

WMIC VIRTUAL 2020^{LIVE}

Welcome to WMIC VIRTUAL 2020!

The World Molecular Imaging Congress (WMIC) that was scheduled for October 7-10 in Prague, Czech Republic will move to a full virtual event with a mix of pre-recorded and live content. The World Molecular Imaging Society (WMIS) has made this decision because our primary concern is for the health and well-being of our attendees, staff, and the public.

The Virtual Meeting will begin on October 7, 2020. The Program Committee is focused on creating an exceptional scientific program that will meet the high expectations of the live meeting. This includes scientific, plenary, and poster sessions.

The meeting will also include a virtual exhibit hall and prominent sponsorship opportunities. All of which have been designed to maximize lead generation and actively engage attendees. WMIS remains committed to creating a global platform to showcase the science, and we are confident there are unique, safe, and effective ways to collaborate virtually.

Meeting Schedule

The WMIC commences Wednesday, October 7, 2020 and adjourns on Friday, October 9, 2020.

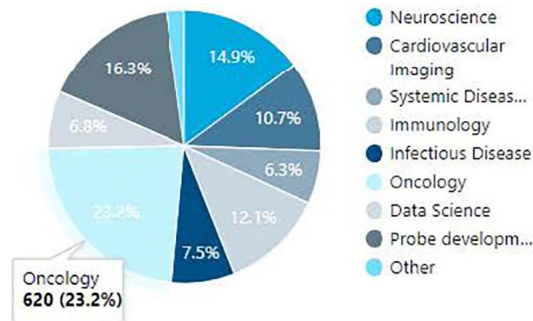
There will also be continued access to presentations and the wmicvirtual.org website.

Lead Generation

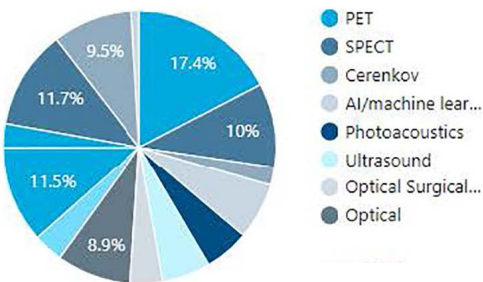
This year's FREE virtual event provides an exciting opportunity for lead generation with an increased audience reach. Extensive and specific information on registrants will be gained through the use of our registration forms and wmicvirtual.org site tracking. We will share with you a thorough, qualified lead database of visitors to your booth that will be shared using segmented reporting tools so your company can turn these leads into sales! This granular audience segmentation allows you to narrow in on warm and hot leads by having the data provided for you.

Examples of Real Field Analytics from August 2020 from Early Registrants.

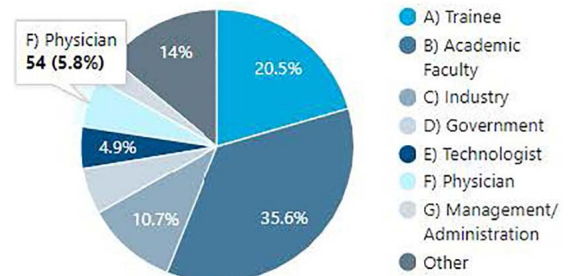
What are your interests? Application:



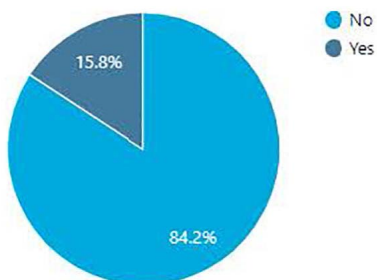
What are your interests? Technology:



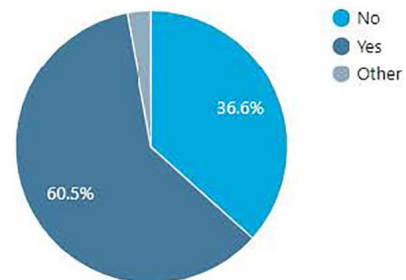
What is your professional status?



Are you looking to purchase instruments?



Open to learning about new employment opportunities?



Virtual Exhibiting

Virtual Booth

The Exhibit Booth rate is \$1,000. Your virtual booth will include:

- Company name, logo, address, and telephone
- Company Description
- Downloadable PDFs/documents
- Imbedded video (if you want additional videos added please work directly with Everlast Productions - JFernandez@everlastproductions.com)
- Link(s) to website, social media pages, etc.
- Contact/rep names, titles, emails, etc.
- Message form and Live Chat functions
- Banner on exhibitor page (JRawda@everlastproductions.com)
- Optional booth picture that can link to exhibitors' choice
- Get listed in Exhibitors Chat – In the session room where the attendees will watch the sessions there will be an exhibitor chat box.

Timeline

September 14

- Completed application and 50% deposit

September 18

- Complete virtual booth uploads to enable time for troubleshooting and testing for participants

October 2

- Full payment due for virtual booth and sponsorship

Exhibitor Registration

<http://www.xcdsystem.com/wmis/exhibitor/index.cfm?ID=xtak5SJ>

The screenshot shows a virtual booth for the World Molecular Imaging Society (WMIS). The header features the text "EXPERIENCE LIVE WMIC VIRTUAL 2020" and the tagline "Bridging Biology and Medicine with Molecular Imaging". A navigation bar includes "VIDEO", "DESCRIPTION", "RESOURCES", "BOOTH", and "CONTACT US". The main content area displays a 3D rendering of the booth, the organization's name "WORLD MOLECULAR IMAGING SOCIETY", and its address: "10736 JEFFERSON BLVD, #185 CULVER CITY, CA 90230". Below the address are social media icons for YouTube, Facebook, Twitter, LinkedIn, and Instagram. The WMIC logo is at the bottom. On the right side, there are three profile cards for staff members: Lina Baid (CEO), Sylvia Anderson (Director of Operations), and Rosemary Membrino (Editorial & Scientific Content Manager). At the bottom right, there are buttons for "CHAT" and "LEAVE A MESSAGE".

Lead Generation & Sponsorship Opportunities

Please contact kbrown@wmis.org to discuss customized packages including the below opportunities.

Pre-Meeting

- **Registration Ad** – Your logo will be featured as a sponsor on the Registration page.
- **Talk upLoad Ad** – Your ad will be featured on the speaker upload site where all speakers and poster presenters go to record their presentations.
- **WMIC Virtual Agenda & Scheduler Page Ad** –Your ad will be featured prior to the WMIC on the page where attendees view and schedule their sessions.
- **On Demand Page Ad** – This area of the WMIC Virtual Platform will host ePosters and Interest Group pre-recorded sessions. Your banner ad will sit on the on demand home page
- **Sponsor an ePoster Category** – All ePosters will be available 1 week prior to the WMIC. Your sponsorship will entitle you to have a banner in the session room where people can access a 3 minute presentation or the ePoster itself.
- **Social Media VIP Package** – This sponsorship package provides the sponsor with top billing in social media feeds. We will retweet or share 2 posts (must be approved by the sponsorship committee) tag you in 2 of our event's posts.
- **Profile Messages** – such as “Join our Satellite networking event”.
- **Direct Email Messages** – We will send messages to attendees regarding your brand. These messages must be approved by the Sponsorship committee.

Eblast

- **Pre-meeting eblast** – This entitles you to one eblast sent to conference attendees.

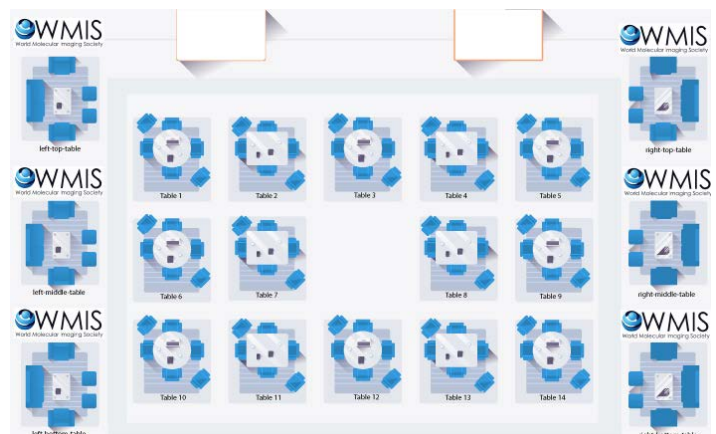
During the Meeting

Sponsors opting to sponsor a banner ad during the meeting will have the opportunity to choose from the following pages:

- **On The Exhibit Page**
- **On The Main Schedule**
- **On A Channel/Session**
- **On the On Demand Page**
- **Networking Page/Lounge Page**
- **Career Fair**

**refer to pricing on page 4*

- **Video Ad** – prior to the meeting you can send a video (pending approval) to play across all channels during the 10 min period between sessions.
- **Sponsor a Session** – All spotlight and scientific sessions will be 1 hour long between 9AM EST and 2PM. Your banner would appear below the video player.
- **Sponsor a Networking Event** – In a separate platform, sponsor lounges will be displayed prominently to all event guests. Network through video chat with up to 6 guests at a time. Add your logo, a video or image, and link to your website. You will receive the name, email address and time when the attendee clicked on your ad.



Lead Generation & Sponsorship Opportunities Cont.

Post WMIC Virtual 2020

- **OnDemand** – Sponsor the on demand page post the WMIC sessions.
- **Post-meeting eblast** - This entitles you to one eblast sent to conference attendees post WMIC.
- **Lead Generation and Segmentation** - Our team will provide you with detailed and segmented list of qualified leads with reports on who has clicked your booth, ads, whether they are interested in purchasing equipment, their scientific interest and much more

**See Page 1 on Lead Generation*

Opportunities	Starting at	Pre-Meeting	Live Meeting	Post-Meeting
Ad Banner on WMIS or WMIC Website	\$1,500 - \$4,000		X	X
Ad Banner within Virtual Platform***	\$3,000	X	X	X
Video Ads Before Sessions***	\$2,000		X	X
Session Sponsor "XYZ Presents this Session"****	\$1,500		X	X
Industry Session***	\$5,000	X	X	X
Networking Events	Contact Us		X	

***** Sponsorship will be a permanent visible part of the virtual platform. For details or to create custom opportunities, please contact kbrown@wmis.org**

Show Management Contacts

Conference Management

10736 Jefferson Blvd, #185
Culver City, CA 90230

310-215-9730
wmis@wmis.org

Virtual Website Development Everlast Productions

(954) 456-7167

Javier Fernandez
JFernandez@verlastproductions.com

Exhibiting & Sponsorship

Katelyn Brown
Sales & Society Relations
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Accounting, Registration, & Housing

Sylvia Anderson
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Exhibit & Trade Show Manager

Misty Everett
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