





"The metro team is to be commended for going above and beyond to create an amazing conference with over 150 speakers, 116 poster presentations and large scale virtual exhibit environments!"

–JoAnne Oncea I Senior Director, Global Accounts

ELSO – Virtual Conference

Virtual Solutions – Client Case Study

Scope of Work

Custom Virtual Conference Portal - featuring

- Fully branded ELSO conference portal, SSL encryption, (7) tabs of content including (2) days worth of programming, an exhibitor hall, (90) healthcare presenter photos & bios, a (6) category poster library with authors work, Pre-recorded Laboratory content library and CME (Continuing Medical Education Credit) overview page
- Sponsor recognition – static and scrolling banner ads

Medical Posters

- 116 Medical Posters broken out by within (6) distinct medical categories – Adult Cardiac, Adult Respiratory, Basic Science, Neonatology & Pediatrics, Patient Care and Processes
- Each included complete visuals, full abstracts, author and organization information as well as direct contact info

Data Capture

- Collected First Name, Last Name, and email for broadcasted sessions Tradeshow booth analytics
- Reporting of Q&A questions asked and poll results in Pubble

Presentation Management - 2 days of LIVE / PRE-RECORD presentation

- Pre-Recorded Presentations with LIVE Q&A
- (4) Simultaneous Live Broadcasted Breakout Tracks
- Special Live Broadcasted Sponsored Talks

Virtual Exhibitor Hall

- metroConnections created 13 sponsor virtual trade shows working with the individual exhibitors for "touchpoint" content collection, branded booth creation and engagement
- Creation of sponsor levels: Platinum, Gold, Silver and Bronze
- Various tradeshow add-on features incorporated, including live booth chat, information request forms, and in-booth Zoom video calls
- Varying levels of booth sizes

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Let's Plan Your Next Virtual Conference

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