



2021 Virtual ASBC Meeting

June 7–9, 2021

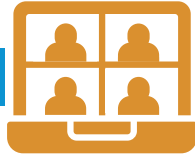
Sponsor Guidelines

ASBC is hosting its annual meeting virtually this year, facilitating more connections between attendees across the globe! We've compiled best practices for your team to ensure that you get the most out of your entire meeting experience before, during and after the event – whether at home or in the office.



Before the meeting begins

- Register your team members individually**
- Send your company information for your sponsor profile to [Rhonda Wilkie](#) by Friday, May 21**
 - Company description (50 words)
 - Logo + URL
 - Your video conferencing URL for setting up appointments with attendees (e.g. Zoom or Microsoft Teams link)
 - Social URLs:
 - LinkedIn
 - Facebook
 - Twitter
 - YouTube
 - Resources you'd like in your profile – this could include:
 - PDF's and whitepapers
 - Links to product or educational videos
 - Landing pages where you can track conversions
 - Product photos
- Download the "Evensential" app, then find the "2021 Virtual ASBC Meeting" in it** – log in with your individual meeting registration credentials
 - Make sure your company profile is accurate and has what it needs
 - Get comfortable navigating the meeting platform – find the directory, see how messaging works, check out the schedule and plan for the upcoming sessions!
 - Start setting up appointments
- Clear your calendar** and task load during meeting days
- Set your objectives and make a plan** for the meeting
 - *What are you looking to get out of the meeting?*
 - *Who do you need to connect with?*
 - *Which sessions will you attend that are relevant to your business?*
 - *How will you connect with attendees during those sessions?*
 - Plan your follow-up with attendees, speakers and other professionals you meet
- Get social and publicize your participation** in the meeting
 - Tell your customers where to find you during the meeting and after – whether it be via the app, in a session, or via email
 - Use the [attendee resources](#) available to you
- Set up time for your team to connect with [Brianna](#)** – we're here to answer any questions you have about the platform/upcoming meeting experience and give you your first glimpse at the platform



During the meeting

- Treat the 2021 Virtual ASBC Meeting as you would our in-person meeting:
 - **Be present** in the meeting experience
 - **Engage with presenters and attendees** in the sessions you attend
 - Ask questions!
 - Exchange information
 - Share your contact information as it aligns with responsible business practice
- Use the tools at your disposal to assure you connect with other attendees
 - **Be a part of Giveaway Wednesday (June 9)** – you pick out your giveaway gift and we'll promote it to our attendees for you!
 - Let Brianna and Rhonda know if you'd like to participate
 - Those who participate will:
 - be promoted in the program before and during the meeting
 - have the giveaway item listed in their company profile
 - get more leads from the meeting
 - **Attend interactive networking sessions** – these are made for you and will be a welcomed break from the awesome technical content that will be available:
 - Micro-community sessions
 - Hospitality Suites
 - Coffee, lunch, and happy hour breaks
 - Dedicated ePoster talks – connect with the authors!
 - Book author meet and greets
 - **Message attendees** in the platform using the attendee directory and set up appointments! You'll have time before, during and after the meeting to make connections and follow up using the platform!
 - **Get social and tag us** – when you post about the meeting, be sure to **#2021ASBC** so we can see what you're up to and learning. Plus, we'll be reposting all of the great content!
 - LinkedIn: <https://www.linkedin.com/company/american-society-brewing-chemists>
 - Twitter: <https://twitter.com/BrewingChemists>
 - Facebook: <https://www.facebook.com/BrewingChemists>
 - Instagram: <https://www.instagram.com/brewingchemists>



After the meeting

- Follow up** with those you've connected with during the meeting
 - Use the attendee directory in the meeting platform
- Leverage the meeting content** that will be available to your team for 12 months!
- Stay connected with attendees** and our members by **joining ASBC** as an individual member and/or corporate member!
- Advertise your products and offerings** with ASBC throughout the year – contact us for more information or if you have questions
- Stay tuned for updates** on exhibit and sponsorship reservations for Brewing Summit 2022!

As your team prepares for the meeting, contact us as you have questions or need assistance.
We look forward to your participation and we'll see you soon!

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