Investigative Reporters and Editors
2021 IRE Virtual Conference – June 14-18
Exhibitor & Recruiter Prospectus

Investigative Reporters and Editors invites you to exhibit or recruit at our upcoming IRE21 virtual conference.

The 2021 IRE Conference will again be a virtual event, bringing together members for five days of training, conversations and networking online June 14-18.

Most sessions will take place from noon to 4 p.m. (Eastern U.S. Time), to allow for participation across the United States and around the world. Training sessions will be recorded and available for attendees on demand for up to one year on the conference platform. The event will also include fun social events, such as happy hours, networking and a celebration of the 2020 IRE Award winners.

Our virtual conference platform, Pathable, provides for opportunities for exhibitors and recruiters to network and interact with attendees to show new products, discuss tools or software available to journalists or highlight open positions you have. We have made changes this year and have two virtual tradeshow days set aside with time during breaks so there is not competition with educational sessions.

Hours

There are no set exhibitor/recruiter hours, attendees will have access to your organizational "booth" throughout the conference and for one year following the conference. Each exhibitor and recruiter receive a dedicated "organizational page" to display their own customized content including videos, product/demo information, job postings and brochures.

Virtual Tradeshow Hours (all times are in Eastern U.S. Time)
Tuesday, June 15: 11-11:30 a.m. *no competing educational sessions
Tuesday, June 15: 1-1:30 p.m. *no competing educational sessions
Tuesday, June 15: 2:30-3 p.m. *no competing educational sessions

Thursday, June 17: 11-11:30 a.m. *no competing educational sessions
Thursday, June 17: 1-1:30 p.m. *no competing educational sessions
Thursday, June 17: 2:30-3 p.m. *no competing educational sessions

Each exhibitor/recruiter has the option to participate in the virtual tradeshow. This dedicated time provides for a private zoom room for attendees to visit, to request additional information, ask questions or attend mini programming you have put together. Breakout rooms are available during the virtual tradeshow if you would like to break into even smaller groups. In addition to the virtual tradeshow, attendees can request information on your page, drop their "card" and request a private meeting with one of your staff members.

Analytics are available to exhibitors and recruiters during and after the conference. These include who visited the virtual booth, how many times they visited and what content was viewed. Contact information is provided for any attendees who requested information.

Applications can be completed and submitted here. If you have any questions, please contact Stephanie Klimstra, Director of Events, stephanie@ire.org, #407-246-9097.

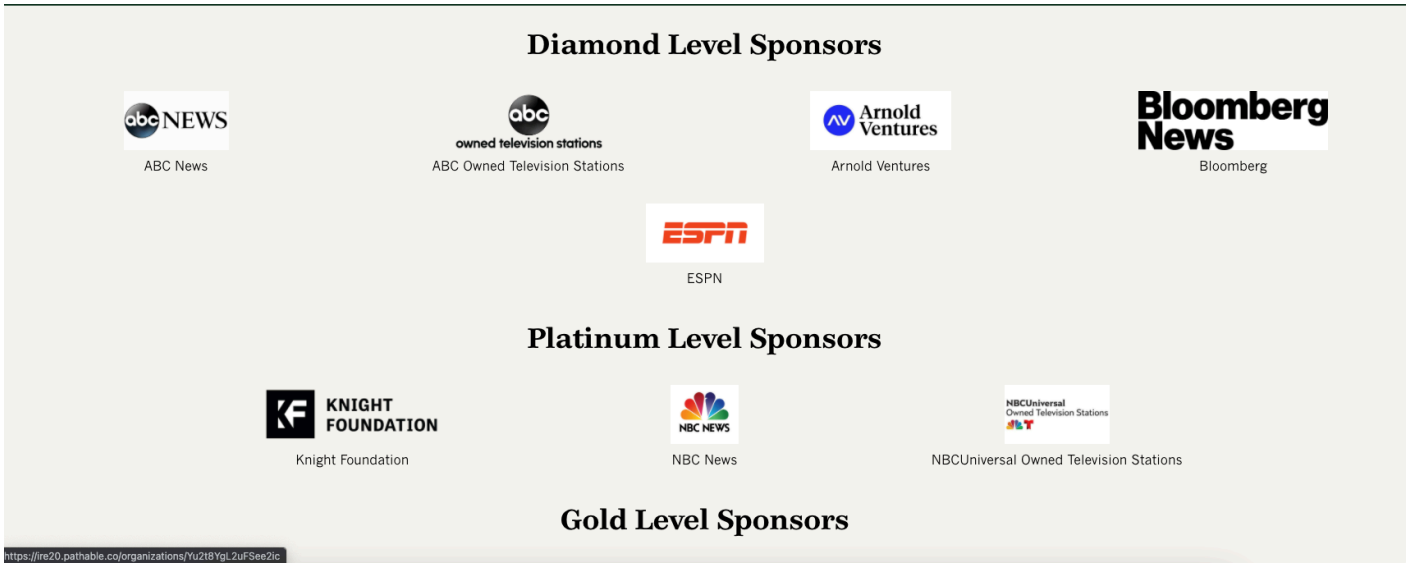
What's included in your virtual exhibitor or recruiter booth (Cost $1,200)

Marketing	Included
Inclusion of confirmed exhibitors & recruiters attending IRE21 in an issue of Quick Hits, our bi-weekly electronic newsletter (must be confirmed by Monday, June 7)	X
Recognition on IRE21 conference website – listing confirmed exhibitors & recruiters	X
Two social media posts during the week of the IRE21 conference promoting confirmed exhibitors & recruiters	X
Inclusion of confirmed exhibitors & recruiters that attended IRE21 in Quick Hits, our bi-weekly electronic newsletter, thanking participation (must be confirmed by Friday, June 11)	X
Virtual Booths	**Included**
Virtual exhibit booth page with company logo	X
Company description	X
Company contact information	X
Company organizational staff (booth staff) – includes their contact information	X
Company URL	X
Upload videos to your content section to inform attendees about latest products and services. Up to 6 videos can be uploaded. Vimeo and YouTube videos are embedded directly on the page.	X
Upload content such as tipsheets, press releases, job postings or other information that you want attendees to be able to access. Up to 4 files can be highlighted on the main page.	X
Polling is available within your organizational page to gather data, for engagement or to ask questions	X
Option to interact with attendees during the virtual tradeshow hours which provides a custom Zoom room with the option of breakout rooms.	X
Ability to set up private meetings with attendees during the week of the conference.	X
Ability to collect analytics of your organizational booth, the visits, who visited, and the content viewed.	X

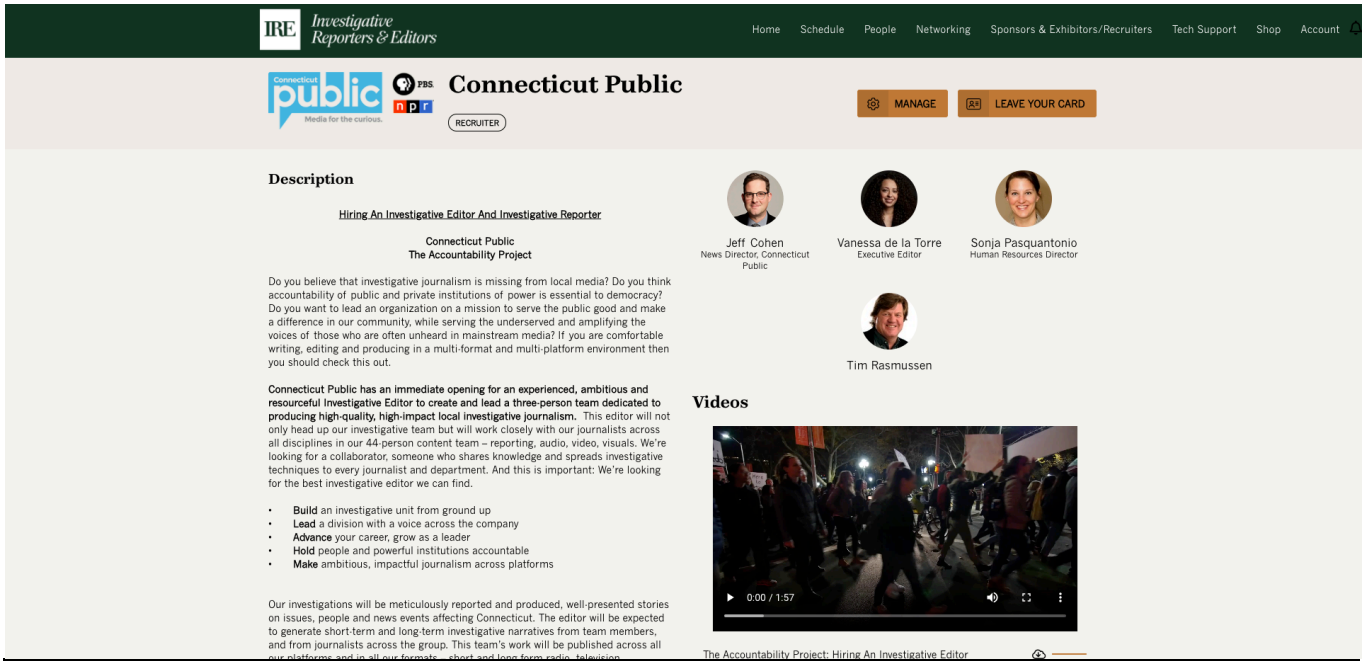
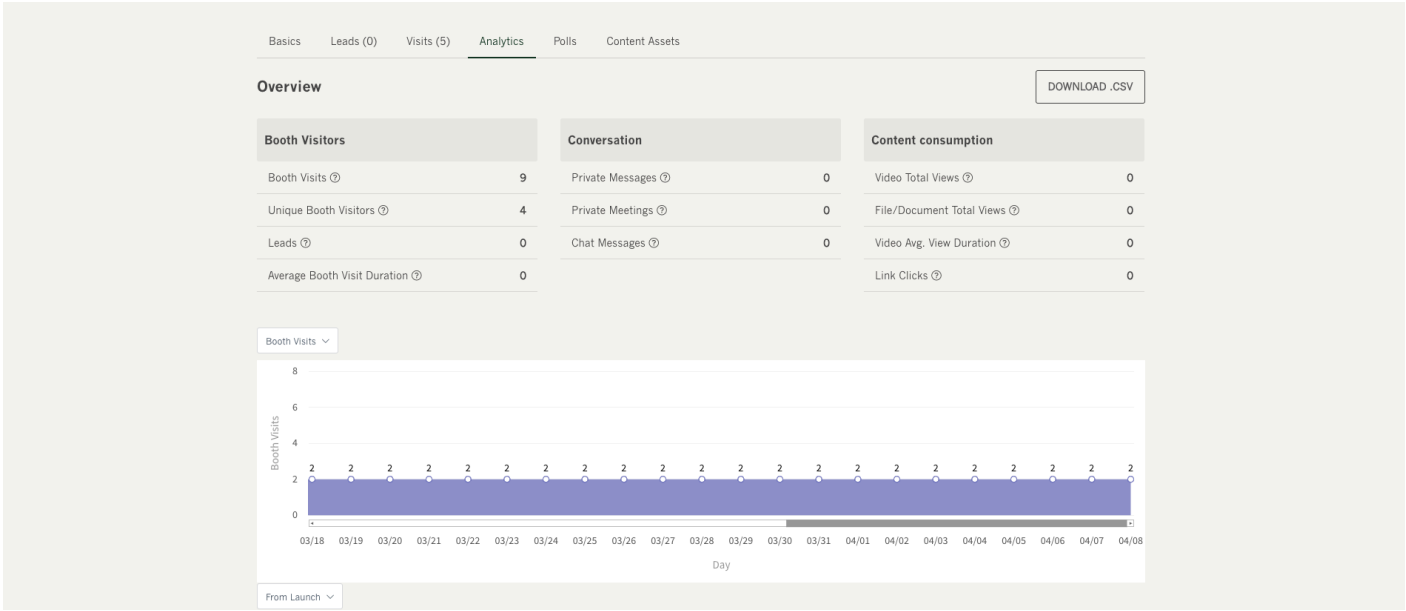
Sample main page – conference platform

Sample main page header – conference platform

Sample sponsor/exhibitor or recruiter page listing – conference platform



Sample exhibitor or recruiter page



Sample analytics from conference platform for virtual exhibit booth