



# 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 need 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](mailto:magnus@winterwind.se)  
Mobile: +46 70 659 69 25*



## 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.

**Add Booth** [Back to Booths](#)

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Vendor Name **required**

Vendor Email **required**

Vendor Headline **required**

- **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 provider, 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=DqhAM9c7jnE> please use only DqhAM9c7jnE -- 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.

### Content Provider

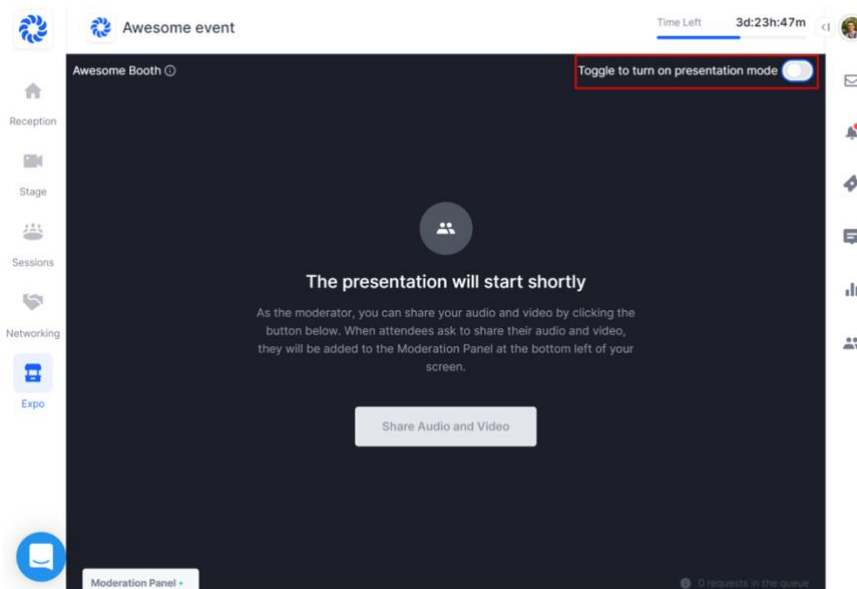
Booth video / content provider **required**

Session

Select Moderator **Optional**

× Nick Kamyshan

- **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**

Slide Link **required**

- **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>