**Just what are some of these new benefits and what do they look like?**

Gamification codes – Have you ever collected punches at the coffee store? Accumulated points through your credit card? Gamification codes are like that! Attendees will collect these codes from all parts of the conference to compete for prizes offered by WWA. Each code is connected to a challenge activity. You can create challenges to increase your visibility, drive traffic to your booth, or reward attendees for watching a demo or scheduling a meeting (e.g., *"Schedule a meeting with our representative Jane Chen for 50 points!"*, *"Attend the presentation by our representative Shreya Shah in the invasive species session at 11:00 am for 50 points")*
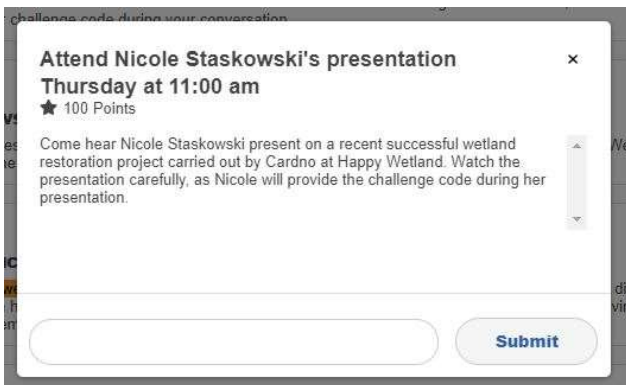
You provide the title and text. WWA will assign the point value (same point value for all sponsor challenges).

You are responsible for making these codes available to attendees who complete the challenge (i.e., give the attendee the code when they schedule the meeting or have your presenter put their code on the screen at the end of their presentation). The attendees are responsible for entering the codes they collect in the virtual event platform so your challenge points count toward their point total. *WWA will send you the gamification codes once we receive your text for each of your challenges.*

Sponsored product demonstration session – In this special session, sponsors can demonstrate a product, service, or technology offered by their company. We will also put out a survey to attendees during this session to gather information from the audience in response to the demonstrated product/service and we will provide you with the responses and analytics from this survey. We will require titles and abstracts for these presentations (due January 4, 2021), which will follow our standard 15-minute format. Speakers will pre-record these presentations and submit them to WWA by January 15, 2021 for review.

Push notifications – Push notifications (pop-up windows) will provide updates and reminders to conference attendees during break times at the conference (not during sessions or other core content). While some push notifications will come from the conference organizers, others will be sponsored. These sponsored push notifications will promote your support of the Wetland Science Conference and invite attendees to visit your booth, attend a particular session, or participate in a particular Wetland Challenge activity that promotes engagement with your business/organization. Some ideas you might consider: *"Visit our virtual booth to claim your 2021 Wetland Science Conference Challenge code!"* or *"Don't miss our staff member Janelle Johnson's presentation entitled XXX, happening at 11 am this morning."*
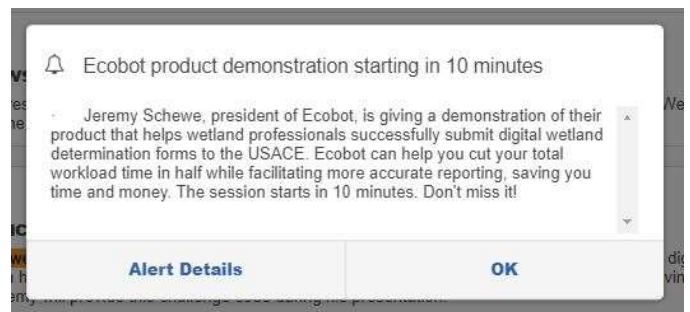
Banner ads – These ads will feature your logo and will be visible within the virtual event platform on several of the frequently-trafficked pages (e.g., agenda, attendee list). Attendees who click on these banner ads will be taken to your virtual booth. WWA will automatically use your logo to create your banner ad, and you can also choose to provide us with up to 70 characters of text that reference the conference to accompany your logo (e.g., *"Visit our virtual booth"* or *"Attend the John Smith's presentation at 11 am today!"*)

A banner ad in the attendee roster