DON'T LOSE SIGHT...

STAY FOCUSED

MISSOURI COMMUNITY COLLEGE ASSOCIATION
VIRTUAL ANNUAL CONVENTION
& SOLUTION CENTER

MARKETING PROSPECTUS

MISSOURI COMMUNITY COLLEGE ASSOCIATION
mcca

mccaconvention.com

9/1/2020

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WE'RE GOING VIRTUAL

WHY?

COVID-19 has changed the way we live, interact, and meet. Our main priority is the safety and well-being of our attendees, partners, and staff. For this reason, we have decided to reimagine this year's Annual Convention & Solution Center into a dynamic, interactive, virtual experience. The spirit of our annual meeting will remain intact as we continue to offer outstanding speakers, concurrent breakout sessions, engaging networking opportunities, and interactive exhibit experience.

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WE'RE GOING VIRTUAL

BENEFITS

Reach is greater

Target the most qualified audience

Presence lives beyond the three-day event

Cost savings

Measurable

YIELD A ROI

Live Visitor Tracking & Lead Retrieval

Face-to-Face Video Calls & Chat

Global Chat & Presence Detection

Exhibitor Portal

File & Screen Sharing

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TENTATIVE SCHEDULE

WEDNESDAY, NOV. 11

1:00PM – 3:00PM	Pre-con Meetings
3:15PM – 3:30PM	Opening Celebration*
3:30PM – 4:15PM	**Virtual Booth Exploration** Sponsored Networking* Partner Playground*
4:15PM – 4:45PM	Partner Playground* Happy Hour & Entertainment*

4hrs 30min
NON-COMPETE TIME

THURSDAY, NOV. 12

8:00AM – 8:30AM	Partner Playground/Wellness Activity
8:45AM – 9:45AM	Main Stage/General Session
10:00AM – 10:45 AM	Concurrent Breakout Session Block 1
11:00 AM – 11:45 AM	Concurrent Breakout Session Block 2
11:45AM – 1:00PM	Break —Sponsored Networking* —**Virtual Booth Exploration** —MCCA Office Hours
1:15 PM – 2:00 PM	Spotlight Sessions
2:15 PM – 3:00 PM	Concurrent Breakout Session Block 3
2:00 PM – 2:45PM	Concurrent Breakout Session Block 4
3:00 PM – 4:00 PM	Spotlight Sessions
4:15 PM – 5:00PM	**Virtual Booth Exploration** Partner Playground* Sponsored Networking*

* *indicates enhanced branding opportunities*

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TENTATIVE SCHEDULE

FRIDAY, NOV. 13

8:00AM – 8:30AM	Partner Playground/Wellness Activity
8:30AM – 9:00AM	**Virtual Booth Exploration** Partner Playground* Sponsored Networking*
9:15AM – 9:45AM	Main Stage/General Session
10:00AM – 10:45 AM	Concurrent Breakout Session Block 5
11:00AM – 11:45AM	Concurrent Breakout Session Block 6
11:45AM – 1:00PM	Break —Sponsored Networking* —**Virtual Booth Exploration** —MCCA Office Hours
1:15PM	Main Stage/General Session Keynote

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2019 AUDIENCE

612 ATTENDEES

Job Function

55% Administrative Professional

31% Classified Staff

14% Faculty

Job titles of MCCA19 attendees available upon request: events@mccatoday.org

Years Attending

60% 1-5 years

21% 6-10 years

11% 11-15 years

6% 16-20 years

2% 21+ years

Purchasing Role

50% Significant influence

29% Recommend

12% Final decision maker

9% Research/specify

Exhibitors & Sponsors

6 Sponsors

41 Exhibitors

> The MCCA Annual Convention is a wonderful opportunity to connect with colleagues across the state. I always enjoy learning from them and growing together. The convention also offers a good balance of professional development and networking opportunities.
>
> *Dr. Chris DeGeare, Jefferson College*

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PREVIOUS EXHIBITORS

25th Hour Communications
Aidex Corporation
American Digital Security
American Dining Creations
Archimages, Inc.
Central Bank
Central Methodist University
Certiport
ConexED
Dake Wells Architecture
Dice Communications
Electronic Contracting Company
Ellucian
Energy Solutions Professionals
Entegrity
FDIC
Honorlock
Interfolio
KPM CPAs & Advisors
Lumen Learning
Missouri Campus Compact
Missouri State University
Missouri Vocational Enterprises
MOBIUS
MOREnet
N FORM Architecture
Navitas ESCO
Nelnet Campus Commerce
Network Technology Partners
Paragon Architecture
Performance Services
PFM Asset Management
Public School Retirement System
Southwest Baptist University
Stephens College
Stifel
Swanson House Fundraising Professionals
Tooling U-SME
University of Arkansas
University of Arkansas Global Campus
University of Missouri
University of Missouri - St.
Louis
VidGrid
Webster University
WGU

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VIRTUAL EXHIBIT OPPORTUNITIES

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VIRTUAL EXHIBIT BOOTHS

STANDARD // $900

- Live public booth chat
- Real-time virtual booth visitor tracking and historical virtual foot traffic information
- Private 1:1 video calls with booth visitors with screen sharing
- File Sharing
- 2 booth representatives
- Private portal for self-management
- Included in exhibitor listing (alphabetical order)

PREMIUM // $1,200

Standard Virtual Exhibit PLUS....

- Exhibitor Lead Retrieval
- Live Video Booth (+ screen sharing)
- Event Gamification

VIRTUAL EVENT GLOSSARY

When it comes to navigating our virtual event, a lot of the language or jargon is somewhat confusing. We've included a glossary of terms at the end of the prospectus to help you.

VIRTUAL EXHIBIT BOOTH REPRESENTATIVES

All virtual exhibit booth representatives must be registered. Representatives must be employees of your organization. Registered exhibitor representatives receive the equivalent of an attendee Full Virtual Access ticket.

Virtual exhibit booths include two (2) complimentary representatives. Additional representatives on or before October 1 are $50. After October 1, any changes or additional reps thereafter will incur a $100 administrative fee.

Space Travel Conference and E

pheedloop.com/space/virtual/

SPACE TRAVEL CONFERENCE

Virtual Event Sponsor

Martian Robotics Corporation

Little Green Men Group

63

Leland Melvin
160 Points

- Lobby
- Sessions
- Exhibit Hall
- Showcase
- Gamification
- Networking
- Event App
- Account
- Help
- Logout

POWERED BY PHEEDLOOP

Search

Filter

Little Green Men Group
Hawthorne, California
CONTACT
JOIN LIVE

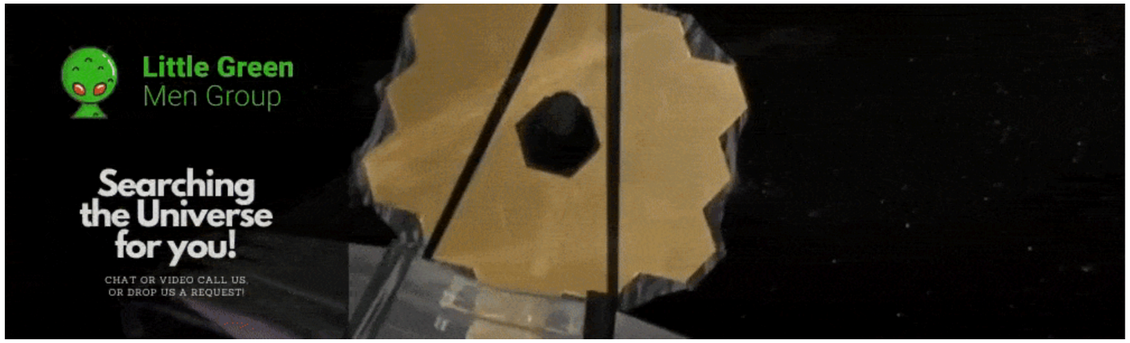
Martian Robotics Corporation
Miami, Florida
CONTACT
JOIN LIVE

Space Launch Systems Ltd.
Seattle, Washington
CONTACT
JOIN LIVE

Terraformation Technologies
Los Angeles, California
CONTACT
JOIN LIVE

Join Live

Request Information



Little Green Men Group

Email | Website | Twitter | Linkedin

Alan Shepard Astronaut, NASA
Start Chat | Read More

Leland Melvin Astronaut, NASA / NFL
Start Chat | Read More

Liu Yang Chinese National Space Agency
Start Chat | Read More

Sample File Download #2

Sample File Download #1

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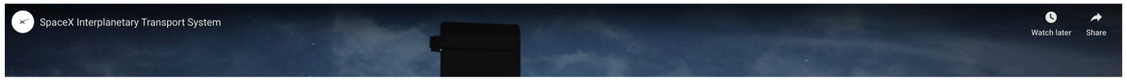

9 | 1

Public Exhibitor Chat

George Wong
PheedLoop
Do you all offer trial flights to space as well?

Alan Shepard
NASA
Sorry, we don't offer trial flights yet. You're welcome to stop by our facility and experience the spaceship on the ground though!

George Wong
PheedLoop
Cool!

George Wong
PheedLoop
What if we find aliens up there? Are we allowed to interact?

Alan Shepard
NASA
You bet! That's the whole point of The Little Green Men Group!

George Wong
PheedLoop
That's amazing, thanks! What's the furthest you all have taken visitors?

Alan Shepard
NASA
Hmm, that's a good question. At least 1,000 light-years. But let me get back to you on that.

Leland Melvin
NASA / NFL
I want to know too!

Rakesh Sharma
Indian Space Research Organisation (ISRO)
Nothing beats a little alien hunting

Send chat message

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SPONSORSHIP OPPORTUNITIES

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SPONSORSHIP OPPORTUNITIES

Post-roll Lobby Splash Video (1), $500

Branded Push Notifications, $250

Session Track (Pre-roll), $500

Breakout Session, $800

Gamification, starting at $100

Partner Playground/Entertainment Breaks, $1,000

Virtual Networking, $800

Sponsored Email/Social Post, $750

IRL Gifts, starting at $500

Got an idea?

Let's talk!

events@mccatoday.org

REQUEST FOR SUPPORT SESSION

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We will work collaboratively with you and your team through the exhibit/ sponsorship planning process.

Getting started is quick and easy! **Schedule an appointment** via Calendly (calendly.com/mcca-events/rfs). Then review the questions on the right and be ready to discuss them.

RFS sessions are free of charge through Sept. 18. After this date, a 30-minute RFS is $50/session.

During your RFS, we will discuss the following. Please be able to answer these questions before the session.

- How do you define **success** at MCCA2020 for your organization?
- What is your organization's **goal** at MCCA2020?
- What creative, "outside of the box" **idea(s)** do you have?
- What is your **budget**?

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GLOSSARY OF TERMS

When it comes to navigating our virtual event, a lot of the language or jargon is somewhat confusing. We hope this glossary helps you.

- **Exhibitor Lead Retrieval:** Attendees can self-initiate the lead retrieval process before exhibitors even get to them and drop their virtual "business card" with notes. Exhibitors get immediate access to that attendee's contact information, and can download, export, or copy that information from their exhibitor portals. The exhibitor will receive a "Request Information" button available on their virtual exhibit hall profile.

- **File Sharing:** Upload files of any type, providing easy access for attendees to slides and handouts. There are no restrictions on file formats. Files can be protected with a pop-up that requires attendees to submit their lead information before gaining access.

- **Gamification Module:** Combining leaderboards, marketplaces, and prize redemption, gamification incentivizes attendees to take desired actions within the virtual platform, such as meeting with exhibitors and sponsors.

- **Live Video Booth:** When attendees visit a virtual exhibit booth, they'll click a "Join Live" button and instantly join a live video meeting with up to 25 fellow attendees and exhibit staff members. Exhibit staff can share their screens and run full presentations or demos in real-time (as they would on-site). Attendees can ask questions and chat with exhibit staff over video, audio, and text. Attendees can branch out into private video meetings with exhibit staff. (This is combined with Exhibitor Lead Retrieval.) No additional plugins or downloads are required.

- **Live Visitor Tracking:** The virtual event portal emulates the in-person opportunity to track leads. Exhibitors have a particular 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. You 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.

- **PheedLoop**: Our virtual event platform

- **PheedLoop Meet**: Video meeting platform for streaming and meeting in real-time from exhibitor booths (see Live Video Booth). No additional plugins or downloads are required.

- **Pre-Roll Videos & Ads**: Pre-roll videos play in a loop until the session starts. (We suggest using Canva's video editor to create high quality professional pre-roll videos rapidly.)

- **Splash Banner**: A unique real-estate option for sponsors spanning the top of the Virtual Event Lobby. Sponsor images link to sponsor websites.

- **Splash Video**:

- **Virtual Event Lobby**: A place to welcome attendees, promote sponsors, and encourage mingling and introductions — much like the registration and badge pick-up areas for in-person events (ah, the good ole' days!). Includes a live social media feed, live chat, splash video, splash banner, and announcements.

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