



COSDOC

INFORMATION & SPECIFICATIONS FOR CORPORATE MEMBERS

INTRODUCTION

This year, the College's designated conference, will be a virtual conference, hosted by the award-winning professional event management organisation called Jomablue. The team at Jomablue have converted the in-person conferencing experience into what they feel is an equivalent virtual experience (well almost), complete with a lobby, several plenary rooms, the exhibitor's hall, coffee station and water cooler area, workshop zone, welcome drinks night and gala dinner evening!

This year's event, an 8-hour day, will live-stream on Sunday 6th June 2021. The online platform will be opened to both delegates and sponsors at least two days prior, to enable the attendee and vendor to perform housekeeping tasks, become orientated with the platform controls, study the 2-stream program (16 hours of content), network with like-minded attendees (around the coffee station and water cooler!) and to visit the Corporate Member's exhibitor booths. All content that is streamed on 6th June, will be available for 30 days post event.

Marketing of this event will be carried out via EDM to members and non-member newsletter subscribers, advertisements on Facebook pages. Advertisements will be placed in online doctor's magazines and newsletters. Posts will be placed on our public website and member website. Magazine articles will be written by our PR service provider. Our Corporate Members will promote this event as well.

As our existing or potential 21/22 Corporate Member, you are invited to populate one of our "booths" in the "exhibitor's hall" at no additional cost. The CosDoc virtual conference platform is built around a dedication to providing tangible business outcomes from event activity. You will experience effective promotional opportunities including an opportunity to engage with the delegates. You will be able to collect useful customer analysis data post event. The real-time dashboard reports contained within the conference platform are based on event interactions to support operational planning. This data then becomes the customer insights that enrich customer relationship management profiles, power marketing segmentation, identify hot leads and triggers marketing journeys based on event behaviour. Ultimately, events are run for a purpose. The conference platform helps businesses to reach those goals and will connect and facilitate an interactive experience.

Tangible benefits for sponsors are:

- Brand placement across virtual event, outside of and inside the exhibitor hall booth.
- Product and/or device exposure via displays/advertisements in the virtual booth.
- Lead capture opportunities, shared to sponsor instantly, via click n collect (download) facilities within the booth.
- Lead capture opportunities via Instant chat facility.
- Lead capture opportunities via 'Call to Action' buttons: "Find Out More" or "Request a Demo", etc.
- Face-to-face live virtual video meeting opportunities. If this especially interests you, please contact the office for more information.
- Customer Profiling tools
- Instant customer nurture facilities
- Post event lead data reports and statistics

DETAILS, MATERIALS & FILE FORMATS

To enable us to build your “booth” in our “exhibitor’s hall”, please provide the following information and material via the form linked in here:



Material Type	Platinum Member Inclusions	Gold Member Inclusions	Silver Member Inclusions
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Details Required

Corporate Member’s Display Name	✓	✓	✓
Email Domain Detail	✓	✓	✓
Website Address (example http://cpca.net.au)	✓	✓	✓
Company Description (short)	✓	✓	✓
Name of Live Chat Responder/salesperson (To be available on Sunday 6 th June for the duration of the live event)	✓	✓	✓
Contact Details for Live Chat Responder/salesperson (mobile & email)	✓	✓	✓

Materials

Company Logo JPG or PNG 500px X 500px	✓	✓	✓
Video On Demand x 1 mp4 1080p (1920 x 1080) preferred, or 720p (1280 x 720) Size limit for 1080p – 150MB/min	✓	✓	✓
Advertisement 684 x326	✓ (up to 2)	✓ (up to 2)	✓ (up to 1)
Files for Downloading by Delegates	✓ (up to 4) PDF (mainly), smaller the better (limit 150MB)	✓ (up to 3) PDF (mainly), smaller the better (limit 150MB)	✓ (up to 2) PDF (mainly), smaller the better (limit 150MB)
Lead Capture Tags Text. For example: “Request a Call Back” or “Request a Demo”	✓ (up to 2)	✓ (up to 2)	✓ (up to 2)

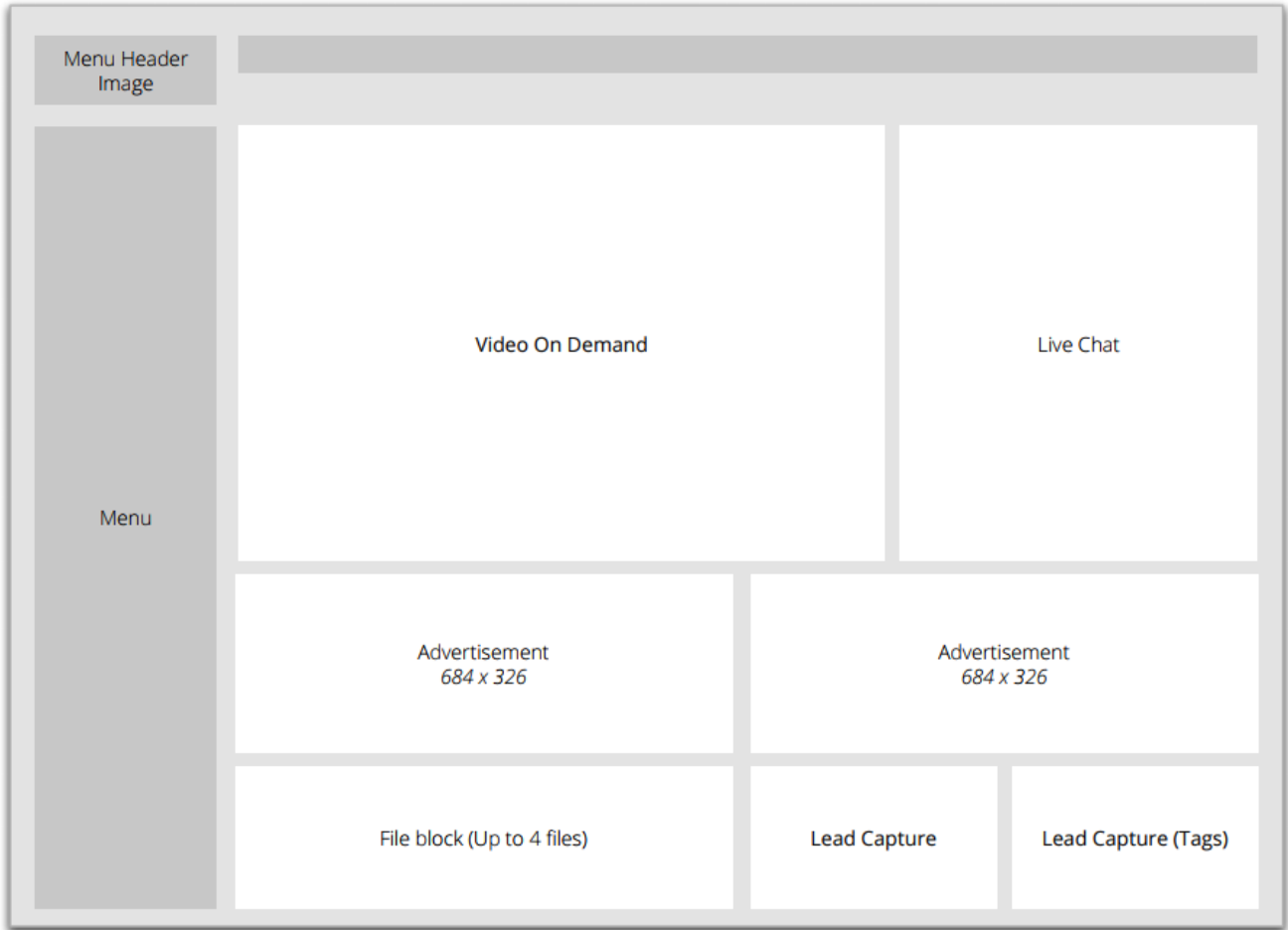
REQUEST A DEMONSTRATION

Full Jomablue platform features explained more [here](#)

To request a demonstration email cpca@cpca.net.au

EXAMPLE OF VENDOR'S CANVAS LAYOUT – BLANK

Platinum Member



See at end of this document, an example of a populated canvas. With the *Sponsor Introduction Detail Page* that will be on the virtual conference platform prior to the delegate arriving at the sponsor's "booth".

FACE-TO-FACE OPTIONS

A one-to-many approach works well for many virtual presentations, but sometimes you need to foster closer collaboration with, and between, attendees. Our virtual event manager has improved the ability to bring people together face-to-face during a virtual event. The event platform can now be used to deliver small group activities or private conversations within a virtual setting, such as workshops, breakout sessions, roundtable discussions, networking activities, and sales/introductory meetings.

If you see an opportunity to take advantage of these new and improved options, please feel free to contact us to discuss your ideas further.

POST EVENT REPORTING

Reports can be extracted post event to give information on:

- Number of visitors to the vendor's booth,
- How many visitors viewed on-demand videos,
- How many downloaded advertising material,
- How many visitors clicked on Call-to-Action buttons and who they were (with contact details).

CONTACT US



Email: cpc@cpca.net.au
Call: 1300 552 127 or 0407 788 587 (Julie)
Website: www.cpc.net.au

SPONSORING A SPEAKER & PRESENTATION FOR ANNUAL CONFERENCE

Click on image here for more information and a submission form.



EXAMPLE OF VENDOR'S CANVAS LAYOUT – BLANK

Sponsor Detail Page

Jomablue

Cloud Security · Cloud Security · Blockchain

At Jomablue, we believe that technology has the power to transform event experiences for event organizers and attendees. Used to its fullest potential, technology can also bring people together to create more engaging and more personalized event experiences.

So often, event technology acts as a barrier between organizers and attendees. At Jomablue, however, our award-winning Check-in experience facilitates human interaction, enabling each guest to be greeted personally, by name.

And that is just the beginning.

Live events are the perfect place to learn about the people who are important to your business. Jomablue enables you to capture that valuable event intelligence. Jomablue's mission is to partner with your business to understand what success looks like for you, then utilize our unique event intelligence to fulfill those objectives. Our goal is to transform event experiences into measurable return on investment, whatever your goals may be.

Since 2001, we have worked alongside hundreds of clients in Australia and overseas as the leader in event intelligence.

[VISIT WEBSITE](#)

Visit us
Visit us
[JOIN HERE](#)

Jomablue

Create highly professional virtual event pages

- Launch vibrant session pages that bring together multiple elements such as live stream presentations, networking and Q&A tools on one page
- Power interactive experiences such as, networking, live chat and more
- Branded, professional page presentation compliments your event creative
- Support sponsors with brand exposure and lead capture opportunities

Jomablue Community

Jomablue Community powers online event interactions for virtual and hybrid events. Creative features bring together multiple engagement tools that create a seamless, professional event experience.

Click on the image below to visit our website and learn about Community.



Files for Download

- Jomablue Feature Highlights**
Jomablue utilizes the latest technology to support the entire life-cycle of an event, creating streamlined, personalized and insightful event experiences for event organizers and their guests. 721 KB
- Jomablue Community Features**
Download this file to find out how you can host professional looking, highly engaging virtual and hybrid events. 112.4 KB



Request Call Back

Interested in someone from Jomablue reaching out? Click the button below and we will give you a call.

[CONTACT ME](#)

Interested in a certain product?

Let us know what you'd like to hear more about and we'll be in touch!

- Community
- Registration
- Streaming

[SUBMIT](#)

Interested in our features?

Jomablue can support the entire life-cycle of an event, creating streamlined, personalised and insightful event experiences.

Click on the image below to visit our website and learn about our features.

