



# AUTOSENS ONLINE OPTIONS



## AutoSens Online Sponsorship and Lead Generation - \$11,700

### Objectives:

Even before the coronavirus happened, our partners have been expressing interest in online opportunities – how can they take part and what results can we generate. We have been developing solutions and AutoSensONLINE allowed us the opportunity to test these thoroughly.

Our partners need solutions that enable them to develop their business in a combination of three ways:

- Networking
  - Meeting and engaging with potential clients and partners, understanding their needs and providing solutions.
  - Gaining understanding from others in the industry about trends and future potential.
  - Work with the community to develop the science necessary and collaborate on future projects.
- Awareness
  - Positioning the company in the community to be ‘front of mind’ of potential clients.
  - Ensure potential clients understand you are a recognised and respected partner.
  - Immediate awareness of your new services or products.
- Education
  - Demonstrate why you have the technical abilities to solve their problems.
  - Guarantee potential clients understand your expertise and realise why you are a better solution than alternatives.

### Results:

- **Lead generation with confirmed interest from relevant companies**
- **Improved position in the market**
- **Better understanding of your proposition**

## AutoSens Virtual Content Options

- **1) Virtual Demonstration Room**
  - **CONTENT LEADERSHIP**
  - Your company will host an online Virtual Demo Room during the online AutoSens event.
  - This will be one of a few Demo Rooms, during a dedicated Demo Session in the agenda, which attendees will be encouraged to visit. The Demo Session will be repeated in the agenda to generate the maximum amount of interest.
  - **LEAD GENERATION**
  - Contact details of all attendees who engage with your Virtual Demo Room.
  - Report on attendee engagement statistics provided.
  - Engagement level supplied for better messaging.
  - Full training and support will be given on using our online platform.
- **2) Virtual Group Discussion**
  - **CONTENT LEADERSHIP**
  - Your company will host an online Virtual Group Discussion during the online AutoSens event

- Topic defined by you in consultation with our Production team.
- Topic should be a questions style to encourage engagement.
- This will be one of several Group Discussions during a dedicated Group Discussion Session in the agenda.
- You may invite other one or multiple specific individuals to join the discussion, or you can engage with attendees who join your discussion ad-hoc.
- **LEAD GENERATION**
- Contact details of all attendees who engage with your Virtual Group Discussion.
- Report on attendee engagement statistics provided
- Engagement level supplied for better messaging.
- Full training and support will be given on using our online platform.

### **AutoSens Digital Elements**

- Full profile listing on Auto-Sens.com AND Event Hub including:
  - Company name and profile
  - Contact details and hyperlink
  - Social media buttons
  - Company logo
- Sponsor branding in marketing material
  - AutoSens Newsletter
  - Session emails specifically about your individual session
  - Promotion of On-Demand content
  - Social media campaign
  - Post-event emails/ newsletters
- Branding during AutoSens
  - Event website
  - Specific holding slides
  - Logo on the agenda
  - Logo in session description
- Editorial contribution: Interview or 1000-word feature
  - Featured AutoSens Newsletter
  - Posted on Event News website
  - Released via Social Media
- AutoSens Package Additional Features
  - Unique Sponsor Code to share for registration
  - Logos and collateral supplied for your own marketing
  - Social media graphics for individuals/ speakers
  - Social media graphics for session

## CONTACT SENSE MEDIA

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If you have any questions please contact Richard Powell, Head of Business Development, direct on +44 (0)7943 692434, or email me on [richard@sensemedia-events.com](mailto:richard@sensemedia-events.com).

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