Winterwind 2021 • Online • April 19-21
BECOME A SPONSOR

Winterwind is the world leading international conference on wind energy in cold climates. As a sponsor of the event, you will effectively reach a targeted audience and associate your corporate identity with the fast-growing market of wind power in cold climate and icing conditions.

The 13th edition of Winterwind, April 19-21 2021, will be held as a purely digital event - new circumstances, new opportunities!

Sponsor SEK 20 000
(approx. EUR 1975 + VAT 25%)

2 complimentary conference admission (SEK 13 992 EUR 1380 incl VAT 25%)	100 word company description and links on the web site	Logo on digital screen during breaks
Extra large and visible booth (SEK 8 000 approx. EUR 987 incl VAT 25%)	Logo on the first conference web site	Logo on a roll-up or banner in all session rooms
15% discount on full admission price for additional registrations	Logo in the program	Coverage on our social media platforms
1/2 page ad in the conference program	Logo in all newsletters	

#Winterwind2021 will use Hopin as an online events platform. On the following pages you'll see all the instructions for the booth you'll get as a sponsor.

In the beginning of March 2021 we will contact you to help you design your booth in the Expo-area - you will get a form to fill in about everything you want to be included in your booth. Deadline to send in is April 9!

Questions on the online platform? Contact Jakob Economou;
jakob@kadevind.se / +46 (0)73-531 04 73

For information, exhibition stands and sponsor packages please contact: Magnus Nordén,
Mail: magnus@winterwind.se
Mobile: +46 70 659 69 25

Winterwind
INTERNATIONAL WIND ENERGY CONFERENCE

winterwind.se

Winterwind – Sponsor instructions

Here's all you need to know on being a sponsor at Winterwinds digital conference on Hopin! You will be able to have your own booth with your company´s logo, a customized background, pre-recorded video, a Youtube playlist or a live stream video. And of course links to your website, social media platforms, a customized Call-to-action button, a special offer text and a chat with your visitors!

As a sponsor, your booth will be extra large and visible in the Expo-area. Your branding will be visible on the Reception page and inside the event on the Reception page, and in breaks in the main event and sessions.

Customize your booth! Here you can read all about your options as a vendor.

- **Vendor Name.** The name of the company, product, idea, or content. For example, a vendor name could be "Acme Co" or "Sign up list." It's up to you and your use case.

- **Vendor Email.** The email where all emails from attendees who click the *Register Interest* button will be delivered.

- **Vendor Headline**. Any short text about the vendor, e.g. vendor motto or key message.

- **Live Preview (Desktop).** Real-time preview for the Expo Booth size Background image and Logo. Make sure to have the Background and Logo image content center-aligned to fit multiple screen sizes. **Tip:** Check our [guide on Image dimensions](#) to make sure your images fit just right across the event.

- **About.** A few words to make the booth more descriptive for the event attendees.

- **Tags.** Labels or filters to sort booths by categories and help attendees to quickly navigate through multiple booths during the event.

- **Content Provider.** There are multiple ways to display content on the Expo.

Pre-recorded videos. You can place pre-recorded videos from YouTube, Vimeo, or Wistia on the Expo. Select the *Content provide*r, choose the provider, and paste the video ID from the hyperlink. Click Save. **Note:** only add the video ID, which is at the end of the URL. E.g. for the YouTube URL https://www.youtube.com/watch?v=LXb3EKWsInQ please use only LXb3EKWsInQ -- the part after the "=" symbol.

YouTube playlist. Adding a YouTube playlist will let attendees select which video(s) they want to watch. **Note:** The playlist link must include *https://www.youtube.com/playlist?list=*

YouTube Live Stream video. Go Live with your camera or via RTMP on YouTube Studio, then send the stream to your Expo Booth on Hopin.

- **Live stream video.** If you want to have a live stream video in your booth, organizers need to assign a moderator for your booth to let the vendors control attendees who will be on or off screen during a live Session with the vendor.
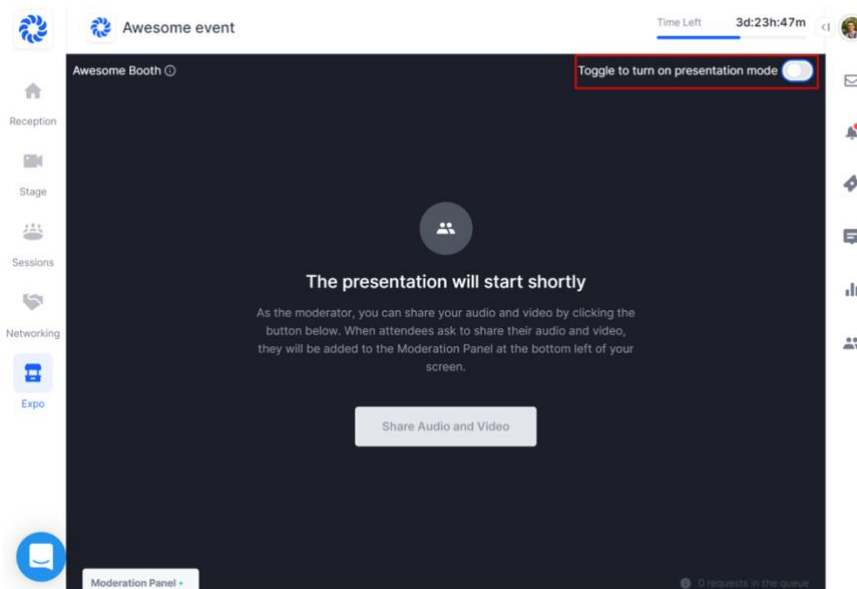

- **Fallback provider** (presentation mode). Once the Booth content provider is set to *Session* the *Fallback provider* option will become available. Fallback provider is a video from YouTube, Vimeo, Wistia or Google Slides that are displayed while there is no one live on the Booth set to Session. Organizers can also toggle Fallback provider **ON** or **OFF** any time.

Content Provider

Booth video / content provider required

Google slides

Slide Link required

https://docs.google.com/presentation/d/e/xyz

- **Website link.** The link that will bring to the vendor's website in case the Button action is set to Link to website.

- **Twitter link.** The link to Twitter profile to get in contact with the vendor on social media.

- **Facebook link.** The link to Facebook profile to get in contact with the vendor on social media.

- **Instagram link.** The link to Instagram profile to get in contact with the vendor on social media.

- **Linkedin link.** The link to Linkedin profile to get in contact with the vendor on social media.

- **Offer.** Use this field to write a special offer for booth visitors. It could be a discount, special access, coupon code, or anything. It's optional text, not tied to anything programmatically.

- **Button text.** Any short text used as a click to action for the attendees.

- **Button action.** It can be either *Register interest* (sends attendee emails to the vendor email on click) or *Link to website* (opens any website or external resource for downloading more content from the vendor).

For more detailed information please check out: https://support.hopin.to/en/articles/3574463-vendor-instructions