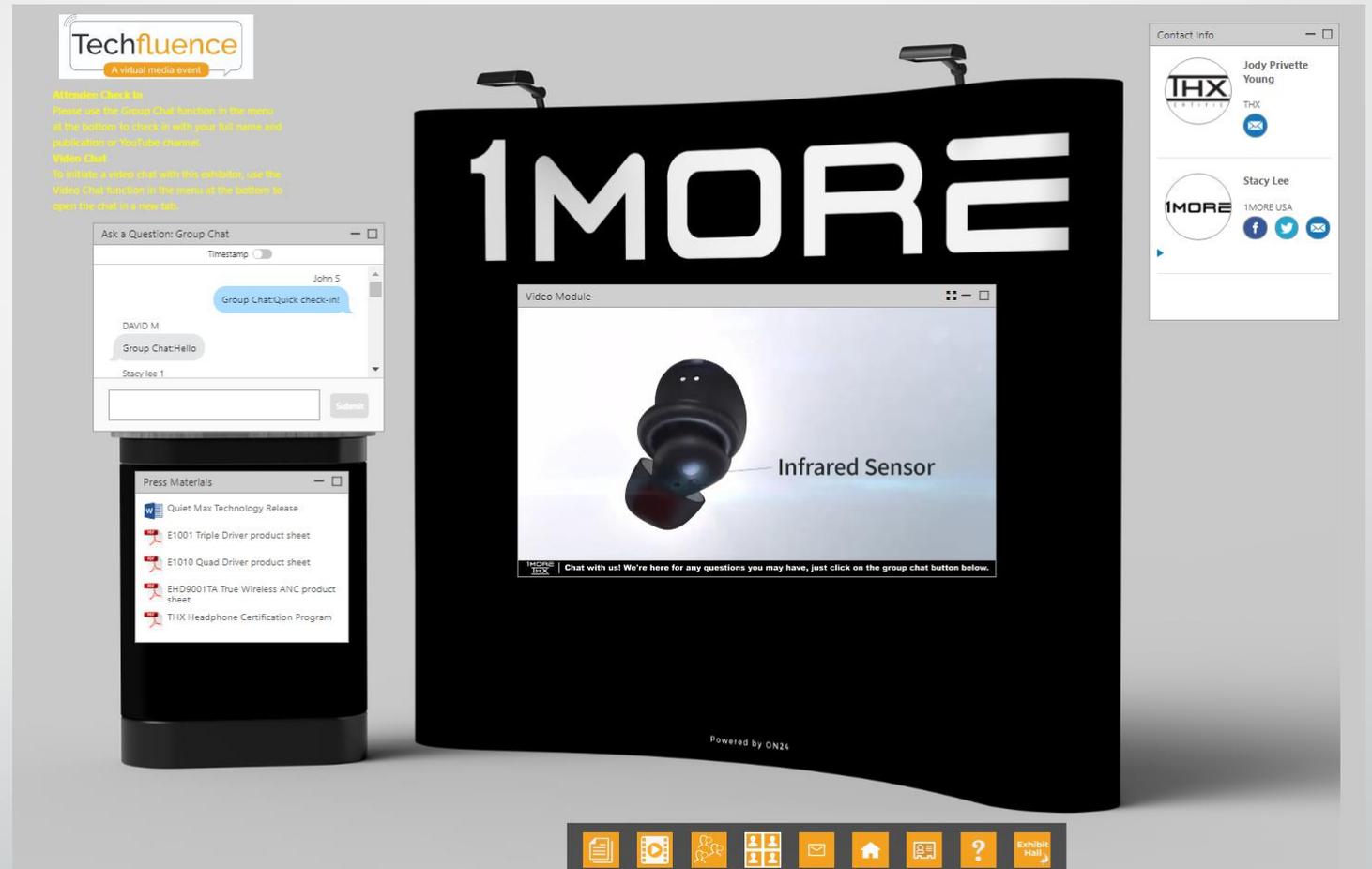
Branded Virtual Booths

Just as they would at a live event, attendees drive the level of engagement that occurs at your booth.

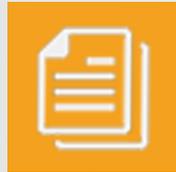
The actions available to attendees in your booth are determined by the Exhibitor Package you select.

We design and configure your booth for you and schedule a walk-through so you're ready to go on the day of the event.

For a full list of available booth functions see the below.



Virtual Booth Capabilities



Press Materials



Product Video



Video Chat



Group Text Chat



Email Exhibitor



Request Review Unit



Exhibitor Contacts



External Links

Post Event Analytics

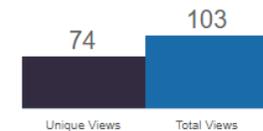
After the event, our exhibitors have access to a treasure trove of data starting with the names and emails of everyone who visited their booth.

But that's just the beginning. Depending on the Exhibitor Package you select, you'll also know exactly what actions they took.

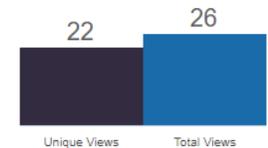
You'll know if they downloaded your press materials, watched a product, video, requested a review unit, participated in group chat or video chat, and a lot more. You can even record your video chats and retrieve a log of your group chats.

Your post-event follow-ups have never been easier or more effective.

Attendance Timeline



[View Details](#)



[View Details](#)

Resources



[View Details](#)



[View Details](#)



September 16, 2020
Event Recap

Key Metrics

- Participating Brands: 17
- Attendees: 177
- Average # of Visitors per Booth: 95.6 (54.2%)
- Percent of Exhibitors Satisfied with ROI: 100%
- Percent of Attendees Planning on Covering Something They Saw: 88%
- Percent of Attendees Likely or Extremely Likely to attend the next event: 96%
- Percent of Attendees Likely or Extremely Likely to Recommend Techfluence: 96%
- Percent of attendees that took the following actions:
 - Viewed a Product Video: 95%
 - Downloaded Press Materials: 86%

Participating Brands

1MORE
hear more

 **avast**

AVITA

 **blendjet**[®]

j5create

 **LumiCharge**
SMART LAMP

 **OWC**

SPOT ON[™]
VIRTUAL SMART FENCE

 **OHMNI LABS**

 **ROCCAT**

THX[®]

 **TIVIC HEALTH**

 **TURTLE BEACH**[®]

VESTABOARD

 **iWD**[®]

WD_BLACK

zSpace

Booth Gallery



Praise from Techfluence Exhibitors

Techfluence exceeded our expectations in every way. Press attendance was excellent and their outreach to YouTubers added a unique and valuable element to the audience. They did a terrific job making sure we understood how to use the platform before the event and not only provided detailed analytics about what attendees did at our booth afterward but even took the time to make sure we understood the information."

Grace Qaqundah, Vice President, Global Marketing for THX Ltd.

Not only did Techfluence allow us to connect with the lots of key press in a way that resembled a live media event, but the data they delivered after the event shows that they have given a lot of thought to how a virtual event can actually deliver more value than a live event in some ways.

Malea Lamb-Hall, Public Relations Specialist, Avast

Techfluence did a great job bringing the feeling of a live press event to a virtual environment. I was impressed by the quantity and quality of press that attended. The journalists were highly engaged and every single one that I chatted with requested a review unit. I did 17 interviews in 3 hours. We have lined up some fantastic coverage as a result of this event.

Ryan Pamplin, CEO & Founder, BlendJet

As virtual events go, Techfluence was easily the closest thing to a live event we've seen so far. We were able to share information about our products with lots of key contacts and the conversations we had with attendees via the video chat were often longer and more meaningful than the ones we have at live events.

Michael Honeycutt, Director of Marketing, Alco Electronics Ltd (AVITA Laptops)

Representative Media Attendees



Representative Influencer Attendees



Praise from Techfluence Attendees

Techfluence was frickin' fabulous. Saved a ton of time, got me in touch with just the right folks for my projects. Beats the heck out of an in-person conference in terms of productivity value for the time and expense.

David Gewirtz, CBS Interactive / CNET / ZDNet

Virtual events are still in their toddler stage, but Techfluence's event made me feel up close and personal to the brands and exhibitors I visited. Bravo! The first step is always the hardest.

Robin Raskin, Technonomy

*It was the first of these virtualized things where I felt like it approximated the feel of a trade show. I was able to pop-in on a "group", listen to the existing pitch in progress, then circle back to the beginning... I was able to say hello to old friends, make some new ones. It really was *personal*, and that was fantastic.*

David Hamilton, Mac Observer

Terrific first event. I was able to choose the companies that I wanted to visit, spend as much or as little time as I wanted in their booths, make new connections via video chat or group chat, and learn about cool new products. I was also really impressed by how Techfluence approached and engaged the creator community to get them to attend the event.

Nick Bunyun, YouTube Creator (1.2M subscribers)



January 6, 2020

Exhibitor Packages &
Sponsorship Opportunities

Silver Exhibitor Package (\$1,299)

Booth Capabilities:

- Logo + Company Colors
- Press Materials Folders (1)
- Live One-Way Video Feed + 1 Product Videos
- Group Chat
- Product Video Windows (1)
- Email Exhibitor
- Contact Info (1 contact)
- Company Website Link
- Social Media Links

Promotional Deliverables:

- Show Floor Position – Lower Level
- Listing in Press Outreach
- Logo + Link on Website – Lower Level
- Social Media Promotion

Additional Deliverables:

- Pre and Post Event Press List
- Press Materials in Press Lounge
- Post Event Press Materials Distribution via Dropbox
- Exhibitor Chat for Troubleshooting
- **Optional:** Live Stream Interview (\$500)

Post Event Analytics:

- List of Booth Visitors with Emails
- Group Chat Log
- Booth Replay Link (active for one month)

Gold Exhibitor Package (\$1,799)

Booth Capabilities:

- Logo + Company Colors
- Press Folders (2)
- Live One-Way Video Feed + 3 Product Videos
- Video Chat Sessions (2)
- Group Chat
- Product Video Windows (2)
- Product Review Request Form
- Email Exhibitor
- Contact Info (3 contacts)
- Company Website Link
- Social Media Links
- Attendee Booth Guide

Promotional Deliverables:

- Show Floor Position – Middle Level
- Description in Press Outreach
- Logo + Link on Website - Middle Level
- Social Media Promotion

Upgrades over Silver Package are highlighted.

Additional Deliverables:

- Pre and Post Event Press List
- Press Materials in Press Lounge
- Post Event Press Materials Distribution via Dropbox
- Booth Programming Promotion
- YouTuber Appointment Scheduling
- Booth Gamification
- Content Creator Consultation
- Exhibitor Chat for Troubleshooting
- **Optional:** Live Stream Interview (\$300)

Post Event Analytics:

- List of Booth Visitors with Emails
- Group Chat Log
- Booth Replay Link (active for one month)

Platinum Exhibitor Package (\$2,499)

Booth Capabilities:

- Custom Booth Design Available
- Press Folder (3)
- Live One-Way Video Feed + 5 Product Videos
- Video Chat Sessions (3)
- Group Chat
- Product Video Windows (3)
- Review Request Form
- Email Exhibitor
- Contact Info (5 contacts)
- Company Website Link
- Social Media Links
- Attendee Booth Guide

Promotional Deliverables:

- Show Floor Position – Top Level
- Featured in Press Outreach
- Logo + Link on Website - Top Level
- Social Media Shout Outs

Upgrades over Gold Package are highlighted.

Additional Deliverables:

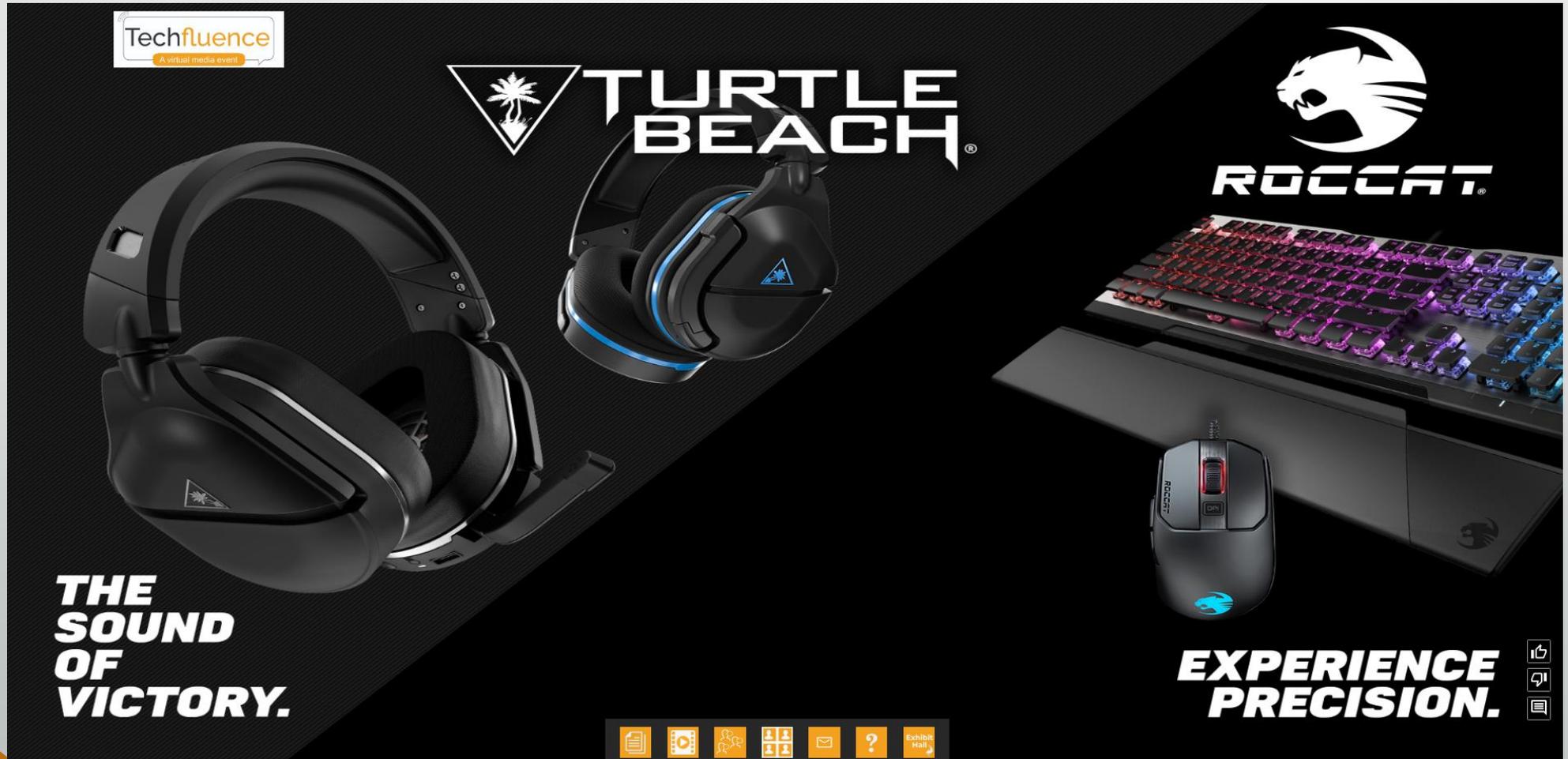
- Pre and Post Event Press List
- Press Materials in Press Lounge
- Post Event Press Materials Distribution via Dropbox
- Booth Programming Promotions
- YouTuber Appointment Scheduling
- Booth Gamification
- Content Creator Consultation
- Exhibitor Chat for Troubleshooting
- Live Stream Interview Included

Post Event Analytics:

- List of Booth Visitors with Emails
- Full Post Event Analytics Report
- Group Chat Log
- Booth Replay Link (active for one month)

Customize Your Virtual Booths – Platinum Only

Select our Platinum Exhibitor Package to design your own booth look & feel from scratch.



Exclusive Sponsorships

Presenting Sponsor

“Presented by” positioning and branding on all marketing materials, including the Techfluence Show Floor and every exhibitor booth.

Includes Platinum Exhibitor Package

\$15,000

Live Stream Sponsor

Shout outs and branding on the YouTube channel of our host, plus branding the Techfluence show floor.

Includes Platinum Exhibitor Package

\$15,000

Additional Sponsorships

Press Conference: \$5,000*

Keynote: \$5,000*

Press Lounge: \$3,500

Virtual Swag: \$3,500

Live Stream Interview: \$500

**Sponsored programming will be scheduled prior to the opening of the show floor.*

Presenting Sponsorship + Live Stream Sponsorship: \$25,000

More Information

Contacts:

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Links:

[Techfluence Website](#)

[September Event Attendee List](#)