MEF Infinite Edge Series
Sponsor FAQ

What are the dates for Infinite Edge Series Episodes?
- Episode 1: 18 November 2020
- Episode 2: 13 January 2021
- Episode 3: 10 February 2021
- Episode 4: 10 March 2021
- Episode 5: 14 April 2021
- Episode 6: 12 May 2021
- Episode 7: 9 June 2021
- Episode 8: 7 July 2021
- Episode 9: 11 August 2021
- Episode 10: 15 September 2021

Each Episode: 10:00 AM to 2:00 PM (14:00) Eastern Daylight Time.

When will sponsors have access to the platform?
All sponsors will have full access to the Infinite Edge Series platform on **10 November**.

Will there be training sessions on how to use the platform?
Yes, MEF will host online demo/training webinars on 6 & 9 November at 1:00PM/13:00 Eastern. Zoom details will be shared closer to those dates, and the sessions will be recorded if you cannot attend.
- How to access and log in for the first time
- Navigation of the site
- Microsite walk-through & functionality
- Roundtable demo & chat functionality

Is there a way for a sponsor to register multiple colleagues from the same company?
Yes, once you click "Complete" after a registration, you need to click "Sign Up" again in the top left-hand corner. See below. Each user requires separate emails when they are registered.
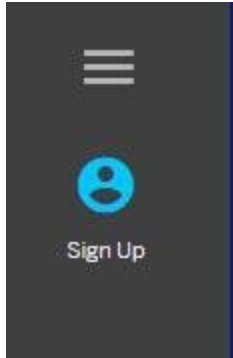
Microsite Overview

What is a Microsite? A Microsite is another name for a virtual booth.

When will we be able to view our Microsite?
Sponsors will have access to view their microsite on 30 October.

When do we need to have representatives from our company support our Microsite to host customer meetings and for virtual chats?
Formal Hours are from 9:00am - 2:00pm EDT - one hour before the Episode session begins. Sponsors can continue to host meetings during formal hours, and post-episode until 5:00 EDT.

How many non-Microsite staff attendee passes will my company receive?
Your Microsite staff will automatically be registered for the Episode if they are listed on your Microsite form. This allows them full access to the event platform. Any additional members of your company can register at no-charge by using the registration link.

What if a Microsite staff member wants to be invisible/removed for a particular episode?
If you do not want one of your representatives to be visible on the Microsite during a particular episode, please notify sponsormanager@mef.net to have them hidden.

How will my company staff be notified when an attendee wants to virtually connect?
When an attendee enters your Microsite and clicks the *"Connect"* button, your staff will receive both an in-platform notification and an email, in case your rep is not "live" on the platform at the time of the outreach.

How does the chat function work?

When a connect request is received, your staff has the option to initiate an in-platform chat in the profile area. These types of chats are one-to-one. You can also enable a public "chat wall" in your Microsite where each rep can jump in and partake in live chats. See below:

Does our staff need to be available for the entire time during an Episode?

Yes. You should plan to have at least one staff member online at all times during Formal Hours (9:00am - 2:00pm EDT). You will have the capability to set up roundtables until 5:00pm EDT. Most companies will have 3-5 reps to allow adequate coverage.

Can we update our playlist, assets, graphics, and videos after Episode 1?

Yes, all assets can be updated and changed for future Episodes. Please send any updates or changes to sponsormanager@mef.net at least 2 weeks prior to each Episode.

Can I change my Microsite staff from Episode to Episode?

Yes, your staff can change anytime prior to the next Episode. Please send any updates or changes to sponsormanager@mef.net at least 2 weeks prior to each Episode.

Will Social27 host my assets and playlist content?

No, this is why your Microsite form requests media URLs. You will host your content and the platform will drive traffic to your link.

My company is an Episode Sponsor. Will our Microsite and Company Logo only appear on the platform during the Episode we sponsor?

Yes. As an Episode Sponsor, your microsite will ONLY be visible during the Episode(s) your company has chosen to sponsor. Your Microsite and logo will be removed during episodes that you are not sponsoring, and added for future Episodes.

Is there a limit to the number of playlist items we should have on our Microsite?

Yes, we recommend sharing up to 5 videos max; we ask that you share links to where these items are posted on your own site, as we cannot host them.

Is there a character limit on asset titles in the Microsite?

We recommend 35 characters or less for asset titles.

Roundtables

How does my company set up and host roundtables for customer meetings?

This is a virtual breakout/meeting space. A roundtable is a meeting that can be set up by integrating your company Zoom or Teams, or you can use Social27 Video, to connect "face-to-face" via video conferencing.

- When you click "Create Roundtable", you'll see a choice of Teams, Zoom or Social27 Video to host the session.
- IMPORTANT: we highly recommend that you use Teams or Zoom.
- If you choose to use Social27 Video to host your roundtable, please note you are limited to 60 minutes and the platform will close out your session after the time limit.
- Roundtables allow for up to 6 attendees, (NOTE: 6 max includes your staff).
- You can use the roundtables anytime:
    - Pre-schedule meetings, host planned events, demos or lunch-and-learns, or use it as ad-hoc space for spontaneous conversations with customers
    - Attendees can also request a roundtable with one of your booth staff.

Can a roundtable be private?

Yes, when you configure your roundtable you can choose "public", which will add it to the publicly-available Roundtable page, which any attendee can visit to peruse the roundtables they want to join. A private roundtable means it won't be visible on the public Roundtable page.

Is there a limit to the number of roundtables we can host?

No, there is no limit.

What is an executive boardroom vs. a roundtable?

An executive boardroom is just like a roundtable, but it allows for you to host up to 15 attendees (NOTE: 15 max includes your staff). When you set up a meeting, you will have a choice of boardroom or roundtable, depending on the size of your meeting.

==**For more information on setting up a roundtable**, see the attached document, Scheduling & Attending a Roundtable.==

Lead Generation

When can we access the "scan your badge" data that is collected?

Scanned badge data is collected in the backend of your Microsite and can be pulled into a report on-demand, at any time. However, you will not be notified every time someone scans a badge when entering your Microsite.

How does the lead generation form work?

The lead gen form is a pop-up that can be added to content in your playlist or resource area. This is an additional conversion area along with "scan your badge".

- You can decide which of your assets (videos, PDFs), if any, should get forms.
- The forms are triggered by time, and you decide the time (by seconds viewed) that you want the form to launch.
- The form can be closed without submitting if the viewer wants to continue viewing the content without submitting.
- While you cannot add custom questions here, you can remove standard questions. This is captured in your Microsite form.

Registration Lists & Analytics

Below outlines information you will receive post episode, and is available to track from your Microsite traffic.

- When an attendee enters your Microsite and clicks the "*scan my badge*" button, you will receive contact details
- You can add lead generation forms to your content to collect contact information
- You will know how many resource/playlist items were downloaded

- You will know how much time was spent by attendees engaging with your content
- MEF will provide an analytics package based on attendance, subject to GDPR guidelines and opt-in considerations
- MEF will provide a list of registrants after each Episode, subject to GDPR guidelines and opt-in considerations

Will my company be able to track who visited our Microsite?

Yes, you will be able to gather contact details of attendees who visited your Microsite via the scanned badges and converted lead generation forms. Per the platform's data privacy practices, attendees are able to choose to visit your Microsite and *not* share their contact details; in that case, you will be able to see their name and company as a visitor with no contact details.

How do we submit blogs/vlogs?
- Only series sponsors (Diamond, Platinum, Gold) are included in the vlogs/blogs program.
- Your content will be published and promoted on MEF social platforms and included on the event website when it launches in late October.
- All content will be available on the event site for the duration of the Infinite Edge Series.
- This is your chance to message to MEF audience and be featured on the event site.
- There is no guarantee of publication time, but MEF will provide an estimated publication date upon receipt and editorial review of your submitted content and all materials.
- Publication timing is at the discretion of MEF, who will do their best to accommodate requests.
- As all episodes will be available on demand, there is an opportunity to combine blog-to-episode relationships in the promotion when requested.

Showing a Website on My Platform

What type of websites can I display on Social27?

Social27 uses an iframe to display your website embedded inside of your Sponsor Booth Microsite of your event. An iframe allows an attendee who visits your booth to see the same content that displays on your webpage. However, being able to display your website within an iframe of another website may create some unwanted risks. Your company's IT team may have incorporated "x-frame options" on your website to prevent your webpage from being embedded inside of an iframe. This means you cannot display your website on your microsite.

What are x-frame-options?

An x-frame option is in the script of your webpages "header" which is not visible to anyone but your own IT department. This code is likely buried in your overall website's functionality so that it affects every page in your *company.*com 'domain'. It is usually not possible to grant one page

of your website the ability to embedded in an iframe without granting all of the pages of your website the same permission. You can check to see if your website has x-frame-options here: https://gf.dev/x-frame-options-test . Because this is a setting controlled by your IT department, Social27 is unable to show your website if your webpage has x-frame options.

Can x-frame-options be removed for Social27.com or during the date of the event?

It is no longer possible to grant permission to a single domain (such as the event host "social27.com") or to set this option to "off". The code must be removed from the script to display in an iframe.

What are my options on my microsite to show my website?

Social27 offers alternatives:

1. Link to your webpage in the description of your company using a hyperlink (recommended option)
2. Add your website as a "Resource" that can be selected. These resources are generally positioned directly below your Playlist on your microsite.
3. Create a PDF that links to your website
4. Have the "Playlist" show a thumbnail and link that directs attendees directly to your site

What type of content do you recommend if I cannot show my webpage?

Several content options display well in a playlist. Social27 recommends:

1. Videos – video content hosted on a service like Youtube or Vimeo provides the best attendee experience in the Playlist
2. PDF - Webpage content can often be duplicated as a .pdf. PDF's can contain hyperlinked text and images that work exactly like buttons on a website

Social27 Platform Training Videos:

Password: social27

Logging in/Navigating system	https://vimeo.com/429769193
Setting up your profile	https://vimeo.com/429769308
Watching and participating in sessions	https://vimeo.com/432644830
Roundtables	https://vimeo.com/429769746
Networking: interacting with other attendees	https://vimeo.com/430184714

Where are the exhibitors?	https://vimeo.com/430863279
Attendee watching a session	https://vimeo.com/432644830
Speaker live stream experience via zoom	https://vimeo.com/433017947
Sponsor experience	https://vimeo.com/439559278
Virtual Event Platform	https://vimeo.com/442172512