

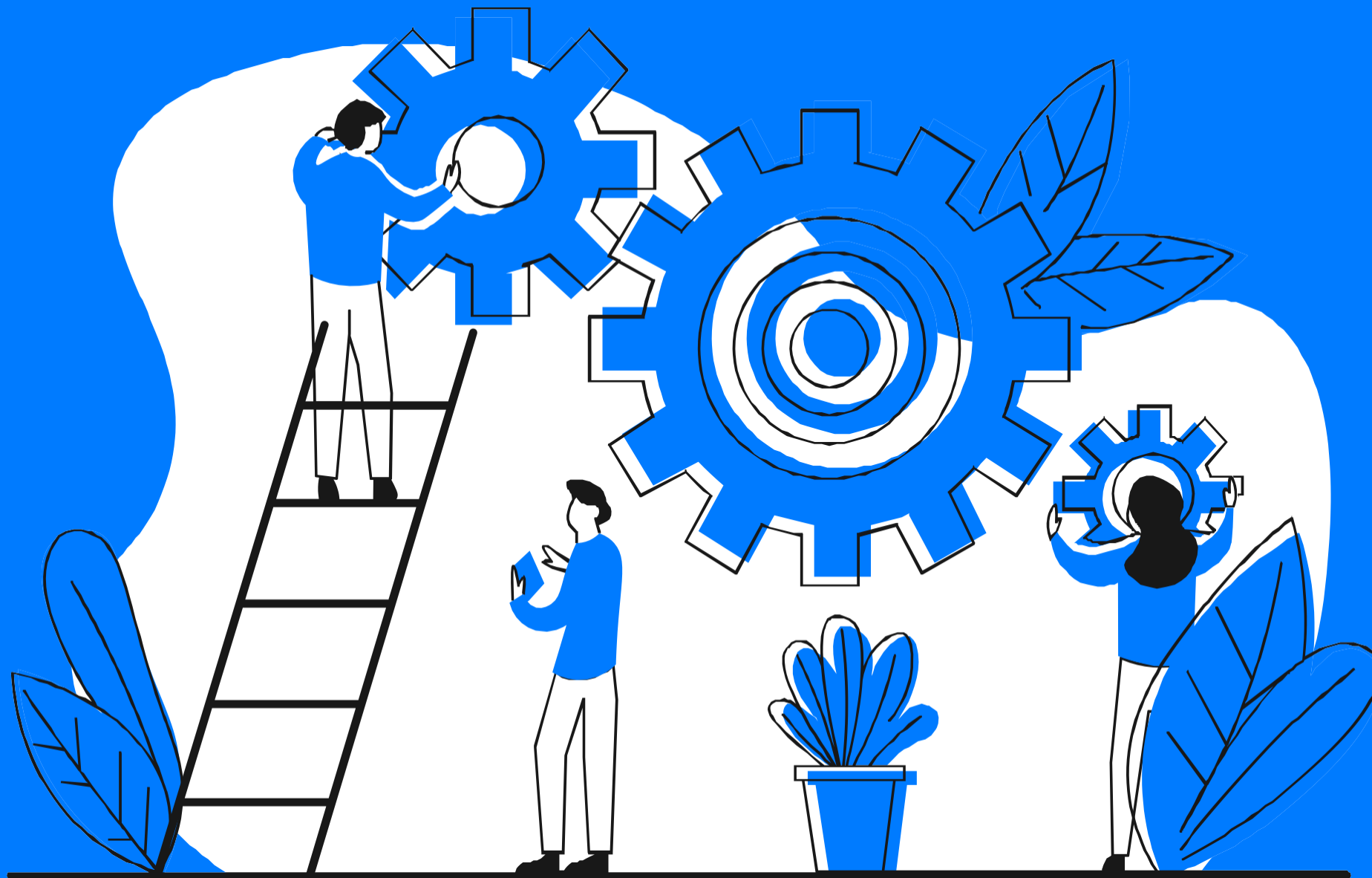
4 AV Now, LLC
June 22, 2020

4 AV Now.com

4 AV Now's Virtual Event

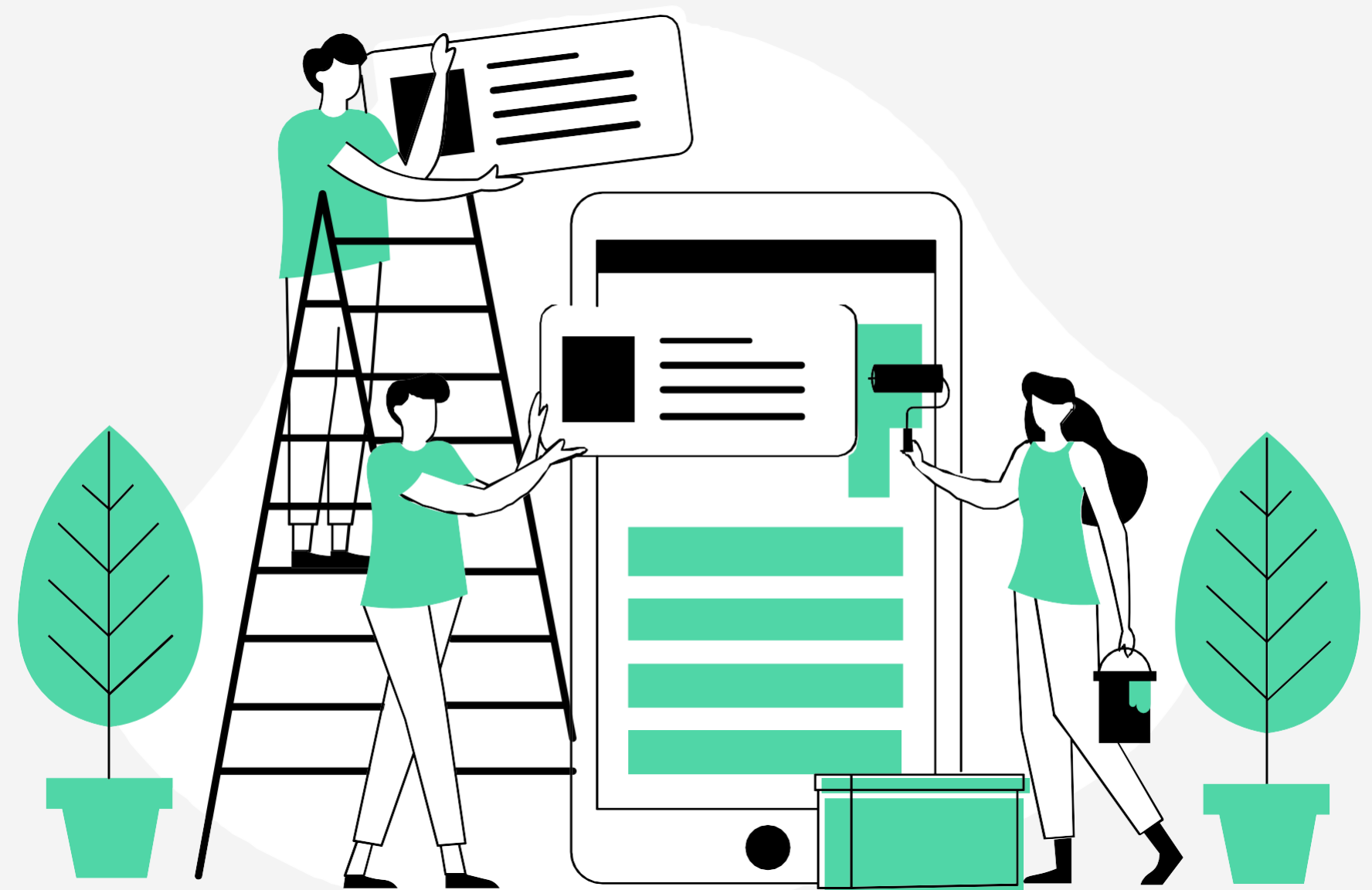
Platform

The Ultimate Guide
to Going Virtual



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- Virtual Events Overview
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- Virtual Networking
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General Info

4 AV Now is an all-in-one event management company with a robust platform specifically designed for conferences, trade shows, and meetings

Since 2016, 4 AV Now, LLC has powered events by offering a seamless platform to manage registration, web/mobile event apps, abstracts, exhibitor floor plans, sponsor promotion, on-site badge printing and check-in, and countless additional systems.



4 AV Now's event technology design philosophy is built upon 4 key pillars

Integration

Keeping data in-sync across all your systems and front-end technologies, for all your stakeholders, all the time

Automation

Enabling organizations to automate all the tedious aspects of event management, and saying goodbye to event micromanagement

Decentralization

Empowering your event's stakeholders, from speakers and exhibitors to sponsors and attendees, to self-manage their data + presence

Monetization

Opening new channels for 4 AV Now powered events to generate revenue and unlock recurring revenue streams

Virtual Events Overview

4 AV Now's virtual events system is one which is engineered to provide an incredibly interactive and familiar event experience and has exploded in popularity recently due to the COVID-19 pandemic. It is entirely web based, which means no one needs to download anything, ever.

Real-Time - Every aspect of the experience must have a real-time component to it

Face-to-Face - Attendees, speakers and exhibitors alike can communicate face-to-face, anytime

Virtual First - The experience should not be limited by the constraints of in-person events or tech

Social - Attendees must always see/"feel" the presence of their fellow attendees, everywhere

4 AV Now's virtual event system offers 4 key elements, in addition to its powerful core content and event management system

Sessions & Schedules

Highly customizable, interactive, and integrated live streaming of sessions

Exhibit Hall

Real-time video calling, live visitor tracking, lead retrieval, file/screen sharing

Networking

Real-time attendee-to-attendee text chat, video chat, presence tracking

Registration

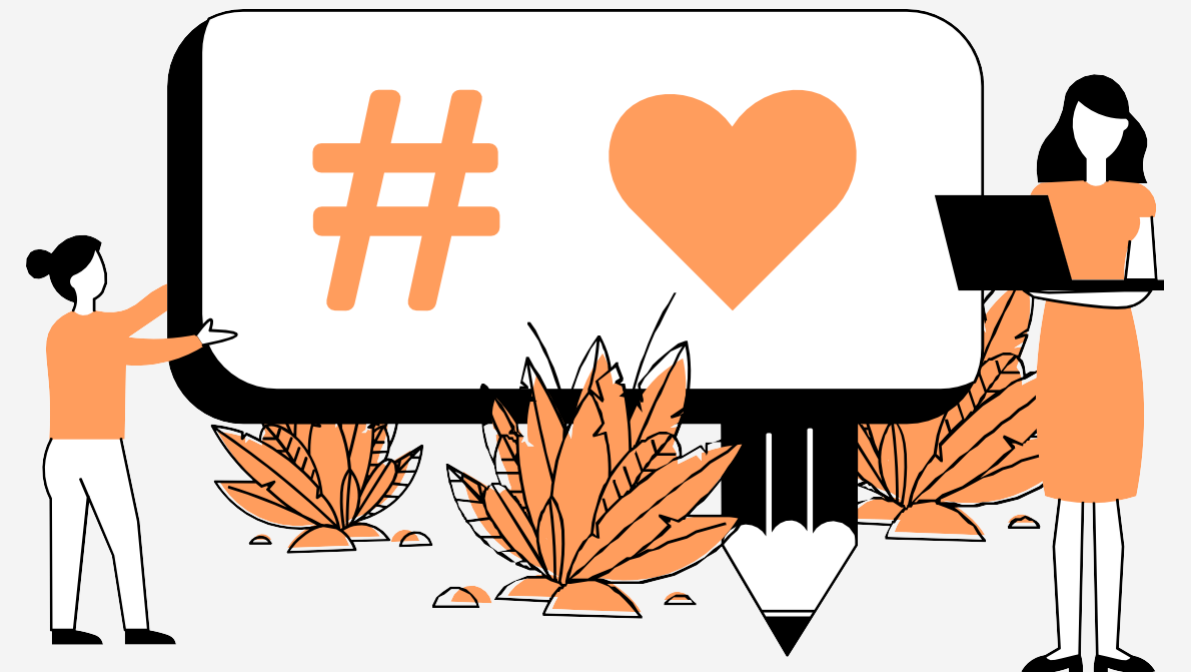
Feature packed, embeddable interface to register attendees and collect fees

How Our Approach is Different

Our virtual events system is a native experience which is designed from the ground up to create an experience which rivals, and in many cases surpasses, the live event experience.

As events return to on-site experiences, our systems are also optimized to support a hybrid event model seamlessly.

Finally, the entire system is built to be affordable.



Virtual Sessions & Schedules

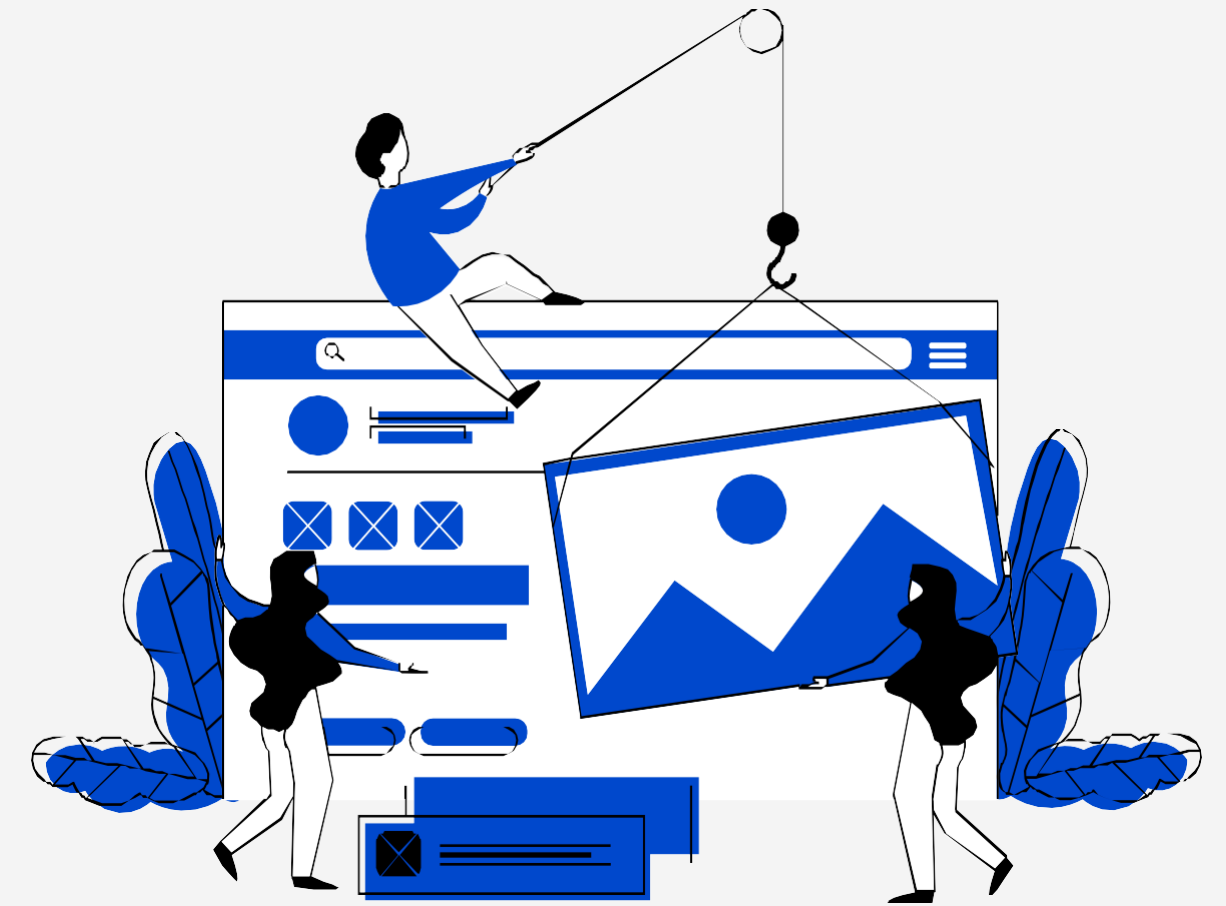


Virtual Sessions & Schedules

At the core of any event is the schedule and sessions. 4 AV Now powered events typically have schedules which span multiple days, tracks, and formats, and are often running concurrently with other sessions. Some sessions may be restricted to certain groups, and others may require attendance tracking to issue certificates. Some sessions may be sponsored requiring pre-roll ads, while others are pre-recorded and need to be broadcast live at the click of a button.

These are just some of the scenarios which make events complex, and 4 AV Now is optimized to support these and many more. In case you are hosting a single session with a few dozen attendees, a simple webinar tool may be a better fit. In this section of the virtual events guide, we will explore:

Live Streaming, Pre-Roll Videos & Ads, Chat & Presence Detection, Speaker Portals, Access Restrictions, Filters & Personalization, and File Sharing.



Live Streaming

4 AV Now offers several ways to integrate streaming natively into your virtual event experience via third-party services, 4 AV Now's own services, or even broadcasting pre-recorded videos in real-time. In every case, you have access to integrated chat, presence detection, session moderation, and analytics features. The goal is to provide a seamless and consistent experience for all attendees.

Zoom - By far, the most popular and familiar option. All that is required is inserting your meeting or webinar's ID, and 4 AV Now will manage everything from attendee authentication and security options, to the presentation of your sessions. No downloads required or leaving the virtual portal.



Click Meeting - Another capable web-based software natively integrated into 4 AV Now. Insert your API key into 4 AV Now, and it will automatically generate and provision meetings or webinars for you depending on your preference. 4 AV Now will handle attendee authentication and presentation.



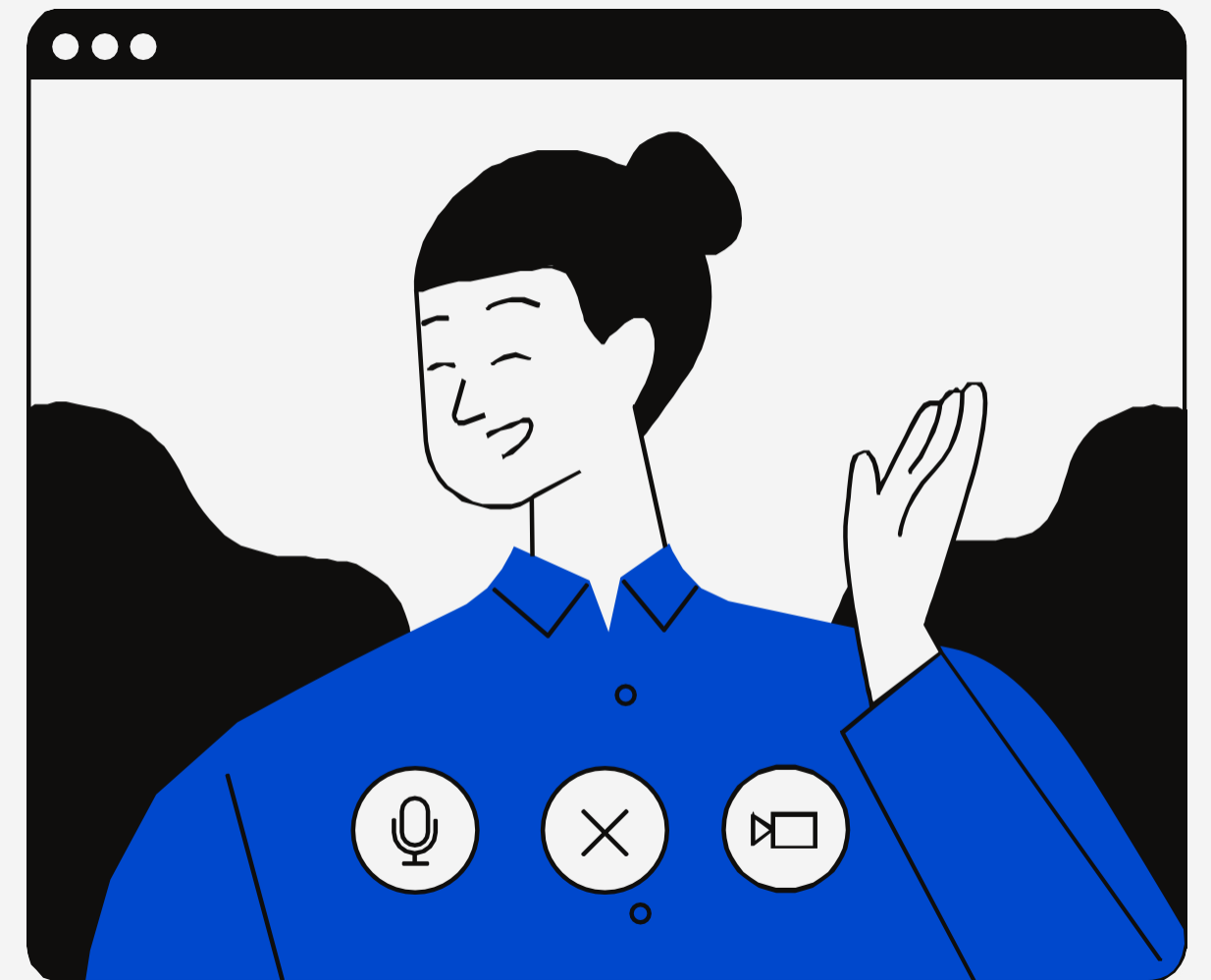
Blue Jeans - An option selected by events which typically choose not to use Zoom, and are looking to host a large number of attendees (hundreds or thousands) with significantly more functionality and flexibility over what the livestream looks like on the attendee's end. All that's required is inserting your Blue Jean event's attendee participation ID, and 4 AV Now handles the rest.



Pre-Recorded Video - If you are looking to playback a pre-recorded video in real-time or would like to make your content available post-event, upload your MP4 files directly to your 4 AV Now sessions. No need to host your videos on a third-party platform, 4 AV Now handles it all.

RTMP (Real-Time Media Protocol) Stream - Built-in to 4 AV Now, ideal for hybrid events streaming in real-time to remote attendees while presenting to an on-site audience. This is priced separately from the rest of the system. A dedicated RTMP URL and key are provided, allowing for easy streaming directly to 4 AV Now's servers.

Custom Embed - If 4 AV Now's natively supported options do not meet your needs and you are using a different platform which you would like to integrate, you can add it as a custom embed script. Platforms such as Vimeo Live, Livestream, YouTube Live, GoToMeeting, Cisco WebEx, or anything else are easily supported via this method.



Pre-Roll Videos & Ads

Upload short pre-roll videos which play in a loop until your session starts. This is a terrific opportunity to engage attendees and promote your sponsors. We suggest using Canva's video editor to rapidly create high quality professional pre-roll videos. You can set pre-roll videos for each session, or for your event as a whole. When you set a session as "live", everyone viewing the session will transition from the pre-roll video to the stream.

Speaker Portals

Speaker portals empower your speakers with a private interface where they can go in and manage their profile, design, slides, live polls, feedback, tasks, and more. Updates made in these portals reflect automatically in your attendee facing virtual event portal, helping you streamline all your data. Speaker portals are also where you can place instructions explaining how they can prepare for and access their virtual session(s).

Chat & Presence Detection

Every session in your virtual event experience has two real-time options in addition to the stream. A real-time chat tab where attendees can ask questions to a moderator or speaker(s) or discuss the session generally, and a tab which shows in real-time exactly which one of their fellow attendees is also watching the session to provide a feeling of gathering and social togetherness.

Access Restrictions

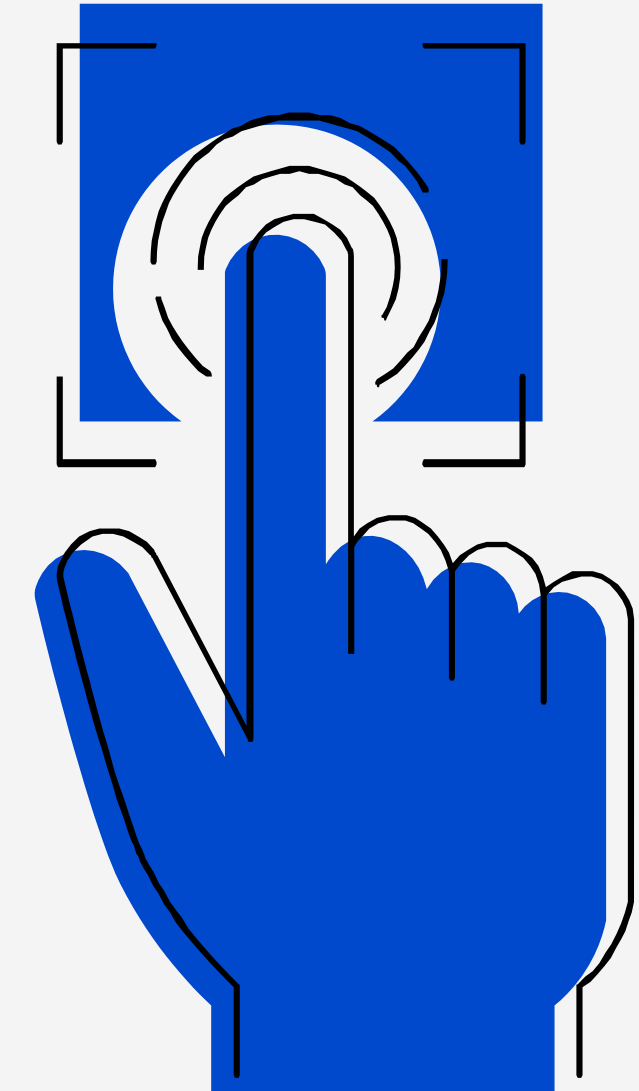
As you would use 4 AV Now's on-site session check-in features to restrict access, you can do the same with your virtual event. By grouping attendees via custom tags or even by tickets they have purchased, and selecting specific tags or tickets when editing a session, you can easily restrict access. For example, you may want only members or customers of your organization to access a private session.

Filters & Personalization

4 AV Now allows you to segment your sessions based on various custom filters. You can create filters for tracks, target audiences, and formats. These filters allow attendees to easily find the sessions they would like to participate in. They can also filter the virtual event schedule by specific speakers.

File Sharing

4 AV Now allows you to upload files of any type to sessions, providing easy access for attendees to slides and handouts. There are no restrictions on file formats or number of files per session. You can also allow speakers to upload their own files via their speaker portals and set up automated task reminders so that they are always aware of their responsibility pre-event.



Virtual Sessions & Schedules FAQ

Are there any limits on the number of people who can attend a session?

4 AV Now does not impose any limits on its end.

Are there any limits on the length, size, or format of the pre-recorded videos I upload to the 4 AV Now platform?

The default limit is 500 MB MP4 which is about a 2 to 3 hour video.

Does 4 AV Now offer the ability to run breakout rooms?

Yes

Virtual Exhibit Hall Poster Session & Trade Show



Virtual Exhibit Hall Poster Session / Trade Show

While the world of virtual events can envision via live streaming and webinar type tools what virtual sessions could look like, there are few options when it comes to virtualizing exhibit halls Poster Session and trade shows. Simply viewing an exhibitor's profile and sending them a message isn't enough. It's the equivalent of having a live trade show with no exhibit staff, and attendees dropping their business cards into a fishbowl.

Fundamental to any successful exhibit hall and trade show experience is the ability to have real-time awareness, face to face conversations, lead generation, and analytics. Exhibitors and sponsors invest considerable time and effort in events they sponsor or attend to gain exposure or a return on investment.

So, 4 AV Now's engineers have invested a tremendous amount of time and effort as well into crafting a virtual trade show experience which yields even greater results for exhibitors than the on-site experience, in many cases.



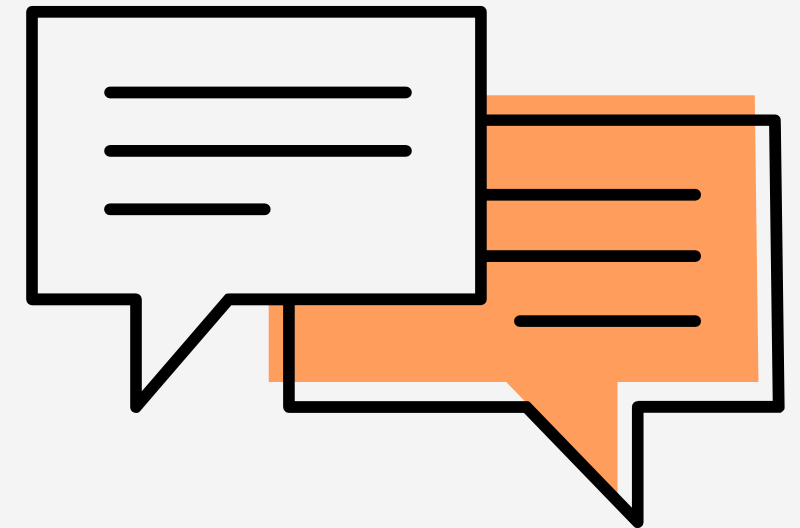
Live Visitor Tracking & Lead Retrieval

It's critically important for exhibitors to know who is interested in their brand and their booth. On-site, this is easily accomplished because exhibiting staff can see and interact with people walking by and use our mobile event app to scan badges to track leads. 4 AV Now's virtual event portal emulates this experience and does an even better job than the on-site experience.

Exhibitors have a specific area in their virtual event portal which allows them to see, in real-time, who is visiting or has visited their booth, and how long ago. No matter how busy they are, they will never miss a lead. This crucial data allows exhibitors to engage those potentially interested attendees in real-time in several ways and request their contact information.

Face-to-Face Video Calls & Chat

Once an exhibitor has connected with an attendee that is showing interest, they can engage in a real-time text chat, or even a real-time video call. No third-party tools are required for this functionality, it is entirely managed by 4 AV Now (a product called "4 AV Now Meet"). The video call allows for a high-quality exchange between the exhibitor and attendee, just like the on-site experience would permit.



Global Chat & Presence Detection

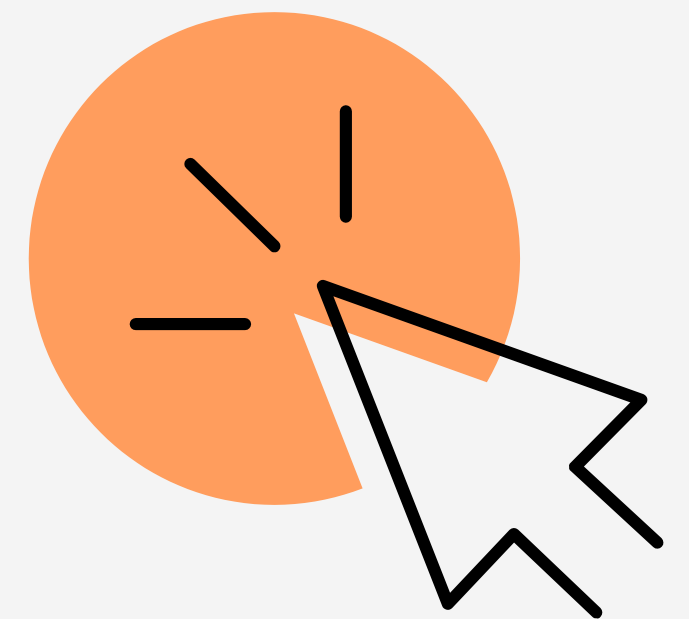
As is the case with the entire 4 AV Now virtual event portal, participating in the exhibit hall is a social experience. This means it must extend beyond the solo experience of an attendee having a face-to-face conversation with an exhibitor, as great as an experience that may already be. To emulate the experience of groups of attendees participating at a booth and even networking among themselves, 4 AV Now's real-time presence management features extend to the exhibit hall as well.

This allows attendees to see who else is visiting a specific booth in real-time, chat among themselves publicly or privately, and ask a front-line exhibiting staff member questions in the exhibitor's public chat board. That front line staff member may also use this as an opportunity to qualify leads before permitting them to have a private face-to-face conversation.

Exhibitor Portals

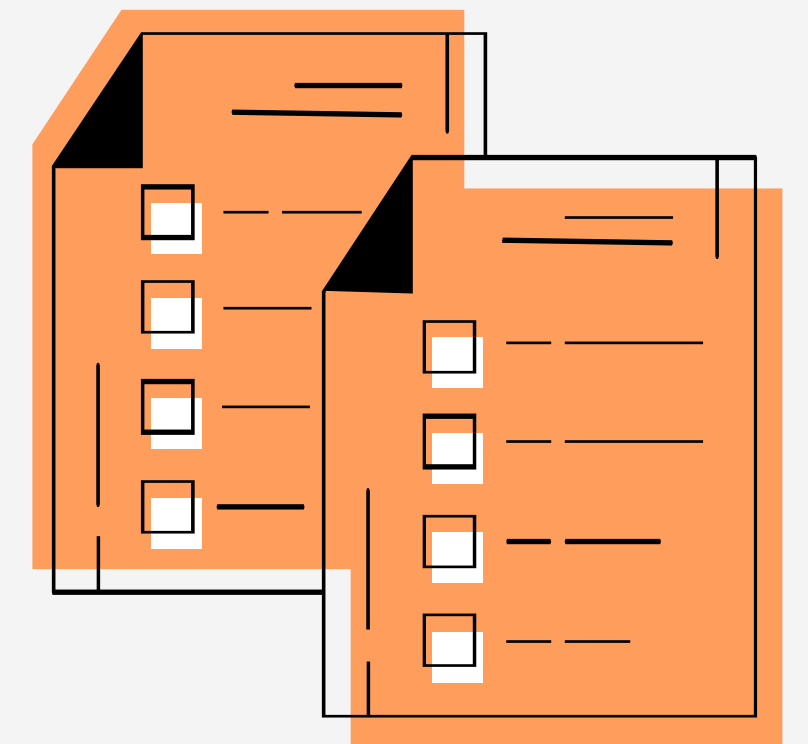
Exhibitor portals provide the ability for you to empower your exhibitors with a private interface where they can go in and manage their profile, design, captured leads, booth staff, files, tasks, and more. You can customize these portals for exhibitors.

Any updates made in these portals reflect automatically in your attendee facing virtual event portal, making this an ideal feature especially for large events. The exhibitor portals are also where you can place instructions for your exhibitors explaining how they can prepare for and access their virtual booths.



File & Screen Sharing

While real-time chat and video calling add the crucial face-to-face aspect for exhibitors and attendees, sharing of information is equally important. Exhibitors can share their screens while on video calls with attendees, to walk them through product demonstrations, presentations, websites, or anything else. Exhibitors can also make files available for attendees to hang on to.



Virtual Exhibit Hall: Poster Sessions & Trade Show FAQ

Is there any limit on the number of exhibitors I have, and does it affect pricing?

No, you can have as many exhibitors as you like, and pricing is only based on total user count.

Is there any limit on the number of staff members I can add to a booth to manage virtual guests?

No limit, you can add as many staff members as you like.

Does 4 AV Now offer any features which allow me to sell booths and collect payments?

Yes! 4 AV Now has a comprehensive exhibit booth sales platform, with PDF contracts, payments, invoices, lead capture, and even booth selection on interactive floor plans for hybrid or in-person events.

If I already have a list of exhibitors, how can I add them to my Virtual Event?

You can upload an Excel file directly to the platform following our template to quickly get your exhibitors into the system. You can also add/edit them individually. Don't forget exhibitor portals which allow them to self-manage their entire exhibitor experience.

Virtual Attendee Networking



Virtual Attendee Networking

We attend events, fundamentally, to meet people. Friends, colleagues, investors, recruiters, buyers, researchers - the list is endless. Experiencing a virtual event alone is as good as watching videos on YouTube while browsing LinkedIn. Even worse is knowing there are hundreds or thousands of other attendees experiencing the same thing you are, but you cannot reach them effectively. Sure, you can see a list of attendees, maybe even exchange text messages, but the event experience is meant to unlock much more than that.

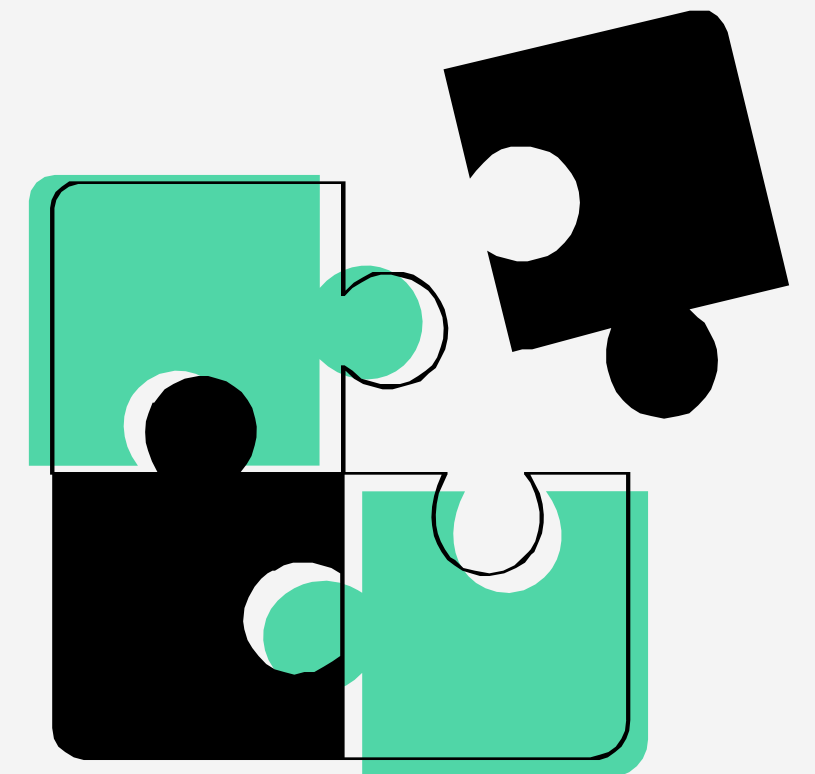
That is what our virtual networking module strives for.



Network Anywhere, Context Aware

When you attend an on-site event, you're surrounded by people. Whether you're sitting in a session, pacing the exhibit hall, grabbing a bite in the foyer, or scurrying through the halls of the venue to get to the next session on time - you're always surrounded by people. You never know who that one person you will bump into is that will make the whole event experience worthwhile. This experience is what we are constantly striving to achieve with 4 AV Now's virtual networking system.

In a 4 AV Now powered virtual event, as an attendee you have a sidebar which follows you around everywhere you go and is context aware. The sidebar is always up to date in real-time with a list of exactly who else is at the same location you are at as you navigate the event. Sessions, exhibit booths, showcase presentations, private chatrooms - everywhere. It allows attendees to meet other attendees with similar interests, who may have been sitting next to them in a room or standing next to them in a hall. From any global location, attendees can enter a private conversation and network further via text, audio, or video.



Real-Time Text Chatting

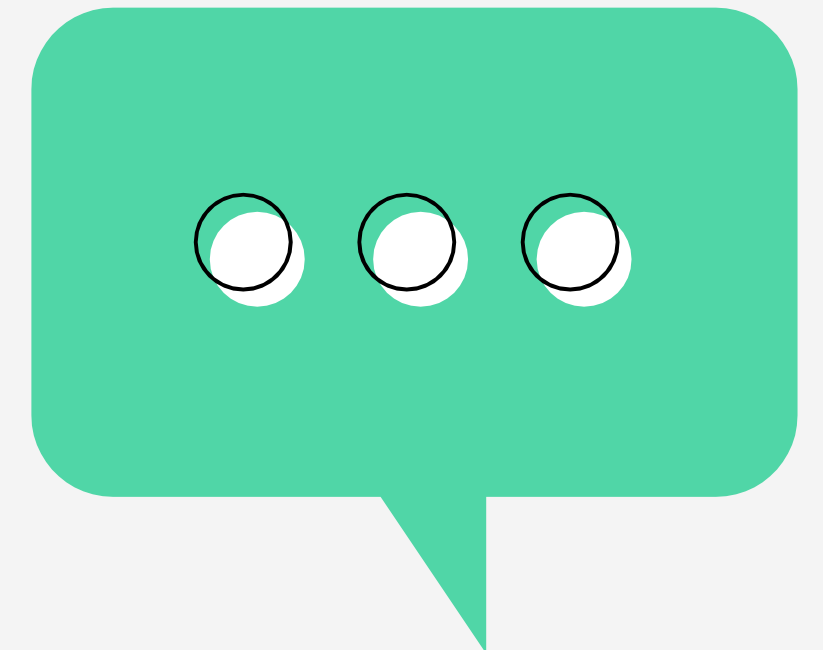
At any time, an attendee can engage in a text conversation with another attendee. They will receive push notifications directly in their virtual event portals to let them know when a new message has been sent or a new connection request has been made.

Video Calling With 4 AV Now Meet

A hugely popular feature in 4 AV Now's virtual networking system is 4 AV Now Meet. This is a built-in audio and video communication system that allows attendees to connect with each other face-to-face. No third-party tools are required, no downloads, and no additional cost.

At any time, from a chat window, an attendee can request a video call with another attendee. This allows attendees to see and hear each other, and even share screens.

Attendees can switch between tile or full screen views, can stream YouTube videos together, and more. We are also releasing the ability to support group video calls .



Virtual Networking FAQ

Is there a limit to the number of simultaneous video conversations attendees at my event can have?

Simply put, there is no limit. If any connection issues occur, as rare as they may be, they will be due to client-side internet connections just like any other video conversation service.

Does 4 AV Now Meet support group conversations?

Not at the moment. We do expect to open up 4 AV Now Meet's video conversation service to groups later in the summer of 2020.

Does 4 AV Now's networking system allow for matchmaking of any kind?

Not at the moment, matchmaking is also scheduled for a summer 2020 update. Our priority is to mimic the in-person event experience virtually by allowing attendees to meet each other based on their location and proximity to others with similar interests using our presence tracking systems.

Can attendees be anonymous and prevent themselves from being tracked or communicated with?

Yes, they can choose to be anonymous based on their settings available for configuration in the virtual event portal.

Mobile + Web Event App



Mobile + Web Event App

4 AV Now's event app is a powerful experience that allows your in-person and virtual attendees to engage with your event's content and community before, during, and after the event.

The event app is available for iOS, Android, and the web. For your virtual event, the event app experience is actually embedded right inside your virtual event portal as a slide-out mobile phone, but so much of the benefit of the event app is actually experienced before, and after the event.

Schedule personalization, attendee networking, social feeds, exhibitor and sponsor exposure, gamification, and prizes, and much more can be optimized to engage your attendees well before the event even starts.

If your event is a hybrid event, the app serves as a common interface and bridge between your in-person and virtual attendees.

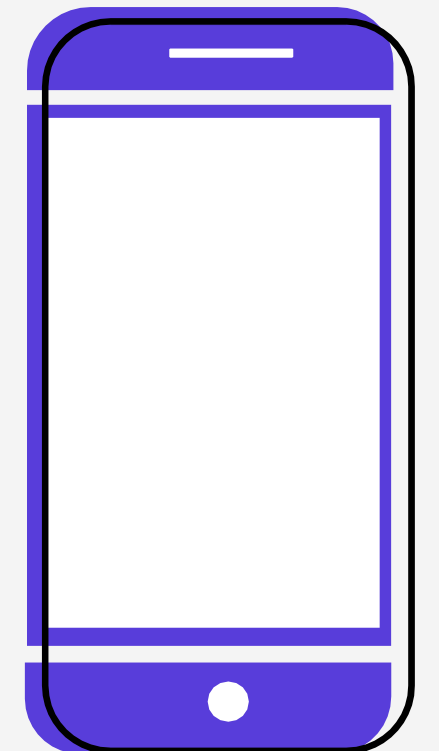


Attendee Networking

4 AV Now's event app has several options for attendee networking that are designed to help them get to know each other before the event even starts. Attendees can send each other messages with push notifications, book meetings, manage their profiles (which sync with the virtual event portal), win gamification points, and more. For hybrid events, attendees can even scan each other's badges!

Session Engagement

Empower attendees to explore, personalize, and engage with your sessions and schedule before, during, and after your event. Based on custom rules you may create, attendees can build their personal schedules and utilize your custom filters (tracks, formats, target audiences). They can also learn more about sessions, download resources, participate in polls, ask questions, and leave feedback post-event. For hybrid events, you can even scan badges and check attendees into sessions!



Push Notifications

Send push notifications directly to all installations of your app to keep your community engaged and in the loop. Pre-schedule push notifications for automatic deployment and setup custom targeting.

Gamification

For virtual events, nothing beats keeping your attendees engaged through a little bit of competition! 4 AV Now offers 15 separate ways for you to configure your event to award points for everything from attendee networking to virtual scavenger hunts during your event and on social media. Leader boards show who is on top, and you can even offer prizes from the app in the marketplace!

Marketplace

One of the most unique features 4 AV Now offers is the ability for events to create marketplaces. From selling exhibitor products and books authored by speakers, to offering sponsored prizes and event swag in exchange for gamification points, your event suddenly becomes an exciting *Chuck E. Cheese* like experience that drives excitement and your brand.

Hybrid Events Ready

As events pull through and out of the COVID-19 pandemic, an event app that's designed to support the on-site experience as well as the virtual one will be critical. With interactive floorplans and attendance tracking, to wireless badge printing and live polls, you are in good hands!

Event App FAQ

Do you offer white labeled app services?

Yes, for an added cost we can white label your app. A white labeled app does not provide any additional functionality beyond the regular app, though it does provide you your own branding in the app stores and a custom splash screen. Often events choose to white label their app as an added benefit for sponsors. The white labeling process takes 2-3 weeks.

Does the event app contain any of the virtual event features in the virtual event portal?

No, the event app provides a separate set of engagement, networking, and promotional functions particularly useful before the event, and as a sidekick to the virtual event experience as an app normally would be for an in-person event. It does, however, connect to the virtual event portal, and the virtual event portal offers the event app as a slide out embedded mobile container within the web browser for easy access. The virtual event portal is optimized for the benefits experienced from being in-person at an event.

How long is my event app available for?

Your event app goes live as early as you like and is available for a year after your event for continued networking and communication. Let us know if you need an extension.

Event Registration



Event Registration

4 AV Now's event registration system is the most comprehensive tool in the platform. It goes far beyond a basic ticket sales and distribution tool, and truly allows you to customize the logic, design, and automation around event registration.

However, if you already have a registration tool in place, you can easily import all your attendee data into our platform via a CSV upload or an API integration and send them invites to the virtual event.

Event registration can be free or paid, supports multiple currencies, taxes, custom forms, group checkout, offline payments, invoicing, schedule selection, bulk discounts, website embedding, and countless other features.



Attendee Lead Capture

Whether you are selling tickets or they're free, our intent and lead capture system, SalesBoost, captures incomplete registrations for you, and ensures you have data about bounce rates. More importantly, our system follows up with your prospects to help you gain a larger audience, allowing you to track email opens and clicks.

Automate On-Boarding

4 AV Now's registration system makes it extremely easy to on-board your attendees to your virtual event. Simply designate tickets as virtual tickets, and 4 AV Now will automatically deliver login credentials and access details to all your systems, from the virtual event portal to the mobile/web event app. 4 AV Now will also send reminders to ensure your attendees are ready to go, on-site or virtually.



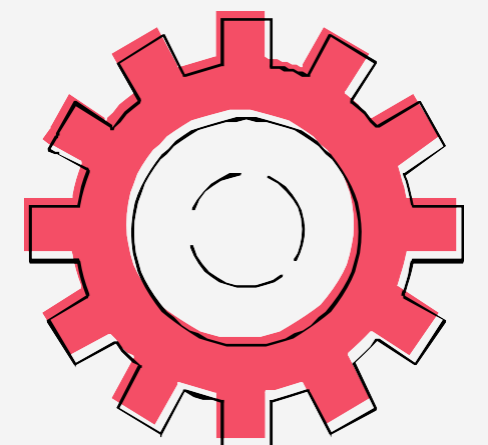
Embeddable Widgets

Looking to stay on-brand with your own website instead of 4 AV Now's micro site? Not a problem, all of 4 AV Now's website widgets from schedule views to event registration are embeddable in any third-party site with a few clicks. You can even configure your registration widget to behave like a pop-up, leading to a slick event registration experience which still benefits from everything 4 AV Now's registration system has to offer.

Custom Logic

4 AV Now's registration system goes far beyond standard tools or website plugins as it is designed for conferences, trade shows, and large professional meetings which often have detailed requirements, restrictions, and flows. Some popular sub-features which enable a high degree of customization are:

- Custom forms and surveys
- Custom tax rates, currencies
- Complimentary tickets
- Group registration
- Custom promotion codes
- Attendee wait lists
- Password protected tickets
- Bulk discounts/group rates
- Custom categories
- Custom invoices/receipts
- Auto session enrollments
- Custom email templates
- Multiple payment options
- Zapier + API integrations
- Add-on tickets



Instant Payment Processing

If you are selling tickets, collecting funds could not be easier! For virtual events, 4 AV Now offers the ability to connect a Stripe account to your events. If you already have an account, this process takes less than 1 minute. If you are new to Stripe, it typically takes events under 10 minutes to start receiving their first payments.

Payments are typically disbursed directly from Stripe within 1-2 days directly into your bank account. 4 AV Now's tight payments integration allows you to bill attendees later, issue refunds, split payments, and more. You may also choose to offer an option to attendees to defer payments, which 4 AV Now supports.

4 AV Now charges a 2.9% transaction fee, which is by default passed on to attendees (adjustable) to preserve your revenue (less any credit card processing fees).



Event Registration FAQ

How do I get my attendees into the platform if I am not using your event registration system?

Simply upload a CSV file following our downloadable template directly into your event or use our REST API. Once your attendees are imported (you can do this multiple times), you can send welcome emails or auto-scheduled campaigns which include instructions for attendees to access your virtual event including their login credentials.

Can I collect custom information from registrants?

Yes, you can embed custom forms to collect additional information that platform does not capture by default.

Do you support payment gateways other than Stripe?

Yes, we do, however our virtual events solution only permits Stripe accounts. To create a Stripe account, visit <https://stripe.com>

What is 4 AV Now's service fee?

Only for paid registrations, 4 AV Now charges an automatic 2.9% service fee. By default, this is added to the final sale price so the total amount reaching your Stripe account is preserved, though we can configure the system to pass or absorb fees as you like.

Sponsorship Opportunities

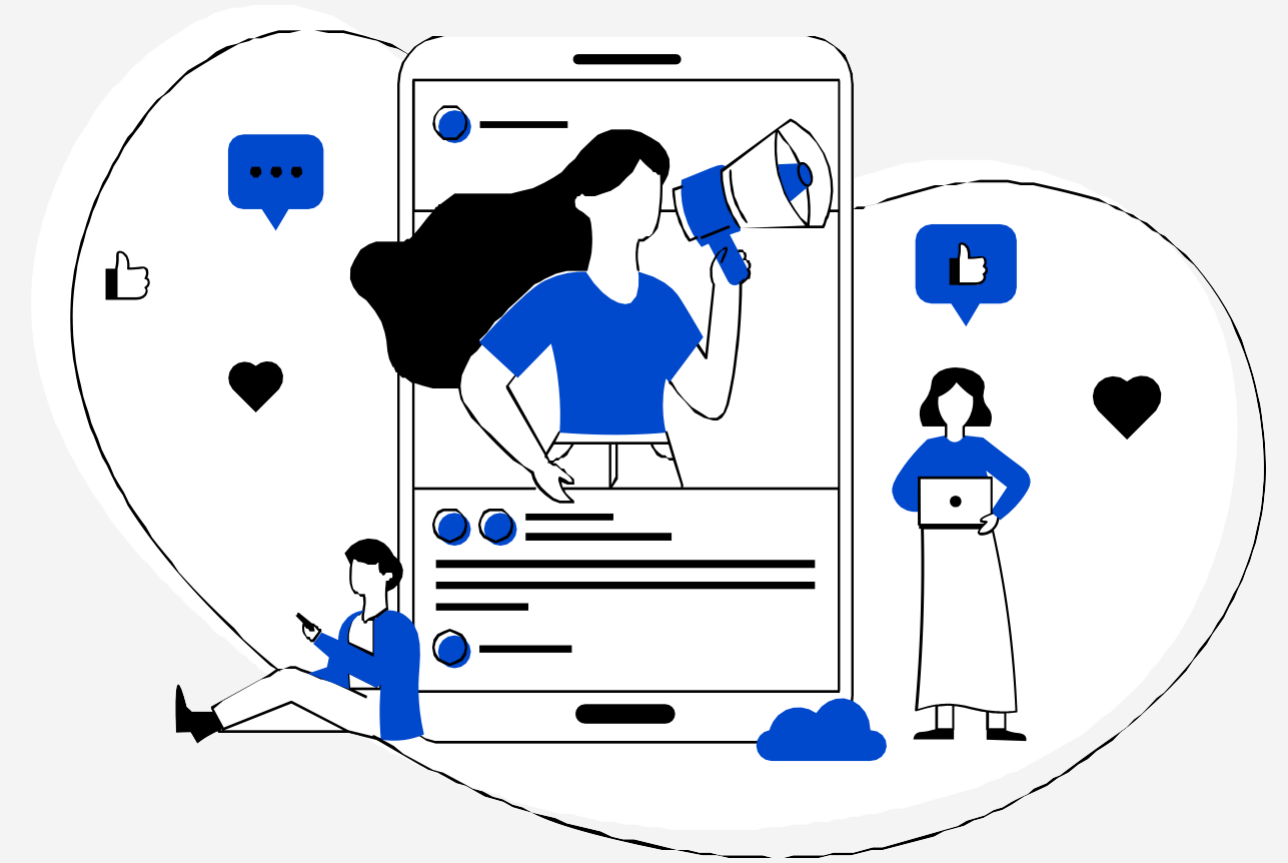


Sponsorship Opportunities

Promoting sponsors virtually, in many ways, offers far greater results and more exposure

For events running entirely virtually for the first time, figuring out how to offer value to sponsors can be a daunting task. As an event professional, you are used to having a tremendous amount of influence over everything from digital marketing to the venue itself and how to position your sponsors for in-person events accordingly.

We offer several features to easily promote your sponsors. However, more important than finding places to insert sponsor logos is understanding that virtual sponsorship is not limited to temporary exposure for 2-3 days. Virtual events can live on indefinitely and so can exposure for their sponsors. Plus, sponsors get access to more accurate data about who is interested in their brands as virtual attendee activity is much easier to track than in-person.



Full Event Sponsors

4 AV Now's virtual event portal offers two primary mechanisms to provide exposure for your sponsor brands at all times:

- **Banner image** - Always present at the top left of the portal, typically combined with the event and primary sponsor's logo
- **Sponsor carousel** - Always present at the top right of the portal, rotating every 10 seconds between select sponsor logos

Session Sponsors

Sessions are an excellent way to give a large number of sponsors exposure, and it takes seconds to configure. They show up everywhere the session does, including small logos in the full list of sessions in the virtual event portal, larger logos on the session pages themselves, on the schedule and session pages in the web/mobile event app, event microsite, and PDF exports. You can also offer session sponsors data about who showed up to their sponsored sessions.

Pre-Roll Videos

4 AV Now supports event-wide, and session specific pre-roll videos to be played in a loop before a session starts and goes live. This is a great opportunity to give session or full event sponsors additional high quality exposure. Pre-roll videos have no constraints on duration but must be under 25 MB in size (MP4).

Virtual Booths

Virtual booths give sponsors the greatest ability to interact with their target audience and track return on investment. Virtual booths allow sponsors to track in real-time who is curious about their brand with a live visitor list which they can download later, and during the event itself chat publicly with visitors over text, or privately over text and video call.

Mobile/Web Event App

If you are using 4 AV Now's event app, you open up several new opportunities to promote your sponsors. These include dedicated sponsor app pages, home page banner images, app menu logos, sponsor listings, push notifications, and more. White labeled apps also benefit from custom splash screens and dedicated branding in the Google Play and Apple App stores.

Scavenger Hunt & Prizes

One of 4 AV Now's gamification options is the scavenger hunt, which allows you to create custom codes that attendees can type in or scan to win points. You can associate sponsors with specific codes, and even allow sponsors to distribute codes to attendees which engage with them. In the app marketplace, you can offer sponsored prizes which will give your sponsors exposure whenever attendees browse the marketplace or redeem a prize.

Digital Communication

4 AV Now supports the ability to send global or targeted (filters based on ticket types, tags, or session enrollments) email and push notifications to your virtual attendees. A popular sponsorship option for in-person and virtual events, allowing explicit sponsor promotion and acknowledgement, or more subtle recognition (e.g. placing sponsor logo in the footer of email campaigns and templates). These notifications can be pre-scheduled as well.

Get Creative!

While 4 AV Now provides several opportunities to promote sponsors, as event sponsors ourselves, we know placing our logo in various places does not always cut it. We want to understand what our real return on investment is, and we know many events don't like turning their event into a logo pizza by plastering images everywhere. Especially for virtual events, we strongly recommend thinking about and communicating some of these exciting concepts to your sponsors:

- **Longevity** - Virtual events open the unique opportunity to promote your sponsors for weeks and months, not days
- **Analytics** - It is impossible to tell a sponsor what the ROI a flyer in a tote bag generates, but virtual events track every impression
- **Scale** - Virtual events have no limits on attendee count unlike venues, so there is a high chance you may double your attendees!

Ready to Go Virtual?

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