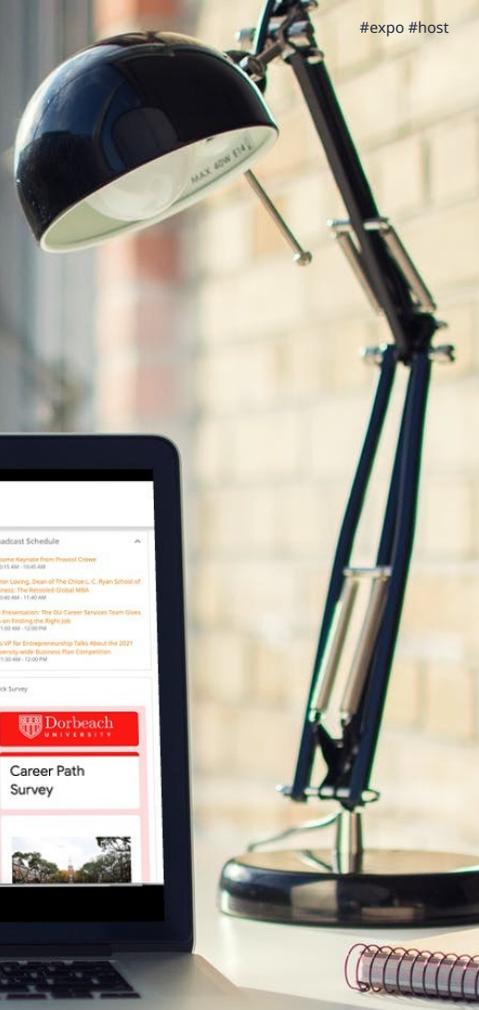
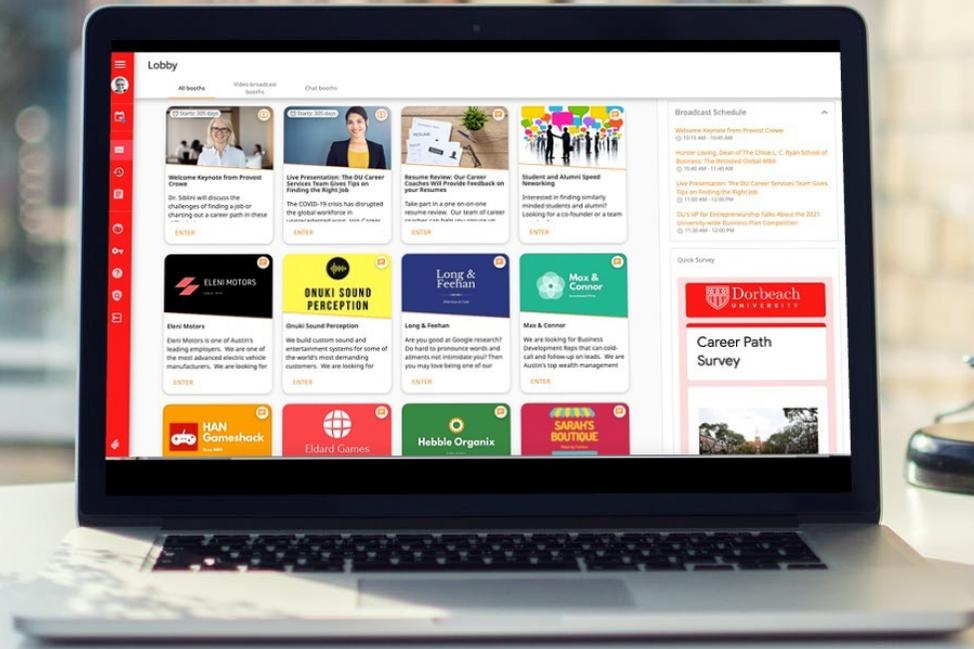


SET UP FOR SUCCESS

A SPONSORSHIP GUIDE FOR VIRTUAL EVENTS

HOSTED ON THE BRAZEN EVENT PLATFORM



INTRODUCTION

Brazen virtual events are loaded with features that allow you to demonstrate your value with a sophisticated virtual event experience to both exhibitors and attendees.

We understand what recruiters need to make modern and effective connections with candidates. We also get what event hosts need to help create events that are engaging, seamless and profitable.

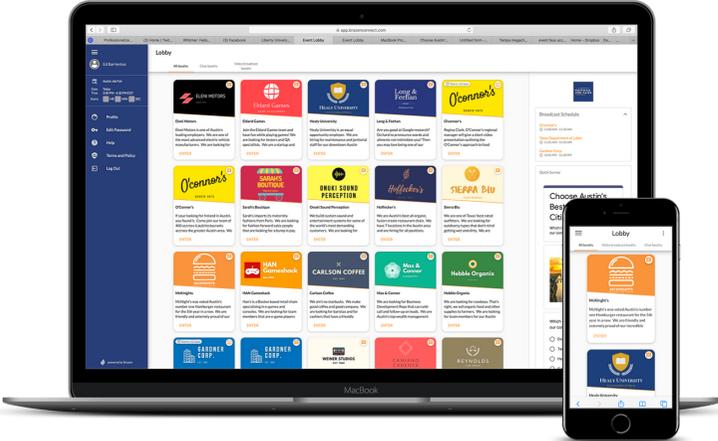


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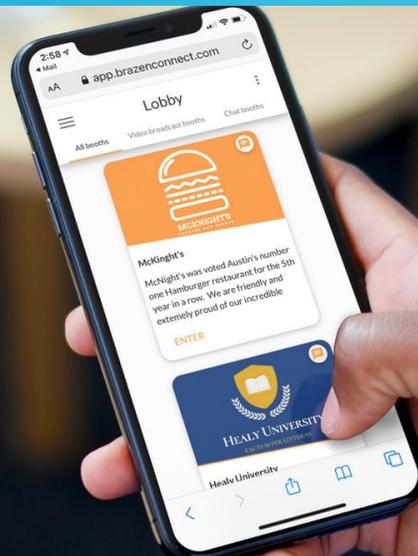
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FUNDAMENTALS

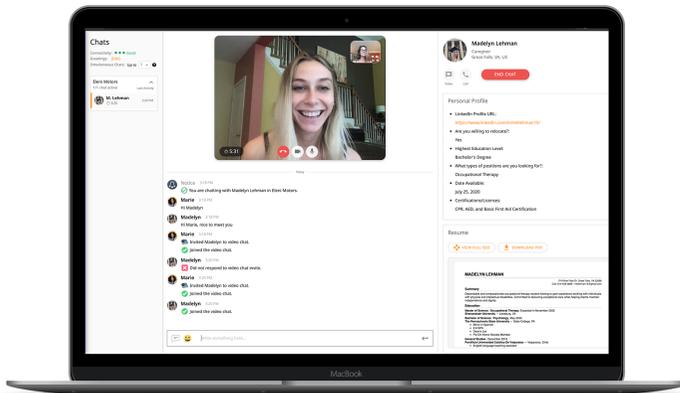
No matter how you choose to unlock the value of premium features, everyone benefits from an already feature-rich platform.



BENEFITS OF BRAZEN FOR ALL EXHIBITORS

By simply participating in your Brazen-powered event, any exhibitor is receiving the value of aligning with your organization. All exhibitors at your event will benefit from these fundamental Brazen features:

Every Brazen conversation delivers an **enhanced virtual experience for meaningful connection.**



Booth Branding & Customized Content

Brazen booths are built to be branded. Exhibitors can control all the content that appears in their booths, such as videos, infographics, links, etc. that convey corporate culture, departments and everyday life of employees.

Search & Invite

Before the event, exhibitors can search resumes and invite top candidates to visit their booths by letting candidates know they're interested in meeting them.

Discoverable Booths

Exhibitors can use booth tags like location, job category, experience level and more in order to simplify the process for candidates to discover and target the companies that best match their search criteria.

Automated Queues

All chats are automatically facilitated by the platform. Additional SmartQueue technology allows employers to prioritize meeting the most qualified candidates by assigning questions for specific job opportunities.

Follow-Up Features

When an exhibitor meets a candidate they want to follow up with, they can use the functions built right into the Brazen platform to expedite scheduling and prioritize follow-up. Whether it be right after a chat or after the event, exhibitors will have access to their chat transcripts and can choose to follow-up when is best for them.

VALUE-ADDS

Whether it be before, during or after the event, event hosts can curate the premium features made available to certain exhibitors to provide them with extra value.

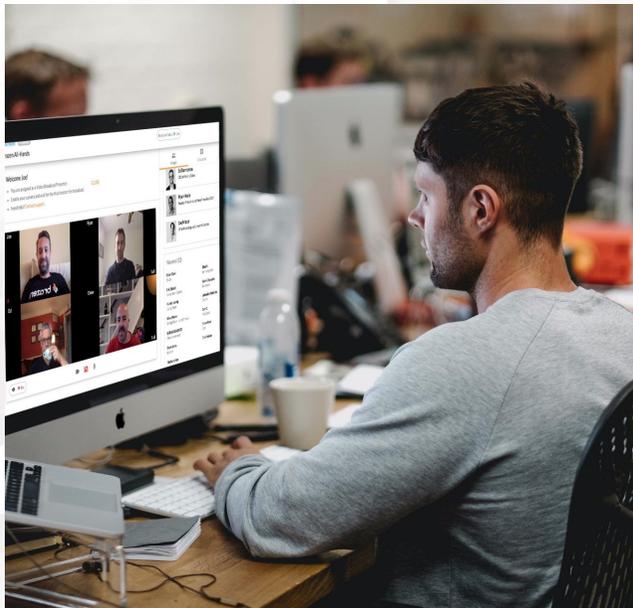


ENHANCED CONNECTION

VIDEO FEATURES

The Brazen platform offers video features that allow exhibitors to engage with attendees via one-on-one video chats or live video broadcasts.

If you have elected video chat or live video broadcast features in your Brazen subscription, they can be turned on for specific booths. Make sure to leverage these heavy-hitting features that further the online engagement experience to monetize your virtual event.



One-on-One Video Chats

Entice exhibitors with one-on-one video chatting capabilities so that they can easily transition text chats into video chats for candidates they want to meet right then and there.

Time flies... when you're making meaningful connections

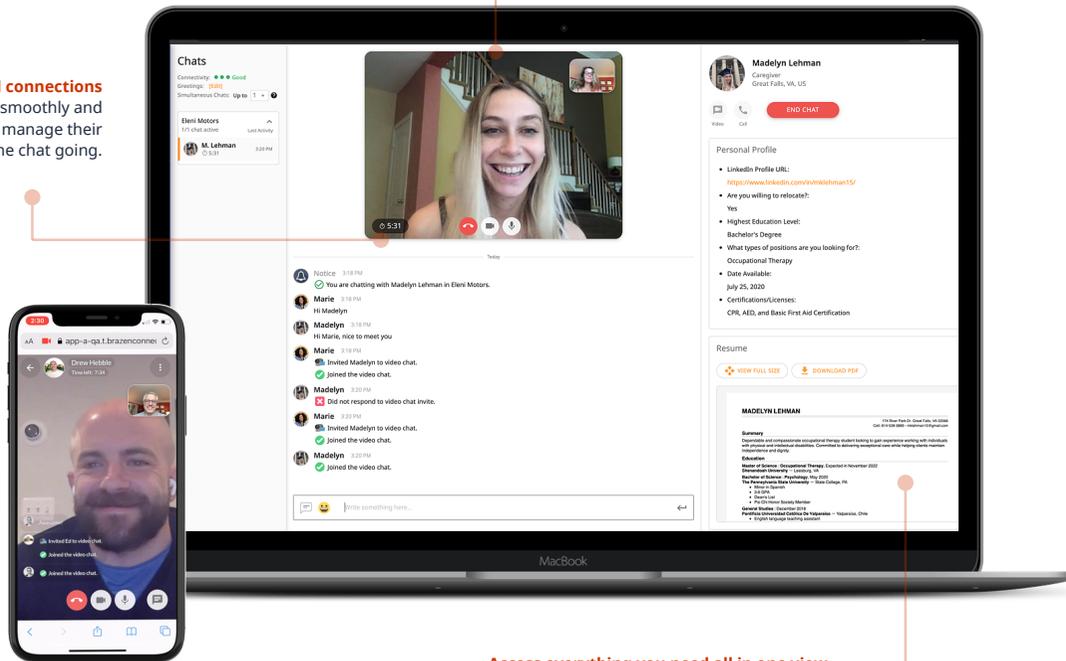
A handy timer keeps conversations flowing smoothly and helps both candidates and representatives manage their time. Simply extend the chat timer to keep the chat going.

Did you know?

60% of candidates access virtual events from their mobile device.

We did!

Brazen video chats are mobile-friendly to provide maximum flexibility and connection.



Control how you connect

Representatives and candidates both have the option of using audio or full video

Access everything you need all in one view

Representatives can view the candidate's resume, as well as text-based chats all from one window.

Live Video Broadcast Booths: Brazen Live

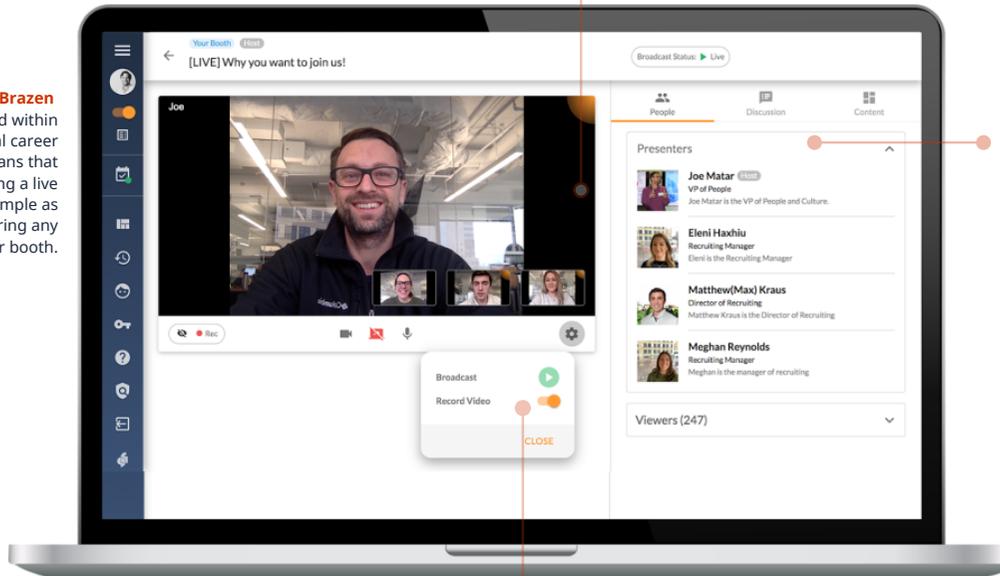
Offer exhibitors a chance to host webinars and panel-style presentations directly in your event by monetizing live video broadcast booths. With Brazen Live, exhibitors have the opportunity to hold informational sessions, demonstrate thought leadership, offer skills development training and more. All event attendees can view the broadcast and are notified when live video broadcasting sessions are about to begin.

Include visual aids

Presenters can share their screens during a live presentation.

Simply Brazen

Brazen Live is activated within Brazen's familiar virtual career fair platform, which means that setting up and attending a live video broadcast is as simple as setting up and entering any other booth.



Engage the audience

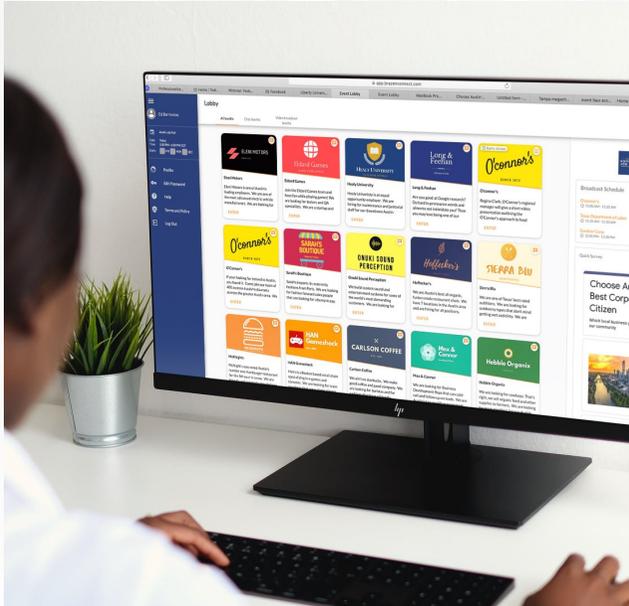
Have up to four presenters per Brazen Live booth.

The discussion feature allows hosts to respond and communicate with viewers real-time.

Brazen Live booth also presents the opportunity to include additional multimedia content (e.g. links, images, text, videos).

Prep & post your presentations

Presenters can group in a "green room" before going live. The broadcast can be recorded.



BOOTH BOOSTERS

IN-EVENT FEATURES

Because the Brazen platform is designed for maximum engagement, there are many opportunities to capture candidates' attention as they enter the event lobby. Use these opportunities to provide extra value to your exhibitors.

Priority Booth Placement

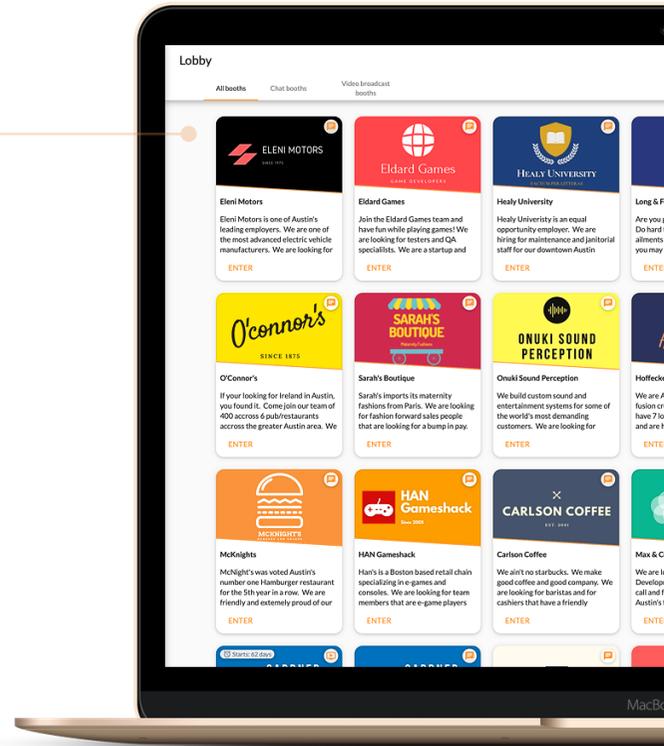
Inside the event lobby, offer top booth placement at an additional price, or include this in your sponsorship levels. Top booth placement draws candidate attention to those employers first and helps drive booth traffic.

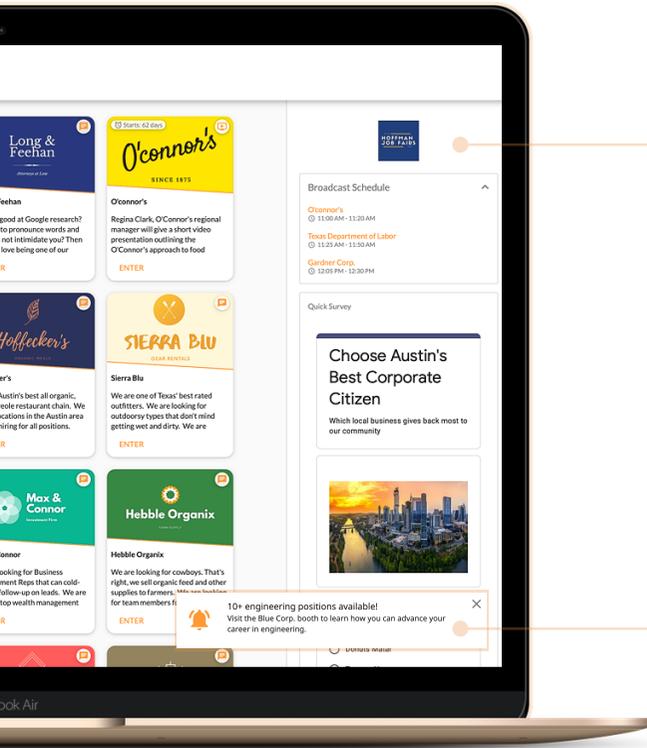
Dedicated Welcome Videos

If enabled, all candidates are greeted with a welcome video when they sign into the Brazen platform. Consider producing a welcome video that highlights your event sponsors.



Greet attendees with a video as soon as they enter!





Event Lobby Sidebar: Premium Brand & Content Spots

Use the event lobby sidebar content blocks to prominently display select company logos so that they are visible to all attendees throughout the event.

The sidebar is prime real estate to promote other sponsored content. There is room to get creative with these sidebar content blocks where you can embed:

- videos,
- images,
- text,
- surveys,
- hyperlinks, and
- more!

Broadcast Messages

Offer exhibitors the opportunity to make announcements throughout the event. Broadcast messages can be scheduled for anytime throughout the event and they can reach all attendees at the event.



10+ engineering positions available!
Visit the Blue Corp. booth to learn how you can advance your career in engineering.





COMPREHENSIVE ACCESS

TALENT ACQUISITION FEATURES

Recruiters are in love with Brazen because, unlike many other virtual event platforms, Brazen truly joins the art of meeting and conversing with candidates with the science of attracting and converting them, all in the style of modern technology.

Recruiter Seats

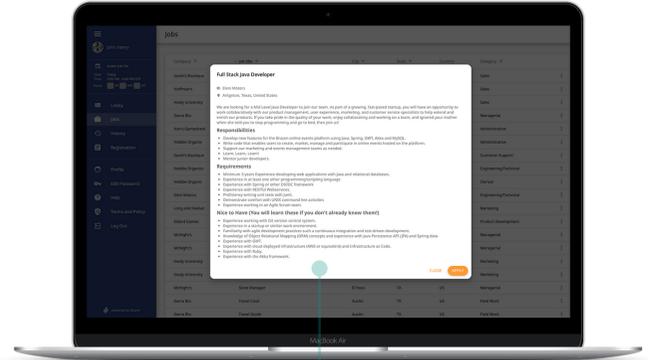
While it is typical to offer 2-3 recruiter seats for all exhibitors, consider offering 1 or 2 additional recruiter seats at an additional price or include this in your sponsorship levels.

Candidate Registry

Offer companies the full database of **all** registered jobseekers, including resumes, profile information and contact information that were submitted as part of event registration. As a host, you can simply enable access to the event registrant data before and after the event on a booth-by-booth basis. No other administration needed once you grant access!

Showcase Select Jobs

The Jobs section can be a terrific way to offer employers an additional opportunity to showcase open positions and encourage candidates to apply with a direct button. Hosts can curate which jobs are showcased, making them discoverable from the main event menu during the event — and even afterwards!



"With Brazen's chat technology, we're able to offer real-time access to KPMG leaders and recruiters. Candidates love it."



Eileen Raymond
Executive Director, Experienced Hire Recruiting
KPMG



"It gives potential candidates an experience unlike anything they've ever had before."



Kerry Noone
Director of Recruitment Marketing and Advertising
CVS Health

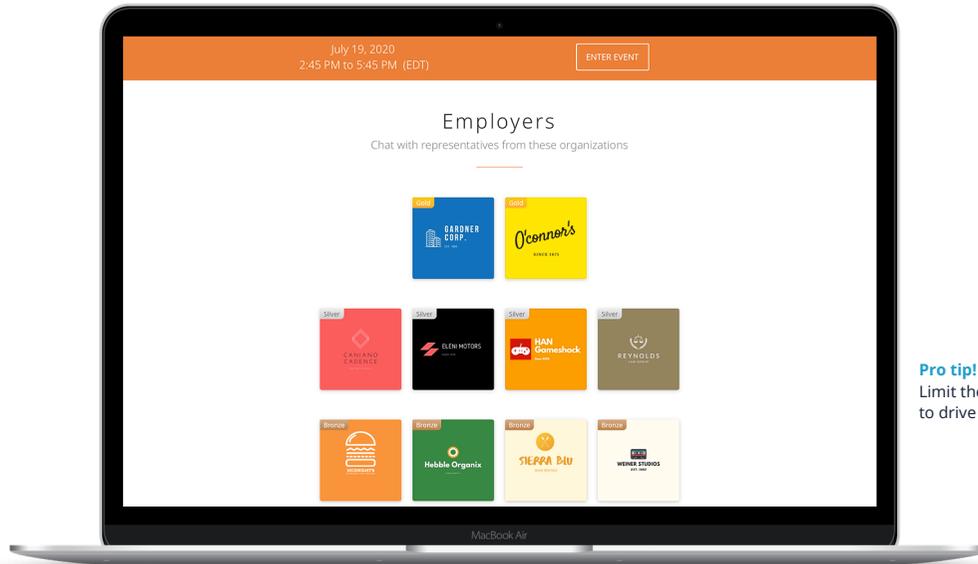


BRAND AMPLIFIERS

EVENT LANDING PAGE

Landing pages that promote the event and direct candidates to register are prime real estate to provide extra value to event sponsors.

Brazen's event landing pages are automatically generated and easily customizable.



Pro tip!
Limit the number of sponsor packages to drive urgency and sales!

PROMOTE YOUR SPONSORS

Offer top row logo placement at a premium and apply banners on logos to designate between different package levels. The Brazen platform allows you to easily display up to four tiers of sponsorship levels.

You can also get creative with additional content:

- Create a “Featured Employers” or “Sponsors” section which can include company descriptions and/or company URLs.
- Display a company video on the landing page (1 slot available)



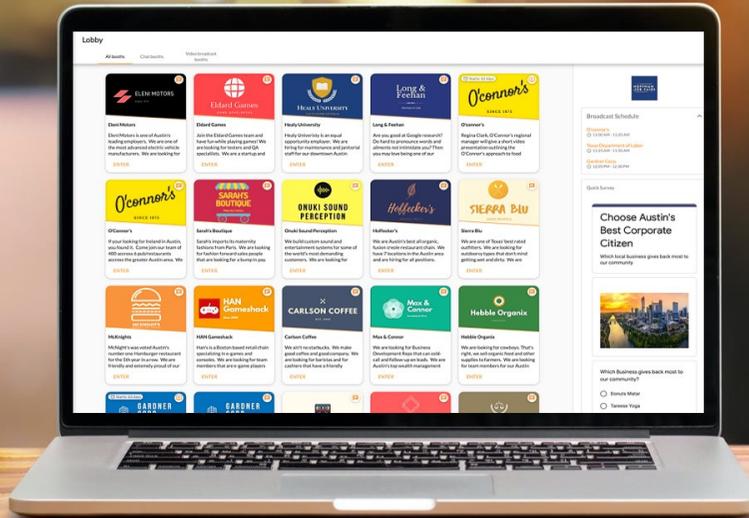
Promote your event by promoting your sponsors and vice versa! Highlight your exhibitors respective to their sponsorship levels in email, social media and other campaigns.



If your organization would like to provide its own landing page experience, you can seamlessly link your custom URL to the Brazen platform.

INSPIRATION

With all the different ways you can customize and build your Brazen event, you have many feature options to build sponsorship packages to match your event strategy.



NEXT STEPS

BUILD SPONSORSHIP PACKAGES

Just know, Brazen is dedicated to your event's success. Here are some tips and sponsorship package examples to serve as inspiration as you consider which product features you will use to monetize your event.



Curate Premium Value

Pick and choose any of the Brazen features discussed in **Value-Adds** which further the virtual experience and talent acquisition capacity for exhibitors. These option distinguish exhibitor experiences that allow you to design sponsorship packages.



Convey Value to All

When promoting your event, make sure you communicate that all exhibitors who participate in your Brazen-powered event receive the value of aligning with you and can enjoy the features described in **Fundamentals** as part of the default platform experience.



Go Beyond Brazen

Of course, you are not limited to just Brazen features when designing your sponsorship kit. Align your event with other company activities & campaigns, such as logo placements in print and email promotional content, sponsored content on your company website, partnerships and more.

Did you know about Brazen's Exhibitor Landing Pages?

You can easily create landing pages through the Brazen platform to market to exhibitors. Just like the event landing page that drives registration for candidates, the exhibitor landing page is a hassle-free way to describe your event and display sponsorship information to exhibitors. From there, you can drive exhibitors to your organization's registration system.

Tiered Pricing Example: 2 Tiers

Standard

- Fully customizable booth
- 2 recruiter seats
- Text Chat

Event Sponsors

- Fully customizable booth
- 4 recruiter seats
- Text & Video Chat
- Dedicated, Branded Live Video Broadcast Booth

Additional Charge

- Database of all registered jobseekers (includes resumes, profile information, contact info)
- Broadcast messaging campaign (5 announcements over 5 hour event)

Tiered Pricing Example: 4 Tiers

Standard

- Fully customizable booth
- 2 recruiter seats

Bronze

- Fully customizable booth
- 3 recruiter seats
- Database of all registered jobseekers (includes resumes, profile information, contact info)

Silver

- Fully customizable booth
- 3 recruiter seats
- Database of all registered jobseekers (includes resumes, profile information, contact info)
- Company description on event landing page

Gold

- Fully customizable booth
- 3 recruiter seats
- Database of all registered jobseekers (includes resumes, profile information, contact info)
- Company description on event landing page
- 2 featured jobs on jobseeker registration page
- Dedicated, Branded Live Video Broadcast Booth

BE BRAZEN

If ever you would like a consultation, we encourage you to reach out to your dedicated **Brazen Account Manager**. We are here for you!

