

You're Invited!

Your business is invited to participate in our Digital Event Bag program

The world is going digital and so is our upcoming event!

We have chosen to use the industry-leading software platform, Virtual Event Bags® to provide our event participants a digital event bag. Our goal is to provide a more effective way for you to reach our participants and to eliminate the unnecessary waste from plastic bags full of paper.

Why should your business participate?

- 85% of U.S. adults are online every day. Over 50% own a smartphone. That's right, the world has gone digital!
- Participants save content, online via a desktop computer or on their mobile device, encouraging redemption.
- Directly link your content/message to your company website, online store, social media, etc.
- No longer incur design, production or printing costs, because you easily build your placement online.
- Receive a detailed performance report including participant demographics (*age, gender, etc.*).
- It's GREEN! No more wasted plastic bags, products or paper.

How does a Virtual Event Bag work?

- Participants receive an invitation email with a link to visit their bag a few days prior to the event.
- Participants visit the Virtual Event Bag, then view, save and redeem content of personal interest.
- A few days after the event, participants receive a final invitation email with a link to visit their event bag.
- All participants receive a personalized bag. The participants can act immediately or save content for later.
- Participants receive 1–2 reminder emails to use the content they have saved in their event bag.

Does the Virtual Event Bag perform?

- Up to 75% of event participants visit a Virtual Event Bag! This is 10x typical email campaigns!
- Engagement rates for individual placements are typically 10%–25% of visitors.
- The performance of content is entirely dependent on its relevance and quality.

