



PROPOSAL FOR:

George Mason University

PREPARED BY:

Bayley Brill

+1 571-378-6263 | bbrill@cvent.com



Thank You

Dear Regina,

Thank you for investing time with us! We've enjoyed your evaluation and current conversations regarding a potential partnership with Cvent to help manage your total events program. As the global leader in event marketing and management technology, we understand that this is an important investment decision for your organization and the success of your meetings and events program.

In the following pages, I've included some detail about who we are as a company, the solutions that we're proposing based on conversations with your team, the breadth of our customer support resources, and pricing details.

We appreciate your consideration and I'm happy to answer any questions you have, so that you can feel confident about an investment in Cvent and your events.

Best,
Bayley Brill
Senior Account Manager



4,800+ EMPLOYEES

1,300+ TECHNOLOGY STAFF

1,500+ CUSTOMER SUPPORT STAFF

22,000+ CUSTOMERS ACROSS 100+ COUNTRIES

194,000+ ACTIVE USERS

6.2M+ EVENTS MANAGED

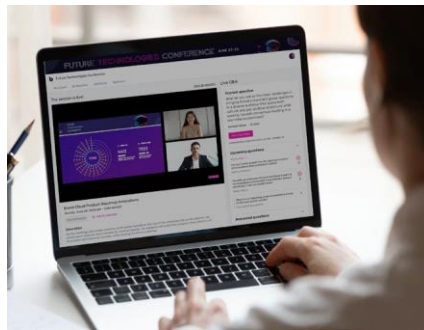
A ONE-STOP-SHOP FOR EVENT SUCCESS

As the global leader in event marketing and management technology, Cvent offers a comprehensive platform to support your total events program. That means your in-person, virtual, and hybrid events, the events you host and attend, your entire event lifecycle, and your events of all shapes, sizes, and complexities. We know how important it is to have a reliable one-stop-shop that makes your team more efficient, allows you to create engaging experiences, and gives you the data to maximize value and ROI.

IN-PERSON EVENTS



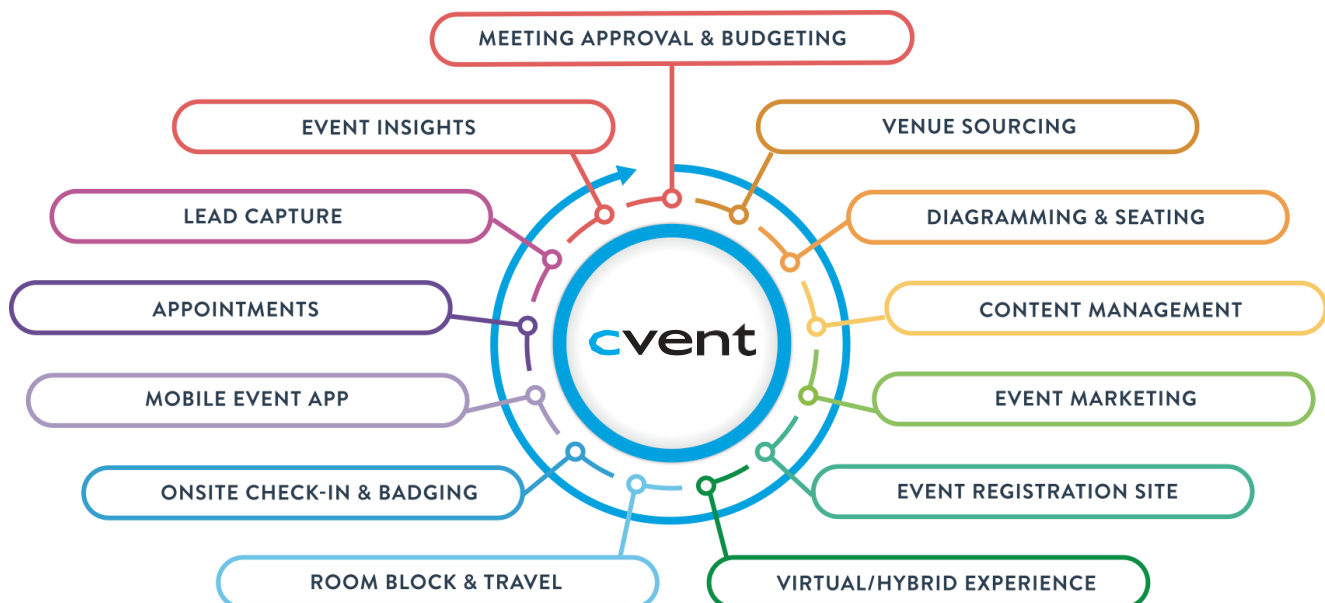
VIRTUAL EVENTS



HYBRID EVENTS



We've been committed to the events industry since our founding in 1999 and have the resources to invest in product innovation, deliver best-in-class customer support, and continue proving value to our customers year after year. Our mission is to become a long-term partner for your organization, working together to improve your events program and reach your business goals.



EVENT MARKETING AND MANAGEMENT PLATFORM SOLUTIONS

EVENT MANAGEMENT

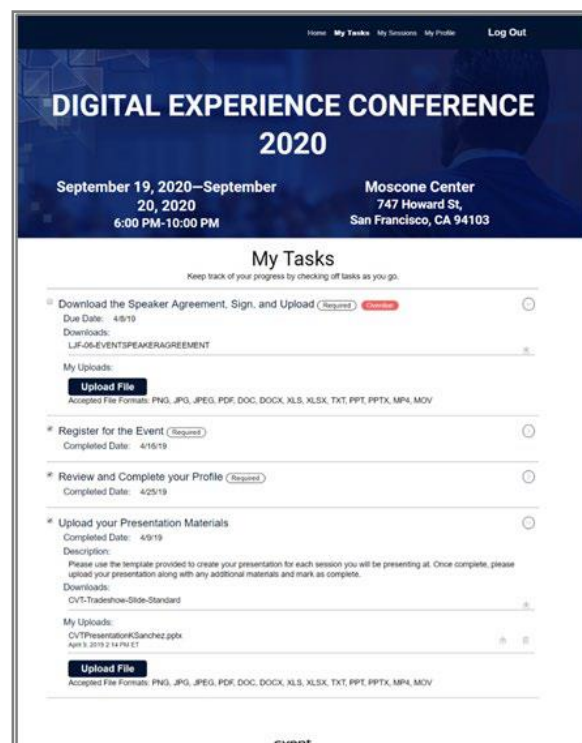
- Create branded and professional websites
- Capture registrations, with dynamic registration paths for each attendee type
- Collect attendee preferences and ask pre-event questions
- Send targeted email communications
- Process payments securely if needed
- Assess event success and ROI with straightforward reporting

SPEAKER RESOURCE CENTER

- Streamline communications with speakers and collaborate on event logistics and content
- Create, assign, and track speaker tasks, with the ability to send task reminders
- Offer a self-service portal for speakers to complete tasks, submit speaker details, and upload videos and presentations

EXHIBITOR MANAGEMENT

- Centrally manage the exhibitor experience, including communications, tasks, LeadCapture license purchases and device rentals, booth staff registration, and more
- Help exhibitors easily capture, qualify, take notes on, and rate leads from your event
- Allow exhibitors to schedule meetings with the right attendees to increase the high-quality leads they receive from your event
- Get comprehensive reporting to understand and prove the exhibitor value you're delivering



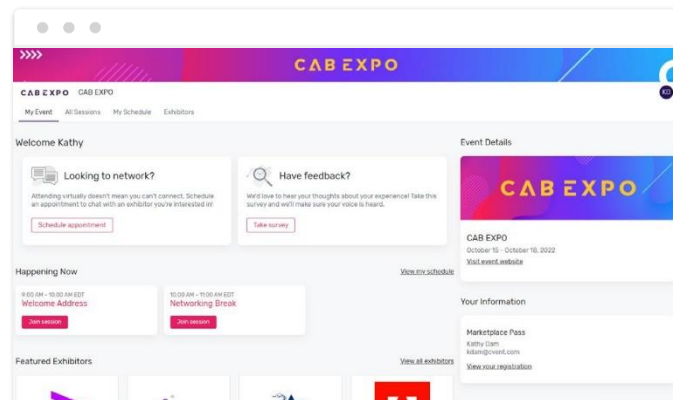
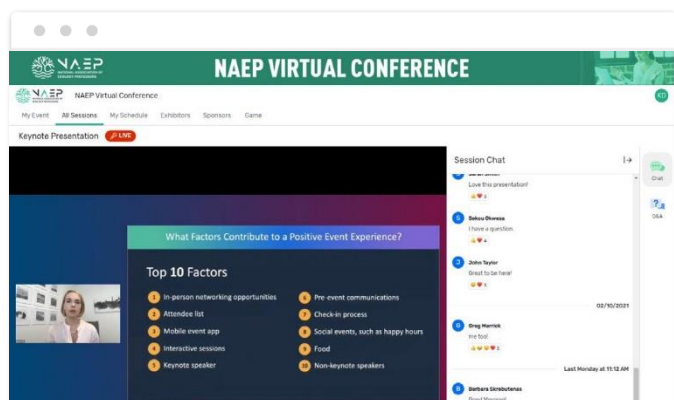
242M+ REGISTRATIONS PROCESSED

\$21.9B+ EVENT FEES PROCESSED

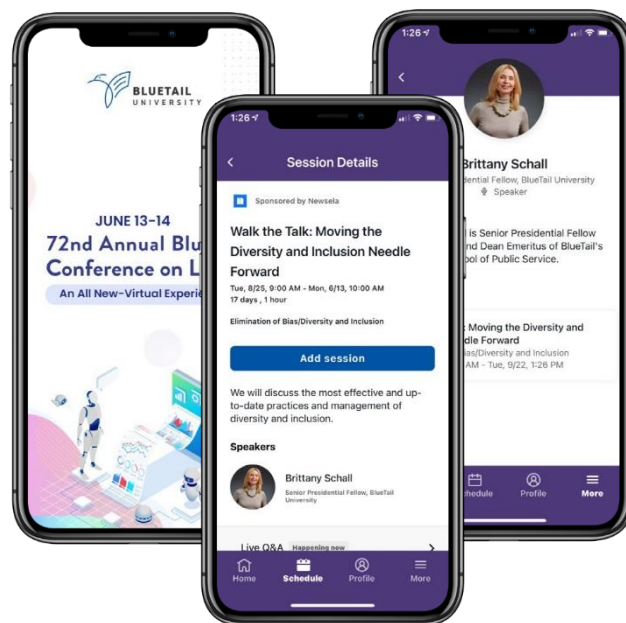
EVENT MARKETING AND MANAGEMENT PLATFORM SOLUTIONS

ATTENDEE HUB®

- Broadcast live or on-demand sessions without third-party tools or integrations
- Personalize your virtual event lobby with key event details, sessions, surveys, and content
- Drive attendee networking by making it easy to schedule appointments with exhibitors, sponsors, staff, and one another
- Keep sessions interactive and engaging with live Q&A and session chat
- Prominently showcase exhibitors and sponsors to deliver brand awareness
- Create a virtual exhibit hall with booths that have video conferencing, so exhibitors can effectively meet with attendees
- Use surveys to collect attendee feedback on your event and individual sessions
- Automatically track session attendance for continuing education or governance
- Capture and store all event and attendee data in a single system for faster, smarter follow up
- Use engagement scoring to score attendees' in-person and virtual activities and prioritize follow up



- Use the Event App to create a shared experience between virtual and in-person attendees
- Send push notifications with the Event App to keep attendees informed and up-to-date
- Prominently feature videos and webpages on the Event App homepage



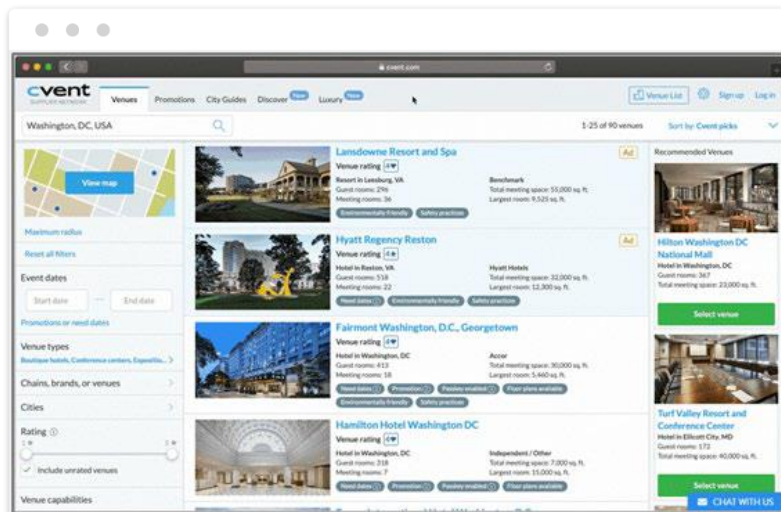
EVENT MARKETING AND MANAGEMENT PLATFORM SOLUTIONS

OVER 15 YEARS

POWERING
VIRTUAL EVENTS

164K+ VIRTUAL
EVENTS HOSTED
IN 2021

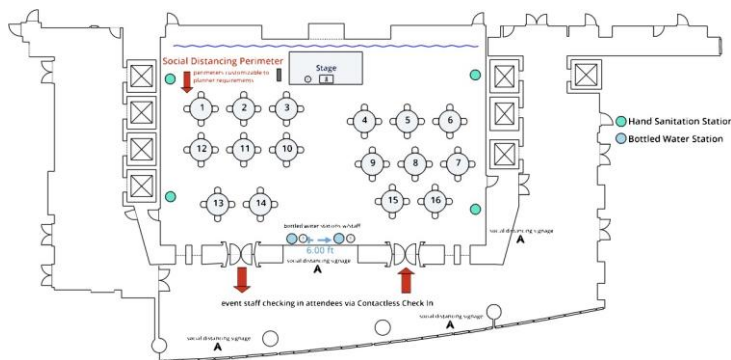
EVENT MARKETING AND MANAGEMENT PLATFORM SOLUTIONS



302,000+ HOTELS AND VENUES LISTED

CVENT SUPPLIER NETWORK

- Browse over 302,000 event venues based on your needs
- Access key health and safety information to source the right venues that meet your unique requirements
- Submit a single RFP to multiple venues, compare bids, track cancelled space, and centralize all sourcing data
- Track your sourcing program by automating and streamlining key processes while collecting data and providing reporting analysis to demonstrate cost savings and effectiveness



3.7B+ TOTAL SQ. FT OF MAPPED MEETING SPACE

5.6M+ DIAGRAMS BUILT

CVENT EVENT DIAGRAMMING

- Create professional, to-scale diagrams to design a safe event space that ensures proper social distancing
- Run an audit to check that event layouts meet safety standards and guidelines
- Visit your venue virtually and showcase your event space to stakeholders to get feedback in real-time
- Collaborate with colleagues & vendors in real-time

EVENT MARKETING AND MANAGEMENT PLATFORM SOLUTIONS

The screenshot shows a web page for the 'Future Technologies Conference Call For Proposals'. At the top, there's a blue header with the 'bluecorp' logo and a 'HOME' link. Below the header, the main title 'Future Technologies Conference Call For Proposals' is displayed in white. To the right, there's a stylized image of a person's head in profile, wearing a futuristic helmet. Below the title, the 'Submission Deadline' is listed as 'April 30, 2021', and a pink 'Submit Proposal' button is visible. The page is divided into sections: 'Submission Guidelines' with instructions on how to submit a proposal, 'Submission Topics' listing Cybersecurity, Big Data, Artificial Intelligence, Nano Technology, and Web Development, 'Presentation Types' listing Oral Presentation, Poster Presentation, Paper Presentation, and Workshop/Interactive Presentation, and 'Contact Us' with an email address 'conferenceinfo@bluecorp.com' and a pink 'Submit Abstract' button.

ABSTRACT MANAGEMENT

- Content session submissions and speaker information
- Review and accept or reject speaker submissions
- Send automated email invitations, reminders, confirmations, and notifications
- Publish final content selections into your event agenda

The screenshot shows a web interface for the 'Future Technologies Conference Virtual (New)'. It features a calendar view for October 26 (Tuesday) and 27 (Wednesday). The calendar shows various sessions and appointments. On the right, there's a sidebar with appointment details. The 'Appointment Type' is 'Exhibition Meeting'. The 'Attendees' section shows 'Rob Harper' as the only attendee. The 'Time and Location' is 'Thursday, October 28, 10:30 AM - 11:00 AM ET'. The 'Subject' is 'Meet about AI/ML solutions and services'. The 'Description' field is empty. At the bottom, there's a pink 'Send Appointment Invitation' button.

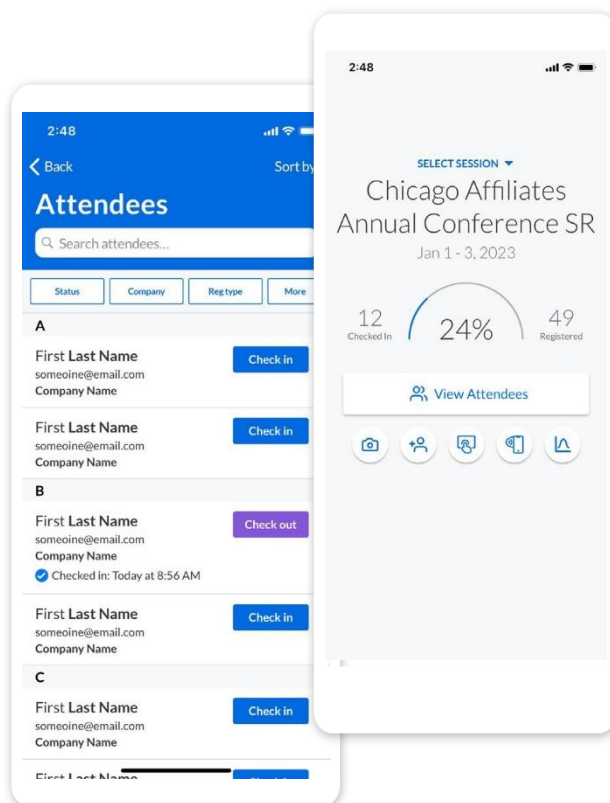
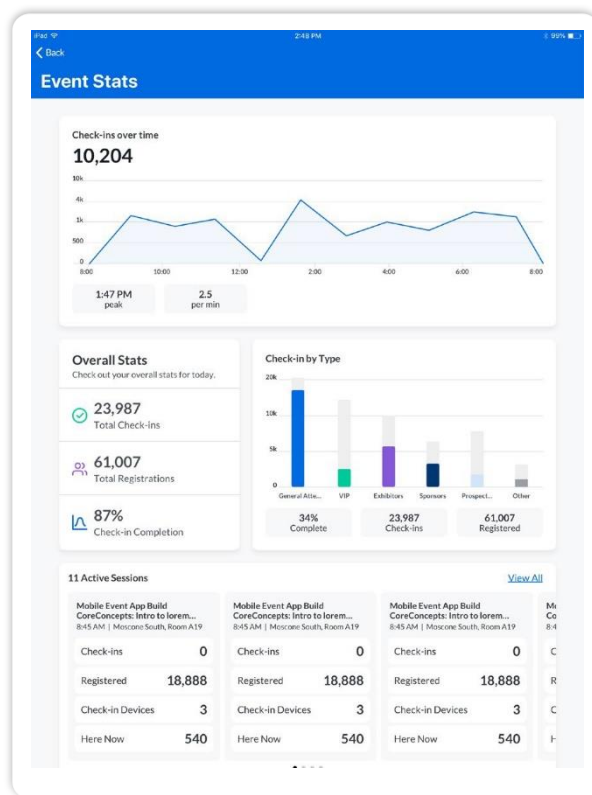
APPOINTMENTS

- Facilitate onsite or virtual meetings between attendees, sponsors, exhibitors, and employees
- Deliver more value by helping attendees make more connections and deeper relationships
- Control who can view and request meetings with each other
- Better manage the capacity and timing of meetings to follow safety guidelines

EVENT MARKETING AND MANAGEMENT PLATFORM SOLUTIONS

ONARRIVAL

- Offer contactless check-in and badge printing to minimize shared surfaces and interactions with staff
- Print attendee name badges on demand in seconds
- Collect attendee signatures for additional verification needs
- Securely process payments onsite, making accommodating walk-in registrations, collecting donations, or selling additional items simple
- Set session capacities to ensure rooms aren't overcrowded and follow distancing guidelines
- Use contactless session scanning to track attendance and control access
- Easily monitor occupancy with dashboards and understand when sessions are at or close to capacity
- Use session attendance data to understand attendee interests for more effective sales and marketing follow-up



EVENT MARKETING AND MANAGEMENT PLATFORM SOLUTIONS

The screenshot shows a feedback survey titled "IN10CT Insight Sales Conference Feedback Survey". The first question asks, "How likely is it that you would recommend the IN10CT Conference to a colleague?" with a scale from 0 (Not likely at all) to 10 (Extremely likely). The second question asks, "Overall, how satisfied are you with the following aspects of the conference:" and lists four categories: "Time spent with Account Team", "Networking Opportunities", "Venue/Location", and "Event Length". Each category has a five-star rating system and a "Comments" text box. The third question asks, "Prior to the IN10CT Conference, how much of the information that you needed did you get?" with five radio button options: "All of the information", "Most of the information", "Some of the information", "A little of the information", and "None of the information". At the bottom are "Previous" and "Next" buttons.

SURVEYS

- Create simple or advanced standalone surveys or integrate them with your events
- Capture responses for all audience types with multiple survey distribution channels
- Analyze data with out-of-the-box reports and share real-time data visualizations
- Establish long-term survey programs for deeper insights and more informed business decisions

324K+ SURVEYS LAUNCHED

81M+ SURVEY RESPONSES COLLECTED



INTEGRATIONS

- Integrate Cvent with key business systems for cross-channel visibility into buyer behavior
- Eliminate manual, error-prone data exports and imports
- Pass key attendance and engagement data back to Cvent and your other systems
- Have a unified, up-to-date view of your entire events program

VIRTUAL EVENT 360

You have unique needs with unique goals that you're trying to accomplish. Our services are designed to help you get on the path to event success and reach those goals faster. Our services are led by Cvent experts with deep product and industry knowledge, and we'll work together to understand which ones are the right fit.

Our Virtual Event 360 services provide additional support in planning and executing an impactful virtual or hybrid event. Our team will tailor an approach that best fits your needs to ensure your event is polished and professional. These services are entirely flexible and can easily with your needs. They include:



PROJECT MANAGEMENT

From developing your virtual event strategy and building your virtual experience to creating your sessions and setting up your exhibitors and sponsors, we can handle full setup and configuration of your virtual events.



WEBCAST SUPPORT

To make sure your event goes off without a hitch, we can help before and during your event with tasks like speaker and moderator training, session monitoring, A/V checks, technical support, post-event reporting, and more.



VIDEO AND CONTENT PRODUCTION

For additional hands-on assistance, we can help you create your run-of-show and production strategy, provide an event or session producer, design custom graphics, create advanced layouts and overlays, capture live stream and video on-demand content, and more.

ONARRIVAL 360

You have unique needs with unique goals that you're trying to accomplish. Our services are designed to help you get on the path to event success and reach those goals faster. Our services are led by Cvent experts with deep product and industry knowledge, and we'll work together to understand which ones are the right fit.

OnArrival 360 is our full-service onsite attendance management service, providing all the software, hardware, supplies, and hands-on support you need to help your event go off without a hitch. Together with our OnArrival app, it includes:



PROJECT MANAGEMENT

You'll have a dedicated Project Manager for end-to-end planning and support. They can assist with badge design and testing, setting up the optimal floor plan for registration, shipping all hardware to the venue, coordinating onsite support, and more.



HARDWARE AND DEVICES

We'll provide the equipment you need to efficiently check attendees in to your event and accurately track session attendance, including iPads, printers, and handheld scanners.



BADGES AND SUPPLIES

We'll help design your attendee name badges and provide the supplies you need, such as badge stock and lanyards.



ONSITE TECHNOLOGY STAFF

We'll be onsite at your event, working together to ensure a smooth and successful event. Our staff can set up and configure equipment, train event staff, assist with troubleshooting, handle equipment teardown, and more.

EVENT BUILD

You have unique needs with unique goals that you're trying to accomplish. Our services are designed to help you get on the path to event success and reach those goals faster. Our services are led by Cvent experts with deep product and industry knowledge, and we'll work together to understand which ones are the right fit.

When you need a helping hand to build and launch our event, our team of experts can handle creation of your event website, registration, virtual event experience, mobile event app, feedback surveys, and more. Will be your single, consistent point of contact and can join regular recurring meetings.



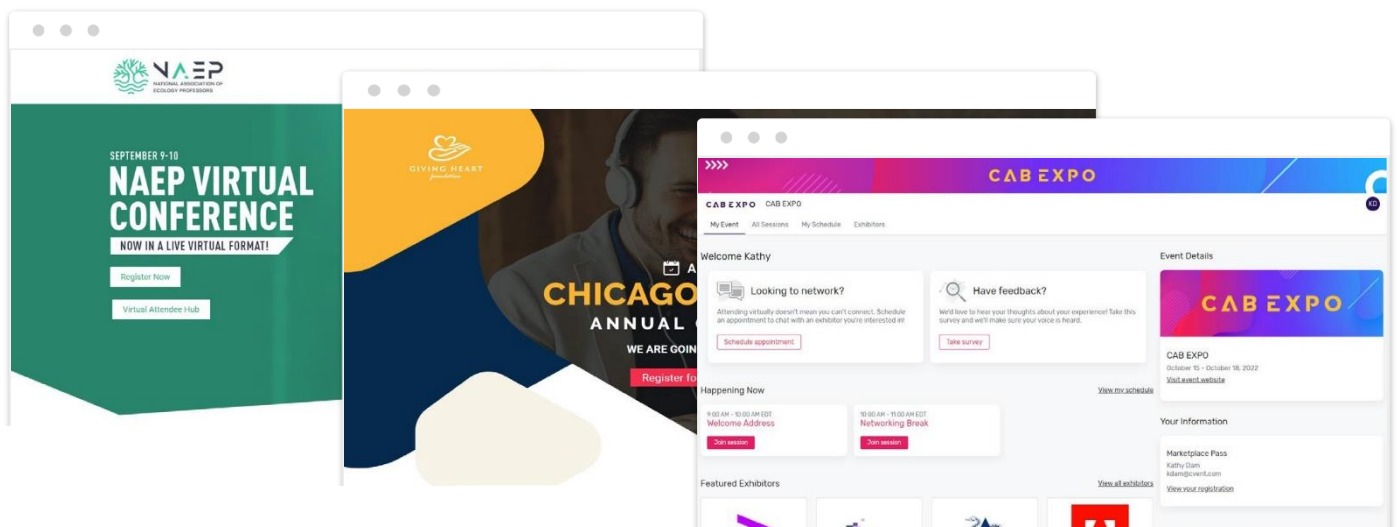
We'll gather your requirements and needs to understand the scope and complexity of the project and what you're trying to achieve



Our experts will build a professional and branded event that provides a cohesive and engaging experience for your attendees



Your team can use what we create as templates for future events, freeing up time and resources to focus on the more strategic aspects of your events program



DESIGNATED TECHNICAL SUPPORT

You have unique needs with unique goals that you're trying to accomplish. Our services are designed to help you get on the path to event success and reach those goals faster. Our services are led by Cvent experts with deep product and industry knowledge, and we'll work together to understand which ones are the right fit.

While you're using our Cvent Attendee Hub at your virtual or hybrid event, our Designated Technical Support service provides extra assistance for your event organizers and event staff during your event.

Instead of calling into our general support queue, a dedicated product expert is just a phone call or email away to assist with any technical questions or needs you have.



Have a dedicated point of contact that your team can reach during your event by phone or email



Have a pre-event call with your point of contact to discuss the support process, so that your team is prepared when your event goes live

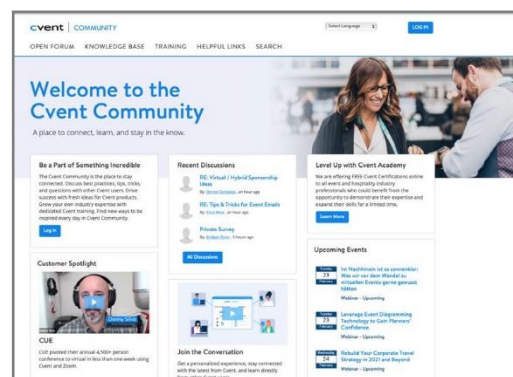


Have peace of mind knowing that you'll be able to reach an expert directly to support a successful live event experience

CUSTOMER SUPPORT RESOURCES

AN EXTENSION OF YOUR TEAM

This is a partnership – and we’re committed to your organization’s long-term success. That’s why we’re so focused on providing world-class customer support. We offer several support channels because your events are just as important to you as they are to us. You can rest assured knowing that you’ll be in great hands.



AWARD-WINNING CUSTOMER SUPPORT

With over 1,500 employees on our customer support team, we’re here to ensure your success. Our goal and mission is to enable you to execute the flawless event experience that your attendees expect.



THE CVENT COMMUNITY

The Community is your place to stay in the know with the latest from Cvent. Get real answers from real Cvent users in our forums, browse through the latest product news designed for you, search the Knowledge Base for helpful articles or training material, and influence our product growth by submitting Ideas.



ACCOUNT MANAGER

Your Account Manager will oversee your account from a business perspective and help ensure your continued success with Cvent. For contract questions, account usage, or technology needs, they’ll be your go-to resource.



CLIENT SUCCESS ADVISOR

A Client Success Advisor will guide you through the implementation and setup of your event launch. They are committed to understanding the specific needs of your organization.



CVENT CELEBRITY PROGRAM

You’ll have the opportunity to join the Cvent Celebrity Program, where you can network with and learn from like-minded professionals, influence our product roadmap, participate in product testing, and get rewarded for being an active participant.



ONLINE TRAINING

Become an event marketing and management expert with our interactive online trainings on topics like event creation, promotion, registration management, and reporting.

1,500+ CUSTOMER SUPPORT TEAM

24/7 CUSTOMER CARE

THE COMPANY WE KEEP

CORPORATION



ASSOCIATION



NON-PROFIT



EDUCATION



GOVERNMENT



THIRD PARTY



In Compliance With This Request For Proposal And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Goods/Services In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiations.

Name and Address of Firm:

Legal Name: Cvent, Inc.

Date: August 14, 2023

DBA: Cvent

Address: 1765 Greensboro Station Place, 7th Floor

By: Bayley Brill
Signature

Tysons Corner, Virginia 22102

FEI/FIN No. 54-1954458

Name: Bayley Brill

Fax No. 703-226-3501

Title: Senior Account Manager

Email: bbrill@cvent.com

Telephone No. 571-378-6263

SWaM Certified: Yes: _____ No: NA (See Section VII. SWaM CERTIFICATION for complete details).

SWaM Certification Number: NA

We are not a Small Business, women-owned or considered certified as minority-owned business so SWaM certification would not apply to us.

This public body does not discriminate against faith-based organizations in accordance with the *Governing Rules, § 36* or against a Bidder/Offeror because of race, religion, color, sex, national origin, age, disability, or any other prohibited by state law relating to discrimination in employment.

ATTACHMENT A
SMALL BUSINESS SUBCONTRACTING PLAN
TO BE COMPLETED BY OFFEROR

Cvent is not a Small Business and therefore, this attachment is not applicable to us.

Offerors must advise any portion of this contract that will be subcontracted. All potential offerors are required to include this document with their proposal in order to be considered responsive.

Small Business: "Small business (including micro)" means a business which holds a certification as such by the Virginia Department of Small Business and Supplier Diversity (DSBSD) on the due date and time for proposals. This shall also include DSBSD certified women-owned and minority-owned businesses and businesses with DSBSD service-disabled veteran owned status when they also hold a DSBSD certification as a small business on the proposal due date. Currently, DSBSD offers small business certification and micro business designation to firms that qualify.

Certification applications are available through DSBSD online at www.SBBD.virginia.gov (Customer Service).

Offeror Name: _____

Preparer Name: _____ **Date:** _____

Who will be doing the work: ☐ **I plan to use subcontractors** ☐ **I plan to complete all work**

Instructions

- A. If you are certified by the DSBSD as a micro/small business, complete Section A of this form.
- B. If the "I plan to use subcontractors" box is checked, complete Section B of this form. For the proposal to be considered and the offeror to be declared responsive, the offeror shall identify the portions of the contract that will be subcontracted to any subcontractor, to include DSBSD certified small business for the initial contract period in relation to the offeror's total price for the initial contract period in Section B.

Section A

If your firm is certified by the DSBSD provide your certification number and the date of certification.

Certification Number: _____ Certification Date: _____

Section B

If the "I plan to use subcontractors" box is checked, populate the requested information below, per subcontractor to show your firm's plans for utilization of any subcontractor, to include DSBSD-certified small businesses, in the performance of this contract for the initial contract period in relation to the offeror's total price for the initial contract period. Certified small businesses include but are not limited to DSBSD-certified women-owned and minority-owned businesses and businesses with DSBSD service-disabled veteran-owned status that have also received the DSBSD small business certification. Include plans to utilize small businesses as part of joint ventures, partnerships, subcontractors, suppliers, etc. It is important to note that this proposed participation will be incorporated into the subsequent contract and will be a requirement of the contract. Failure to obtain the proposed participation dollar value or percentages may result in breach of the contract.

Plans for Utilization of Any subcontractor, to include DSBSD-Certified Small Businesses, for this Procurement Subcontract #1

Company Name: _____ SBSD Cert #: _____ Contact
Name: _____ SBSD Certification: _____ Contact Phone: _____
_____ Contact Email: _____ Value % or \$ (Initial Term): _____
_____ Contact Address: _____
Description of Work: _____

Subcontract #2

Company Name: _____ SBS D Cert #: _____ Contact
Name: _____ SBS D Certification: _____ Contact Phone: _____
_____ Contact Email: _____ Value % or \$ (Initial Term): _____
_____ Contact Address: _____
Description of Work: _____

Subcontract #3

Company Name: _____ SBS D Cert #: _____ Contact
Name: _____ SBS D Certification: _____ Contact Phone: _____
_____ Contact Email: _____ Value % or \$ (Initial Term): _____
_____ Contact Address: _____
Description of Work: _____

Subcontract #4

Company Name: _____ SBS D Cert #: _____ Contact
Name: _____ SBS D Certification: _____ Contact Phone: _____
_____ Contact Email: _____ Value % or \$ (Initial Term): _____
_____ Contact Address: _____
Description of Work: _____

Subcontract #5

Company Name: _____ SBS D Cert #: _____ Contact
Name: _____ SBS D Certification: _____ Contact Phone: _____
_____ Contact Email: _____ Value % or \$ (Initial Term): _____
_____ Contact Address: _____
Description of Work: _____

Executive Summary: Offerors must submit an executive summary at the beginning of the proposal response not to exceed 2 pages.

Cvent has carefully gone through all the requirements stated in the RFP document and proposes its event management platform solutions to meet those requirements.

Cvent's mission is to transform the events and meetings industry. Our software platform disrupts the traditional processes for the event planners who organize events and the venues that host them, creating more value for the entire events and meetings ecosystem. Cvent integrates online registration, website, mobile apps, email communication, contact management, payment collection, onsite management, survey, reporting and data analysis features to provide organizations with web-based tools for streamlining event management.

Some key differentiators are:

Integrated platform: No other tool in the market has each module and component built to speak with one another and integrated so that data and content can flow seamlessly from one portion to the next. The platform provides the ability for you to do all event management activities under one roof, without having to use multiple vendors or multiple systems. The automation in the system is unparalleled when it comes to all facets of an event, from email, mobile apps, collecting the data needed from the attendees, badge creation, Onsite solutions, making an event with templates and cloning, to reporting - the system is made to streamline many manual processes and not miss a step.

Support & Training: From a customer service perspective, we go above and beyond the call of duty. Our customer service is far and away the best in the business. We have hundreds of customers that have written commendations about their positive experience with our support. We have 1500+ people on staff in our customer care department. We not only help you with technical questions, we truly become your consultant.

We provide you with ideas and concepts that help you get the most out of your usage of Cvent. When you become a Cvent customer, you will receive full access to our 24/7 customer care team for your day-to-day questions. However, you will also receive a designated Client Success Consultant (more of a strategic contact) and an account manager.

We all have a dedicated interest in your success and want you to have peace of mind knowing that you can talk to a live human being including top senior management if you ever have a concern.

From a training standpoint, you have access to free and unlimited product training. We offer live product trainings on different aspects of the system via webinar, or we have recorded trainings that you can review at your leisure.

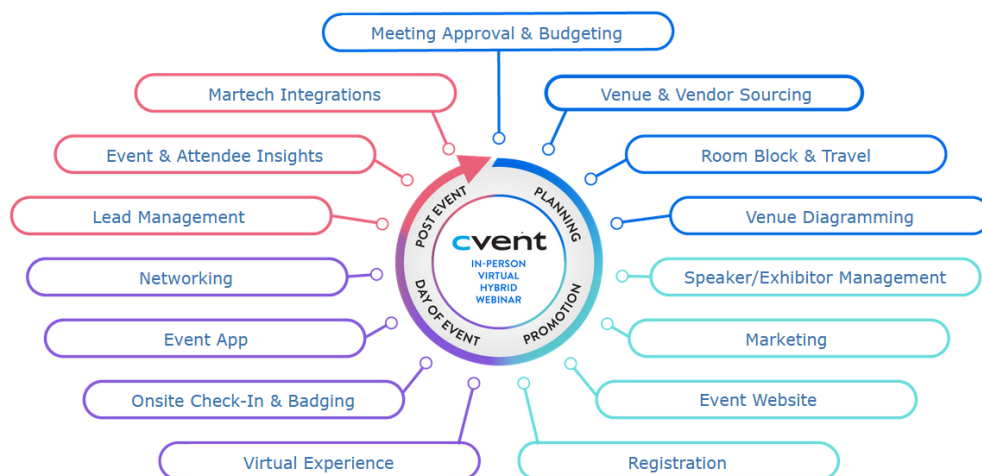
Company & Product Roadmap: While our competitors have their strengths, they can't compete with regards to technological support. Cvent have grown to 4,800+ employees world-wide (with more than 1500 in our client services department and 1300+ in our technology team) to support our rapidly growing client base of 22,000 customers.

Cvent is also experiencing internal growth expanding even further in the international market, growing our UK office and European team. Cvent is financially sound and is reinvesting its capital back into the product. We have tons of exciting features / products on the roadmap to ensure we are the leading technology in space.

Cvent offers an innovative and most comprehensive event management platform in the industry and is dedicated to helping your events to be successful.

Here are some of the key benefits that you will get when you partner with us:

1. A user-friendly event management system
2. Event marketing and promotion tools
3. Manage event speakers and content
4. Reporting & Analytics
5. Budget and track spending
6. Dynamic and Customizable attendee registration process to cater to various attendee types
7. Integration with housing and travel systems



8. Venue Sourcing: One of the foundational and most critical steps to planning an event is sourcing the perfect venue. The Cvent Supplier Network is the single largest venue finding software in the world. Through the Supplier Network, planners can access the details of over 300,000+ hotels and venues.

9. Secure payment process: Cvent is certified Level 1 compliant to the PCI Data Security Standards (DSS). This means Cvent has undergone an onsite audit by a third-party Qualified Security Assessor.

10. Onsite solutions: Cvent's check-in app, OnArrival, is a simplified solution for planners to check in attendees while onsite with the swipe of a finger or by scanning a QR Code. Attendees can be checked in to the overall event, as well as individual sessions.

11. Event Mobile Apps: Our platform makes it easy for organizations like yours to build a custom mobile app that will enhance your brand's reputation and meet your event goals.

12. Integrated data from your event management systems to our other internal systems: To provide truly actionable data-driven insights, the information in your event management system should seamlessly integrate with your other technology systems such as your account management system. Cvent's Application Programming Interface (API) provides an efficient means of exchanging data between Cvent and other key applications.

Please [click here](#) for a quick overview of Cvent.

Qualifications and Experience: Describe your experience, qualifications and success in providing the services described in the Statement of Needs to include the following:

a. Background and brief history of your company.

Established in 1999 and over 23 years of experience, Cvent is the largest meetings management software & services company in the world. Cvent helps global organizations to achieve their various missions via their easy-to-use event technology and support.

We have over 22,000+ customers across a variety of different markets, including associations, non-profits and corporations. On November 29, 2016, Cvent announced that it had been acquired by Vista Equity Partners. In addition, Cvent and Lanyon Solutions also announced the merger of their two companies, creating a global meeting, event and travel technology leader.

Cvent became a public company on December 9, 2021 and is listed on the NASDAQ under the CVT symbol.

On June 15, 2023 Cvent announced the completion of its acquisition by Blackstone, one of the largest private equity investors and asset managers in the world.

b. Names, qualifications and experience of personnel to be assigned to work with Mason.

Bayley Brill – Senior Account Manager, Education Solutions. Bayley has been with Cvent for 5 years and is a part of the higher education Account Management vertical.

Leslie Alpert- Senior Regional Sales Director, Education Solutions. Leslie has been with Cvent for 13 years and will help any new departments explore using Cvent and demoing solutions.

Celine Leser- Client Success Advisor. Celine has been with Cvent for 2 years and is the Client Success Advisor for all George Mason University's departments using Cvent.

c. No fewer than three (3) references that demonstrate the Offeror's qualifications, preferably from other comparable higher education institutions your company is/has provided services with and that are similar in size and scope to that which has been described herein. Include a contact name, contact title, phone number, and email for each reference and indicate the length of service.

1) University of Washington

- a. Contact Name: Hana Kenny
- b. Contact Title: Event Platform Manager
- c. Phone Number: 206-235-4262
- d. Email: hkenny@uw.edu
- e. Length of Service: 8 years

2) Duke University

- a. Contact Name: Debrah Suggs
- b. Contact Title: Senior Analyst, IT
- c. Phone Number: 919-660-6916
- d. Email: dds@duke.edu
- e. Length of Service: 8 years

3) Georgetown University

- a. Contact Name: Kishan Kariawasam
- b. Contact Title: IT Director
- c. Phone Number: 202-285-3461
- d. Email: kariawak@georgetown.edu
- e. Length of Service: 14 years

4. Specific Plan (Methodology): Explain your specific plans for providing the proposed services outlined in the Statement of Needs including:

- a. Your approach to providing the services described herein.
- b. What, when and how services will be performed.

Each organisation has its unique requirements, therefore, we would like to discuss your project requirements before providing you with detailed project timelines. Typically, a project should be ready for launch in 1-3 months' time including the training time needed for the users/admins to learn the tool and leverage its various features to maximize the benefits.

A typical project implementation plan is described below.

Implementation kick-off – get to know your account team and discuss business goals and expectations

- Account setup and resource alignment
- Define account users, roles, and groups
- Merchant account setup
- Integration setup within the Cvent platform - OnArrival (onsite check-in and badge printing), and with other systems like your marketing automation, or CRM system
- Setup private domains, if applicable.

Planning - determine events calendar for the year

- Review registration timelines and begin the event setup process
- Website design
- Registration process
- Attendee Hub Web and Event App design and set up
- Import contacts
- Create email templates

Marketing – implement marketing strategy and design campaigns

Market events through emails, website branding and social media. Discuss onsite adoption and preparedness tactics with your account team.

Build

- Implement best practices, complete event setup, and test the registration process
- Invitee management, onsite check-in, name badge design, delegate engagement, and event reporting and analysis.

Review and Evaluation

Account review, ongoing training, advocacy and user communities to measure business value/ROI of the system and give us your feedback

Dedicated support team collaborating with you throughout the partnership. An Account Manager will manage the partnership from a commercial and contractual perspective. Dedicated product consultants will work on a unique onboarding and personalised training based on specific event requirements. Product consultants act as strategic resources throughout the partnership, to make sure the technology is set up to meet client needs. 24/7 customer care line in addition, to an intuitive online search engine within the product, search for training videos and guides.

In your proposal response please address the following:

a. Are you and/or your subcontractor currently involved in litigation with any party?

None to report. As a company that does business with customers and vendors on a global basis, Cvent is subject from time to time to routine litigation matters. However, none of such matters will have a material adverse effect to the services Cvent provides.

b. Please list any investigation or action from any state, local, federal or other regulatory body (OSHA, IRS, DOL, etc.) related to your firm or any subcontractor in the last three years.

None to report.

c. Please list all lawsuits that involved your firm or any subcontractor in the last three years.

None to report. As a company that does business with customers and vendors on a global basis, Cvent is subject from time to time to routine litigation matters. However, none of such matters will have a material adverse effect to the services Cvent provides.

d. In the past ten (10) years has your firm's name changed? If so please provide a reason for the change
No. Cvent, Inc. was incorporated in 1999 and has been doing business with the same name since.

TRANSFORM YOUR MEETINGS AND EVENTS

Choosing the right partner isn't easy, and event marketing and management solutions aren't all created equal. We understand that. But with Cvent, you can rest assured that our visionary team will work tirelessly to bring you best-in-class technology, backed by a never-say-never support system.

We have over 20 years of experience helping customers successfully manage and execute their events and are dedicated to continuing to support and guide you.

Now, let's get down to the numbers.



George Mason University

PRICING PLAN PER ACCOUNT

Today's most successful events – and programs – are backed by technology that enable better attendee experiences and easier, more efficient planning, execution, and measurement for event organizers and marketers. No matter the size and complexity of your meetings and events, Cvent can provide the right solutions to support you.

PROFESSIONAL LICENSE

The Professional license provides the tools you need to deliver impactful events. Manage sessions, speakers, and exhibitors, create dynamic registration paths, build multi-page websites, promote your events, manage CE credits, report on the success of your events, and more.

Pricing:

- License Fee: \$1,800
- Registration Fee: See pricing on page 3
- User Logins: 10 user logins included

ENTERPRISE LICENSE

The Enterprise license provides additional functionality to keep up with your most complex events. Have shared event calendars, task management, approval workflows, meeting request forms, budgeting tools, housing and travel, and more.

Pricing:

- License Fee: \$4,200
- Registration Fee: See pricing on page 3
- User Logins: 20 user logins included

Ecommerce Options: Cvent Payment Services (3.95% fee) or use your own merchant account (no additional fee from Cvent). Cvent Payment Services is a great option for departments who don't have a dedicated merchant account. It's a reliable and secure solution to collect and process event registration fees. You'll receive your balance each month (less processing charges) via ACH transfer.

ATTENDEE HUB

Attendee Hub combines web and app-based technologies to deepen and extend engagement for your in-person, virtual, and hybrid events. In-person and online attendees can create personalized event journeys and stay connected to key event content, attendees, and sponsors.

Pricing:

- License Fee: \$1,800
- Registration Fee: See pricing on page 3

EVENT IN A BOX

Event in a Box complements OnArrival Premium events, providing the hardware you need to check attendees in quickly and print name badges on-demand. Designed for events under 500 attendees, it's a simple and convenient solution for sourcing equipment. You can be confident that you'll have everything you need for attendee check-in, when and where you need it.

[Learn more about renting or purchasing an Event in a Box.](#)

CVENT EVENT DIAGRAMMING

Bring your event to life with Cvent Event Diagramming. Find the perfect space, have attendee management tools for seating and meals, collaborate in real time, take photo-realistic 3D tours, get post-event reports, and more.

Pricing:

- License Fee: See pricing on page 3

ADDITIONAL ADD-ONS

See pricing on page 3

Branding Package: Fully brand each facet of your event to match your organization's branding.

API:

- Professional License (15,000 calls per day, 10 calls per second, max burst of 10 calls)
- Enterprise License (500,000 calls per day, 25 calls per second, max burst of 25 calls)

Single Sign-On: Simplify your user experience by sending users directly to Cvent without going through Cvent's login page

ONARRIVAL PREMIUM

Deliver a seamless check-in experience onsite to eliminate long lines and minimize staff needed. Quickly check attendees in, collect signatures, process outstanding payments, and take care of walk-in registrations.

Pricing:

- Per Event Fee: See pricing on page 3

CVENT CONTACTS

For more information, contact:

- Bailey Brill (BBrill@cvent.com or 571-378-6263)
- Leslie Alpert (LAlpert@cvent.com or 571-830-2122)

GMU PRICING PLAN PER ACCOUNT

Product	1 Year Price	2 Year Price	3 Year Price	4 Year Price	5 Year Price
Event Management					
Registration (Per Reg Fee)	\$4.90/reg	\$4.38/reg	\$4.20/reg	\$3.85/reg	\$3.68/reg
Attendee Hub (Per Reg Fee)	\$4.90/reg	\$4.39/reg	\$4.20/reg	\$3.85/reg	\$3.68/reg
User Logins	\$250/user	\$250/user	\$250/user	\$250/user	\$250/user
Cvent Event Diagramming					
1 User (Annual License Fee)	\$3,220	\$2,800	\$2,590	\$2,380	\$2,170
2 or 3 Users (Annual License Fee)	\$4,830	\$4,200	\$3,885	\$3,570	\$3,255
4 or 5 Users (Annual License Fee)	\$5,750	\$5,000	\$4,625	\$4,250	\$3,875
Over 5 Users	Custom Quote	Custom Quote	Custom Quote	Custom Quote	Custom Quote
OnArrival Premium					
0-250 Attendees	\$1,104/event	\$1,200/event	\$1,110/event	\$1,020/event	\$930/event
250-500 Attendees	\$1,748/event	\$1,520/event	\$1,406/event	\$1,292/event	\$1,178/event
Over 500 Attendees	Custom Quote	Custom Quote	Custom Quote	Custom Quote	Custom Quote
Additional Add-Ons					
Branding Package (Annual Fee)	\$3,000				
API Professional License (Annual Fee)	\$2,500				
API Enterprise License (Annual Fee)	\$5,000				
Single Sign-On (Annual Fee)	\$1,500				
Salesforce API and App (Annual License Fee)	Custom Quote				
Event Builder Services	Starts at \$1,500				



Cvent is the global meeting, event, travel, and hospitality technology leader.

Cvent provides easy-to-use, integrated technology solutions to maximize the impact of meetings and events of all sizes. We help organizations plan and market events, execute onsite, engage audiences, and measure and analyze results.

[Learn More](#)





George Mason University

PRICING PLAN PER ACCOUNT

Today's most successful events – and programs – are backed by technology that enable better attendee experiences and easier, more efficient planning, execution, and measurement for event organizers and marketers. No matter the size and complexity of your meetings and events, Cvent can provide the right solutions to support you.

PROFESSIONAL LICENSE

The Professional license provides the tools you need to deliver impactful events. Manage sessions, speakers, and exhibitors, create dynamic registration paths, build multi-page websites, promote your events, manage CE credits, report on the success of your events, and more.

Pricing:

- License Fee: \$1,800
- Registration Fee: See pricing on page 3
- User Logins: 10 user logins included

ENTERPRISE LICENSE

The Enterprise license provides additional functionality to keep up with your most complex events. Have shared event calendars, task management, approval workflows, meeting request forms, budgeting tools, housing and travel, and more.

Pricing:

- License Fee: \$4,200
- Registration Fee: See pricing on page 3
- User Logins: 20 user logins included

Ecommerce Options: Cvent Payment Services (3.95% fee) or use your own merchant account (no additional fee from Cvent). Cvent Payment Services is a great option for departments who don't have a dedicated merchant account. It's a reliable and secure solution to collect and process event registration fees. You'll receive your balance each month (less processing charges) via ACH transfer.

ATTENDEE HUB

Attendee Hub combines web and app-based technologies to deepen and extend engagement for your in-person, virtual, and hybrid events. In-person and online attendees can create personalized event journeys and stay connected to key event content, attendees, and sponsors.

Pricing:

- License Fee: \$1,800
- Registration Fee: See pricing on page 3

EVENT IN A BOX

Event in a Box complements OnArrival Premium events, providing the hardware you need to check attendees in quickly and print name badges on-demand. Designed for events under 500 attendees, it's a simple and convenient solution for sourcing equipment. You can be confident that you'll have everything you need for attendee check-in, when and where you need it.

[Learn more about renting or purchasing an Event in a Box.](#)

CVENT EVENT DIAGRAMMING

Bring your event to life with Cvent Event Diagramming. Find the perfect space, have attendee management tools for seating and meals, collaborate in real time, take photo-realistic 3D tours, get post-event reports, and more.

Pricing:

- License Fee: See pricing on page 3

ADDITIONAL ADD-ONS

See pricing on page 3

Branding Package: Fully brand each facet of your event to match your organization's branding.

API:

- Professional License (15,000 calls per day, 10 calls per second, max burst of 10 calls)
- Enterprise License (500,000 calls per day, 25 calls per second, max burst of 25 calls)

Single Sign-On: Simplify your user experience by sending users directly to Cvent without going through Cvent's login page

ONARRIVAL PREMIUM

Deliver a seamless check-in experience onsite to eliminate long lines and minimize staff needed. Quickly check attendees in, collect signatures, process outstanding payments, and take care of walk-in registrations.

Pricing:

- Per Event Fee: See pricing on page 3

CVENT CONTACTS

For more information, contact:

- Bailey Brill (BBrill@cvent.com or 571-378-6263)
- Leslie Alpert (LAlpert@cvent.com or 571-830-2122)

GMU PRICING PLAN PER ACCOUNT

Product	1 Year Price	2 Year Price	3 Year Price	4 Year Price	5 Year Price
Event Management					
Registration (Per Reg Fee)	\$4.90/reg	\$4.38/reg	\$4.20/reg	\$3.85/reg	\$3.68/reg
Attendee Hub (Per Reg Fee)	\$4.90/reg	\$4.39/reg	\$4.20/reg	\$3.85/reg	\$3.68/reg
User Logins	\$250/user	\$250/user	\$250/user	\$250/user	\$250/user
Cvent Event Diagramming					
1 User (Annual License Fee)	\$3,220	\$2,800	\$2,590	\$2,380	\$2,170
2 or 3 Users (Annual License Fee)	\$4,830	\$4,200	\$3,885	\$3,570	\$3,255
4 or 5 Users (Annual License Fee)	\$5,750	\$5,000	\$4,625	\$4,250	\$3,875
Over 5 Users	Custom Quote	Custom Quote	Custom Quote	Custom Quote	Custom Quote
OnArrival Premium					
0-250 Attendees	\$1,104/event	\$1,200/event	\$1,110/event	\$1,020/event	\$930/event
250-500 Attendees	\$1,748/event	\$1,520/event	\$1,406/event	\$1,292/event	\$1,178/event
Over 500 Attendees	Custom Quote	Custom Quote	Custom Quote	Custom Quote	Custom Quote
Additional Add-Ons					
Branding Package (Annual Fee)	\$3,000				
API Professional License (Annual Fee)	\$2,500				
API Enterprise License (Annual Fee)	\$5,000				
Single Sign-On (Annual Fee)	\$1,500				
Salesforce API and App (Annual License Fee)	Custom Quote				
Event Builder Services	Starts at \$1,500				



Cvent is the global meeting, event, travel, and hospitality technology leader.

Cvent provides easy-to-use, integrated technology solutions to maximize the impact of meetings and events of all sizes. We help organizations plan and market events, execute onsite, engage audiences, and measure and analyze results.

[Learn More](#)



In Compliance With This Request For Proposal And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Goods/Services In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiations.

Name and Address of Firm:

Legal Name: Cvent, Inc.

Date: August 14, 2023

DBA: Cvent

Address: 1765 Greensboro Station Place, 7th Floor

By: Bayley Brill

Tysons Corner, Virginia 22102

Signature

FEI/FIN No. 54-1954458

Name: Bayley Brill

Fax No. 703-226-3501
Manager

Title: Senior Account

Email: bbrill@cvent.com

Telephone No. 571-378-6263

SWaM Certified: Yes: _____ No: NA (See Section VII. SWaM CERTIFICATION for complete details).

SWaM Certification Number: NA

We are not a Small Business, women-owned or considered certified as minority-owned business so SWaM certification would not apply to us.

This public body does not discriminate against faith-based organizations in accordance with the *Governing Rules, § 36* or against a Bidder/Offeror because of race, religion, color, sex, national origin, age, disability, or any other prohibited by state law relating to discrimination in employment.

**ATTACHMENT
A
SMALL BUSINESS SUBCONTRACTING PLAN
TO BE
COMPLETED BY
OFFEROR**

Cvent is not a Small Business and therefore, this attachment is not applicable to us.

Offerors must advise any portion of this contract that will be subcontracted. All potential offerors are required to include this document with their proposal in order to be considered responsive.

Small Business: "Small business (including micro)" means a business which holds a certification as such by the Virginia Department of Small Business and Supplier Diversity (DSBSD) on the due date and time for proposals. This shall also include DSBSD certified women- owned and minority-owned businesses and businesses with DSBSD service-disabled veteran owned status when they also hold a DSBSD certification as a small business on the proposal due date. Currently, DSBSD offers small business certification and micro business designation to firms that qualify.

Certification applications are available through DSBSD online at www.SBSD.virginia.gov (Customer Service).

Offeror Name: _____

Preparer Name: _____ **Date:** _____

Who will be doing the work: ☐ I plan to use subcontractors ☐ I plan to complete all work

Instructions

- A. If you are certified by the DSBSD as a micro/small business, complete Section A of this form.
- B. If the "I plan to use subcontractors" box is checked, complete Section B of this form. For the proposal to be considered and the offeror to be declared responsive, the offeror shall identify the portions of the contract that will be subcontracted to any subcontractor, to include DSBSD certified small business for the initial contract period in relation to the offeror's total price for the initial contract period in Section B.

Section A

If your firm is certified by the DSBSD provide your certification number and the date of certification.

Certification Number: _____ Certification Date: _____

Section B

If the "I plan to use subcontractors" box is checked, populate the requested information

below, per subcontractor to show your firm's plans for utilization of any subcontractor, to include DSBSD-certified small businesses, in the performance of this contract for the initial contract period in relation to the offeror's total price for the initial contract period. Certified small businesses include but are not limited to DSBSD-certified women-owned and minority-owned businesses and businesses with DSBSD service-disabled veteran-owned status that have also received the DSBSD small business certification. Include plans to utilize small businesses as part of joint ventures, partnerships, subcontractors, suppliers, etc. It is important to note that this proposed participation will be incorporated into the subsequent contract and will be a requirement of the contract. Failure to obtain the proposed participation dollar value or percentages may result in breach of the contract.

Plans for Utilization of Any subcontractor, to include DSBSD-Certified Small Businesses, for this Procurement Subcontract #1

Company Name: _____, SBSD Cert #: _____
_____, Contact Name: _____, SBSD
Certification: _____, Contact Phone: _____
_____, Contact Email: _____, Value % or \$ (Initial
Term): _____, Contact Address: _____
Description of Work: _____

Subcontract #2

Company Name: _____, SBSD Cert #: _____
_____, Contact Name: _____, SBSD
Certification: _____, Contact Phone: _____
_____, Contact Email: _____, Value % or \$ (Initial
Term): _____, Contact Address: _____
Description of Work: _____

Subcontract #3

Company Name: _____, SBSD Cert #: _____
_____, Contact Name: _____, SBSD
Certification: _____, Contact Phone: _____
_____, Contact Email: _____, Value % or \$ (Initial
Term): _____, Contact Address: _____
Description of Work: _____

Subcontract #4

Company Name: _____, SBSD Cert #: _____
_____, Contact Name: _____, SBSD
Certification: _____, Contact Phone: _____
_____, Contact Email: _____, Value % or \$ (Initial
Term): _____, Contact Address: _____
Description of Work: _____

Subcontract #5

Company Name: _____,SBSD Cert #:_____

_____ Contact Name: _____,SBSD

Certification:_____ Contact Phone: _____

_____ Contact Email:_____ Value % or \$ (Initial

Term): _____ Contact Address:_____

Description of Work:_____

Cvent Comments on Standard Contract and Data Security Addendum

This document contains Cvent's comments on Attachment B (Standard Contract) and Appendix A (Data Security Addendum) that form a part of George Mason University's Request for Proposal GMU-1874-23 issued on July 20, 2023.

Having reviewed these documents, Cvent finds them to be substantially similar to the Sample Contract and Data Security Addendum that formed the basis for a negotiated Sample Contract GMU-1404-17 and the Data Security Addendum thereto executed by Cvent and the University on October 29, 2018.

If awarded a contract pursuant to the current RFP, Cvent is amenable to executing a Standard Contract and Data Security Addendum that mimic GMU-1404-17, with the only difference (if any) being in the applicable product terms, which are set out here: <https://www.cvent.com/en/product-exhibits>.

At Cvent, we believe we stand out in the marketplace with our virtual offering in many ways. Some of these reasons revolve around our hybrid options, Engagement Scoring, and our constant innovation. Our Attendee Hub, alongside other Cvent products, can help our clients feel confident to plan and manage virtual, in-person and hybrid events. During or after the event, Cvent can also provide robust reporting and analytics within the Cvent platform, such as allowing our clients to create customized Engagement Scoring. Lastly, with every new update, Cvent continues to be innovative as we listen to the dominant trends in product demand that are unfolding in our industry. Please see below for more details.

Hybrid Events

As organizations continue to evolve their events programs, hybrid events are becoming a key part of many go-forward plans. They bring together two distinct audiences, one in person and one virtual, into a single event experience. As we face ongoing travel restrictions, tight travel budgets, and concerns for attendee health and safety, hybrid events will become a key part of event and marketing programs. Done well, they combine the undeniable power of in-person interaction with the exponential reach of virtual events to maximize impact.

A few of the key hybrid elements that our clients are considering now includes:

- Attendees are in multiple locations.
- Attendees might mix in both content and networking; but are not required.
- Content can be consumed at the same time but the experience should be optimized for each audience.
- Attendees also could have different motivations or drivers for participating in either experiences, which helps set the strategy and approach to the overall event design.

Cvent seeks to offer the building blocks that allow you to assemble the experience that is best for your event and KPIs.

A few of the main products that you can customize to your hybrid event is Cvent's Event Registration Solution, Attendee Hub, Onsite Solutions, Social Tables and Room Block Management functionality.

The Cvent platform is well positioned to cater to both audiences: virtual and in-person attendees.

1. Cvent Registration:

Organizations will reap the most value of a hybrid event by delivering an appropriate, personalized experience for any attendee from their first touchpoint with your event brand.

Your website and registration is where it all begins. It is where you clearly communicate the different event experiences you are offering and the value to the attendee in the context of one branded event. Your registration experience itself, needs to be configured to offer a set of unique, personalized experiences to your attendees.

Cvent's dynamic registration form allows each attendee to select their audience type and gives them a unique journey whether they want to come to your event in-person or join virtually from home.

Coming soon is the ability to show your virtual vs in-person in a clear visual using the Cvent Registration Type widget as shown below:

Registration Type
Please reply to the question below and choose a registration type.

In-person	Virtual
Attendees \$146 - \$860 At vero eos et accusamus et iusto odio dignissos ducimus qui praesem voluptatum deleniti. <input type="button" value="Select"/>	Attendees \$24 - \$146 At vero eos et accusamus et iusto odio dignissos ducimus qui praesem voluptatum deleniti. <input type="button" value="Select"/>
Exhibitor \$1,325 - \$4,032 At vero eos et accusamus et iusto odio dignissos ducimus qui praesem voluptatum deleniti. <input type="button" value="Select"/>	Gold Member \$87 - \$523 At vero eos et accusamus et iusto odio dignissos ducimus qui praesem voluptatum deleniti. <input type="button" value="Select"/>
Gold Member \$116 - \$685 Capacity Full At vero eos et accusamus et iusto odio dignissos ducimus qui praesem voluptatum deleniti. <input type="button" value="Select"/>	Speaker \$142 - \$453 At vero eos et accusamus et iusto odio dignissos ducimus qui praesem voluptatum deleniti. <input type="button" value="Select"/>
Speaker \$248 - \$948 At vero eos et accusamus et iusto odio dignissos ducimus qui praesem voluptatum deleniti. <input type="button" value="Select"/>	Student \$0 - \$143 At vero eos et accusamus et iusto odio dignissos ducimus qui praesem voluptatum deleniti. <input type="button" value="Select"/>

Once an invitee selects their Registration Type from the options given, they will navigate through the rest of their event experience with different options compared to other audience types.

For instance, in-person invitees might be prompted with networking sessions only available at a venue, a particular price as well as travel and accommodation options. However, virtual attendees might have access to slightly different sessions in the program, a discounted price, and maybe different registration questions as well.



Cvent can even manage capacities for in-person vs virtual attendees differently. This means you can have in-person sessions have a limited capacity due to room size limitations or safety measures, but that same session might have unlimited capacity for virtual invitees.

Outside of the registration form and functionality, it is important to drive the right contacts to the right experience on event promotions. Planners need to manage that complexity, the flexibility, and power to give each of your segments the information they need to go from “interested” to “registered”.

This starts with an audience-centric approach to marketing, targeting, and delivering the *right* experience to the *right* audience. This can be accomplished using Cvent’s Invitation Lists and Event Email Communication features. Planners can segment contacts from the initial Invitations. However, if you are giving registrants the option to choose their audience type, Cvent can easily bucket each registrant into the right Invitation List so that they receive the right follow-up email communication that is specific to their attendance preferences.

Alongside email communication, there are many other touchpoints our clients have with their registrants before, during and after the event. With hybrid, this number of touchpoints and experiences dramatically increases as you combine an in-person event and a virtual event into one.

Cvent’s Registration functionality will help streamline this experience from the start for you as the event organizer.

2. Cvent Attendee Hub:

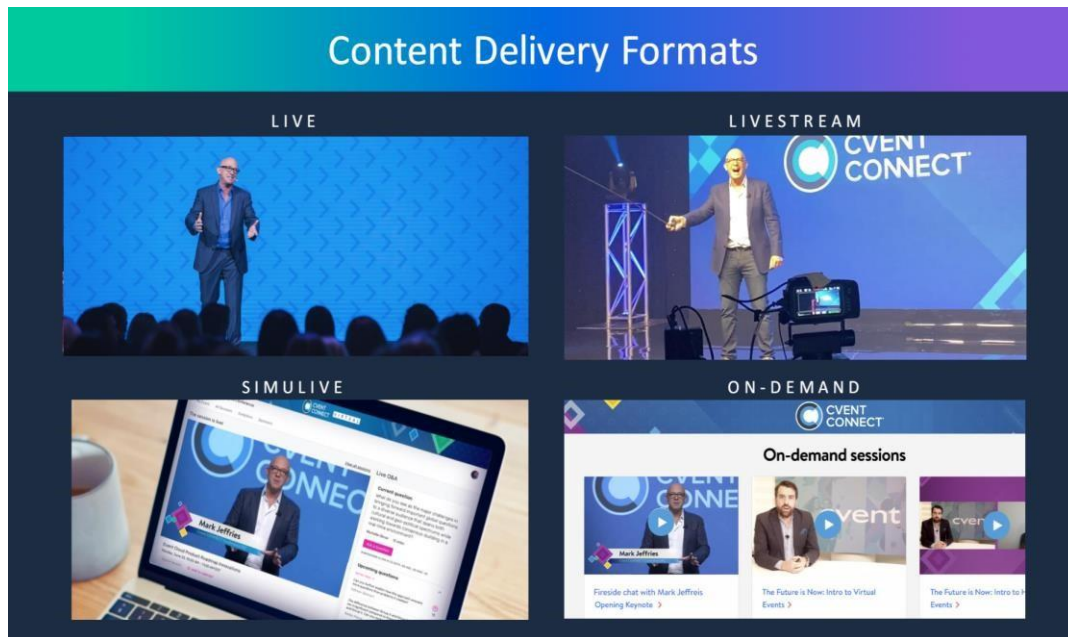
Cvent's Attendee Hub is the shared online platform that connects any audience member to their chosen event experience and corresponding programming, based on their registration/ticket type— no matter if they are an in-person or virtual attendee.

The Attendee Hub is where your attendees will connect and discover content in a relevant and personalized way. They can build and customize their content viewing schedules and consume content, whether at home, in their hotel room, or locate the session live and in-person.

The Attendee Hub also remains a resource of critical event information and content, including a record of each attendees’ experience and an on-demand content library, even after your event ends.

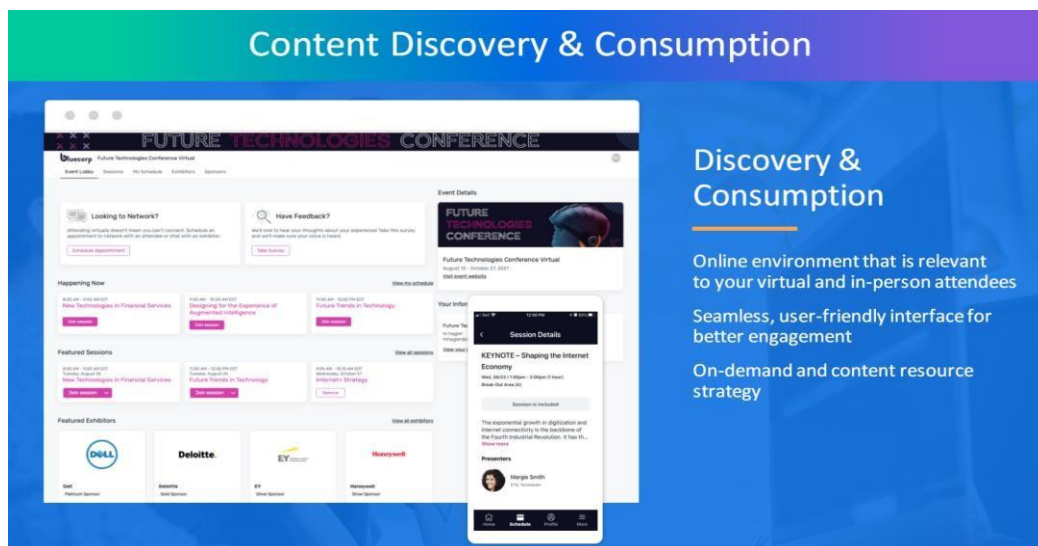
Unlike an in-person event where all content is consumed live at your event venue, understanding how and when your audiences will engage with content in a hybrid event will help set your production and delivery format strategy for each audience.

Your approach to production will determine how your audiences consume it, which could be one of four ways: live at the in-person event, livestreamed to the virtual audience, Simu live (where sessions are time bound, however, pre-recorded), or on-demand where the session time no longer matters, and content is available at any time.



It is important to make sure that your virtual attendees, in particular, feel a part of your event and not just observers looking in. Cvent's technology bridges the gap between in-person attendees and virtual attendees to deliver this dynamic and connected experience, enhancing the value for all attendee types.

By using our Cvent Attendee Hub and native Event App, the attendees will see a fully branded experience at every in-person and digital touchpoint of your event.



Discovery & Consumption

Online environment that is relevant to your virtual and in-person attendees

Seamless, user-friendly interface for better engagement

On-demand and content resource strategy

Using both the web version of the Attendee Hub and the Event App, attendees will be able to engage with the same features whether they are in-person at the event or joining virtually. This means if you are looking to incorporate aspects such as live Q&A for instance in a session, an attendee in the audience in-person can post a question to a moderator of that session and a virtual attendee watching the same content from home could upvote that question within seconds. This connected experience is

important for not only the attendee experience, but also important for event planners as all of this data is in one solution when looking at engagement and analytics.



Within Cvent's reporting behind the scenes of this process, planners will also find details on who logged into the Attendee Hub, and who attended sessions virtually. The Attendee Hub will also track the duration of how long an attendee has watched a session within our embedded player. Planning teams can select when to award session participation to a registrant be it when they join the session or after they've dialed into the session for x period of time.

3. Cvent Onsite Solutions:

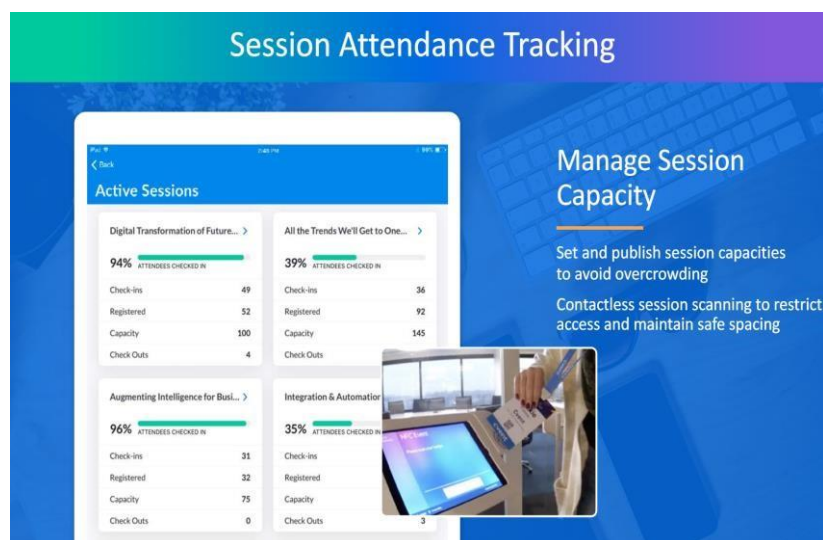
When looking at the on-the-day experience for your in-person attendees, Cvent also has solutions to mark attendance onsite. With Cvent's OnArrival app, you can eliminate long lines at the door by checking attendees in as quickly as possible. All data securely syncs automatically across the Cvent Event Management platform so this data is tracked alongside your virtual attendance.

Our clients can now also leverage contactless check-in options:

- Provide contactless event check-in, badge printing and contact sharing
- Run detailed reports for attendee contact tracing
- Adhere to space constraints by scanning/tracking attendees at each session



OnArrival not only allows you to check attendees into the overall event, but you can also mark attendance for sessions. This is important to see who not only registered and showed interest for certain content and speakers, but who actually showed up on the day. It also can be needed if assigning credits/certification, access control if there are paid sessions or room capacities, etc.



Event planners and key stakeholders in-person or at home can view real-time statics in OnArrival regarding attendance for the event and sessions for both in-person and virtual attendees. They can also view feedback results for these sessions from both audiences in real time as well. Having this visibility at your fingertips is a gamechanger!

4. Cvent Event Diagramming:



Another solution that is needed when incorporating an in-person element into your event, is the option to configure a safe in-person experience to meet all social distancing, capacity, and safety requirements.

Cvent's Event Diagramming solution allows planners to create and edit diagrams of your venue's events space, design unforgettable 3D virtual site tours, collaborate with planners on alternative- and safe- layouts for their events, and easily manage business and inventory with an easy-to-learn group CRM. Cvent's Interactive Floor Plans are also shown on our Cvent Supplier Network to help planners be more informed about the venue space prior to requesting proposals.

A few key things to keep in mind when looking to diagram your venue's event space:

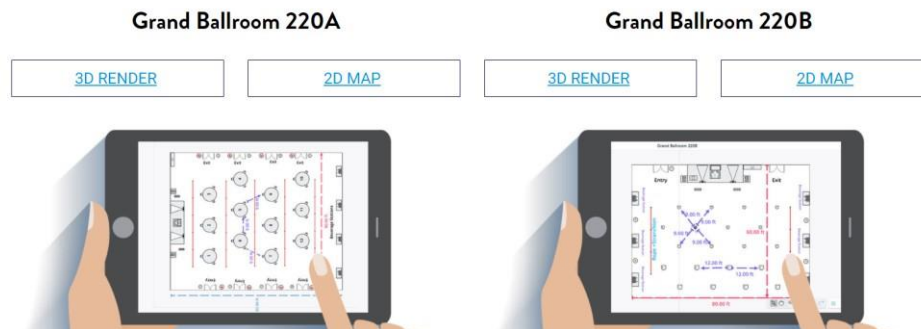
- Design your space to comply with social distancing best practices and safety guidelines
- Collaborate with internal and external stakeholders in one place while limiting in-person site visits with photo-realistic 3D site tours
- Use registration data to automate seating and meal preferences
- Host safer meetings with a range of new health and sanitation objects

These diagrams can be shared with others on your team and can also be shown to your attendees on the Cvent Website to give attendees and speakers a better idea of the venue and room layouts.

Audience Capacity and Room Layout

The in-person experience will be limited to a smaller audience this year. General sessions will be capped at 250 attendees, with breakouts being much smaller with 20-75 attendees depending on the room size. We do expect the in-person summit to sell out.

Below are the layouts of Grand Ballroom 220A and Grand Ballroom 220B. You may click on the buttons for a more interactive view of the room. With larger tables, we are able to seat 3 attendees per table and ensure a 6 ft. distance between each chair.



Given this visibility, attendees will be able to make a more informed decision on whether or not they will want to come in-person to your hybrid event.

5. Cvent Room Block Management:

Within Cvent's Event Registration solution, Cvent can also help collect hotel and room requests through the Cvent Registration Hotel Request.

Cvent's Housing and Travel solution offers the ability to collect and share important housing, air, and car request information from registrants. Within the registration form, you can allow in-person invitees to see options for travel such as room block management and virtual attendees would be able to not have visibility to these questions.

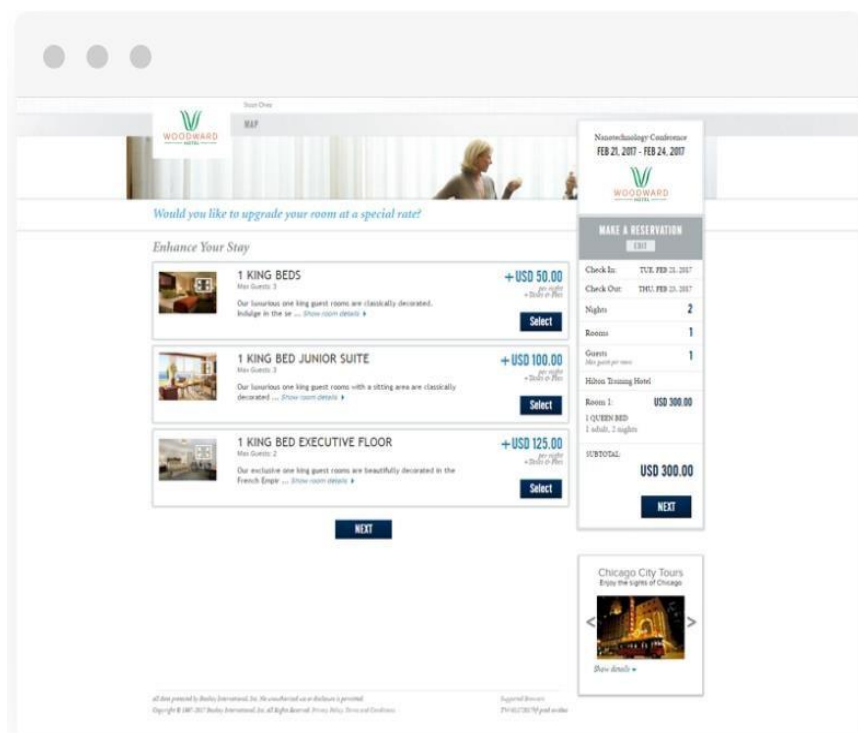
In-person registrants will benefit from a more complete registration experience in which they can make all of their plans for the event through one registration website. Planners will benefit by having centralized attendee data by collecting registration details, hotel reservations, and travel itineraries in one system for easy and powerful reporting and analytics.

Automate and manage your room block including multiple hotels by room type, room night, and room rate with a real-time inventory. If attendees do not wish to make a hotel request, ask alternate questions to collect information on why they do not need a hotel room, such as if they're local or staying with friends or family.

Cvent also offers a Passkey solution if you want to incorporate a real-time room block management option that syncs directly from the Cvent Registration experience.

A few additional benefits of Passkey are that this solution:

- Automatically promotes and sell room upgrades, extended stays, amenities, and packages.
- Syncs real-time updates to CRS, PMS, revenue management, distribution, and sales and catering systems - eliminating errors and saving time.
- Allows event planners to get tools that help them easily upload block lists, reduce attrition risk, and ensure that guests book inside of the event's room block.



Overall, having one source of truth for all virtual, hybrid, and in-person events to aggregate data for a unified, up-to-date view of your program is more important than ever.

From the beginning stages of the event lifecycle, Cvent understands how important it is to identify attendee's preferences for a hybrid event, whether they want to come in-person or stay home and join virtually.

Keeping the preferences separate is important to our planners to make sure there is a personalised experience and so they can deliver options to their attendees. However, having the technology that can also connect audiences on the day is just as important.

Data Insights in a Single Platform

Capture, score & evaluate relative event actions for **faster prioritization**



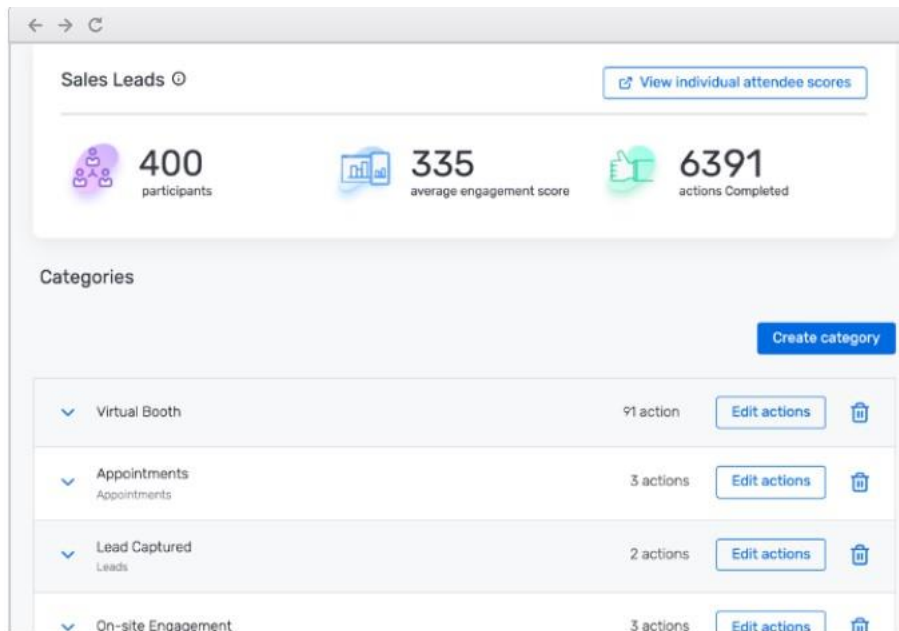
Cvent has many solutions outlined above that can manage, engage and deliver insights throughout the event lifecycle. Most of these solutions are consistent and needed whether you are joining the event in-person or virtually. It is important to have a solution that can tailor these experiences, combine them, and be flexible if and when changes occur.

The Cvent Advantage for Hybrid Events



Engagement Scoring

Engagement scores allow planners to add point values for different actions an attendee takes within an event, whether in-person or virtually. This can include registering and attending sessions, scheduling appointments, downloading content, visiting exhibitor booths, etc. These scores can be an aggregate of all actions taken within an event, or multiple categories can be created to see scores for specific sets of actions, or for only specific sessions and/or exhibitors.



From a marketing perspective, this might be similar to a lead score, used to judge someone's likeliness to purchase a product, service, become a member, etc. based on actions they take with your marketing campaigns. As it relates to events, think of the Cvent engagement score as similar to a lead score. We like to say that an event, an attendee votes with their feet; meaning, they tell you their preferences and likes based on what they attend and engage with, such as sessions, specific exhibitors and vendors, types of attendees they network with, and all the other data points we can collect at an event. The higher someone's engagement score, the more likely they are to be a buyer, become a member, be an advocate or champion for your organization, etc.

These scores will also help you identify opportunities to nurture relationships with those less engaged.

We have also made the engagement scores available in our API. This will help automate delivery of more personalized marketing content based on these engagement scores, as well as store this data more long-term in MAT and CRM tools.

Attendee Hub Innovation

FORWARD-LOOKING STATEMENTS

This presentation contains forward-looking statements. All statements other than statements of historical fact contained in this presentation, including statements regarding macroeconomic trends that we expect to influence our industry, plans for capital expenditures, expectations regarding the introduction of new products, changes to the competitive marketing or regulatory landscape affecting our industry, and plans for growth or future operations are forward-looking statements. These forward-looking statements are only predictions and are subject to a number of risks, uncertainties and assumptions. It is not possible for the company to predict all risks, nor can it assess the impact of all factors on its business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. Accordingly, you should not rely upon forward-looking statements as predictions of future events.

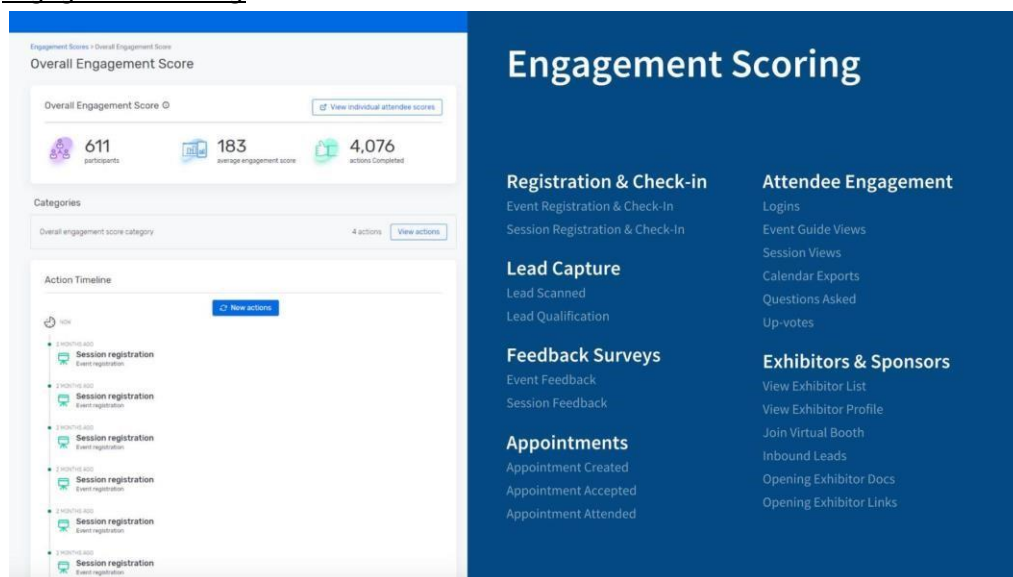
Cvent offers solutions for events of every kind. This includes conferences, small and large meetings, networking events, conventions, and trade shows to name a few.

When partnering with Cvent, our clients rely on us to help them deliver a smarter event experience that increases engagement.

Cvent has offered virtual integrations for years and had a number of clients using this functionality. In the last year, however, our clients required more to have successful virtual events of all sizes. This lead Cvent to become even more innovative in the virtual space.

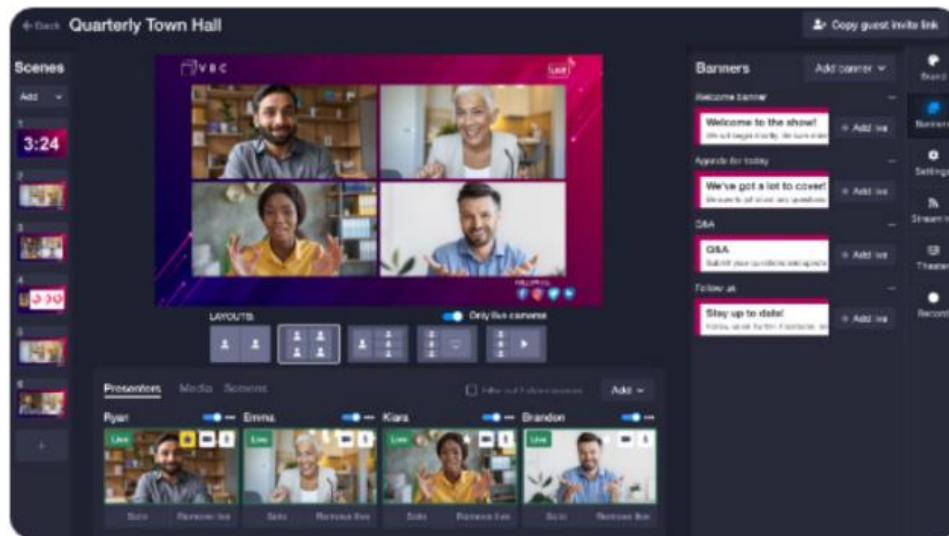
Speaking to just the Attendee Hub alone, there are many features within this product that already outshine other solutions in the market such as:

- **Engagement scoring**

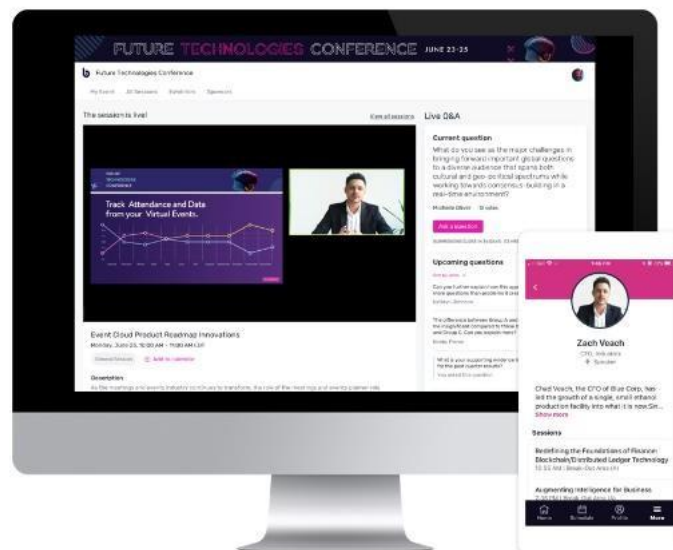


- **Best in class video player and video capture tools:** The Cvent Video Player is a high-performance video player that delivers high-quality immersive video across desktop and mobile platforms. It allows you to run live, Simu live, and on-demand sessions while delivering broadcast quality video to your attendees. It scales to support tens of thousands of live viewers so you can have peace of mind that your attendees will be engaged with your content throughout your event. The video player can automatically detect a viewer's system and optimize video playback based on their bandwidth and speed while picture in picture allows your attendee to stay engaged while multi-tasking in other applications. With support for closed captioning and other accessibility options, everyone can connect with your videos and content.
- **Different options for live, recorded, Simu live:** planners can choose per session how their content will display.
- **Cvent Studio:** Cvent Studio is our web-based video production tool for creating engaging, broadcast quality video content, whether it's live or pre-recorded. Create engaging video presentations, that captivate your online audience with broadcast quality content. All the

control of a broadcast studio, in an easy to use, online tool, making it simple to create professional online video presentations.



- Support: amazing support and different support models to support on the day speaker support, advanced production, etc.
- An app and web experience: great for hybrid and virtual options.



- Branding: planner branding across all products for one continuous event experience.
- A one-stop-shop for all event needs: you do not need to license a video player, video capture tool, outside support, other solutions, etc. All of this can be provided through Cvent.
- Security: The Cvent Attendee Hub has a secure two factor authentication system locked to registrants.

Future Technologies Conference Virtual

Log in

First name

Last name

Email address

Next

[Still haven't registered?](#)

[Event Website](#) | [Privacy Policy](#)

Copyright 2020

Almost done!

Check your phone and email for the verification code.

Verification code

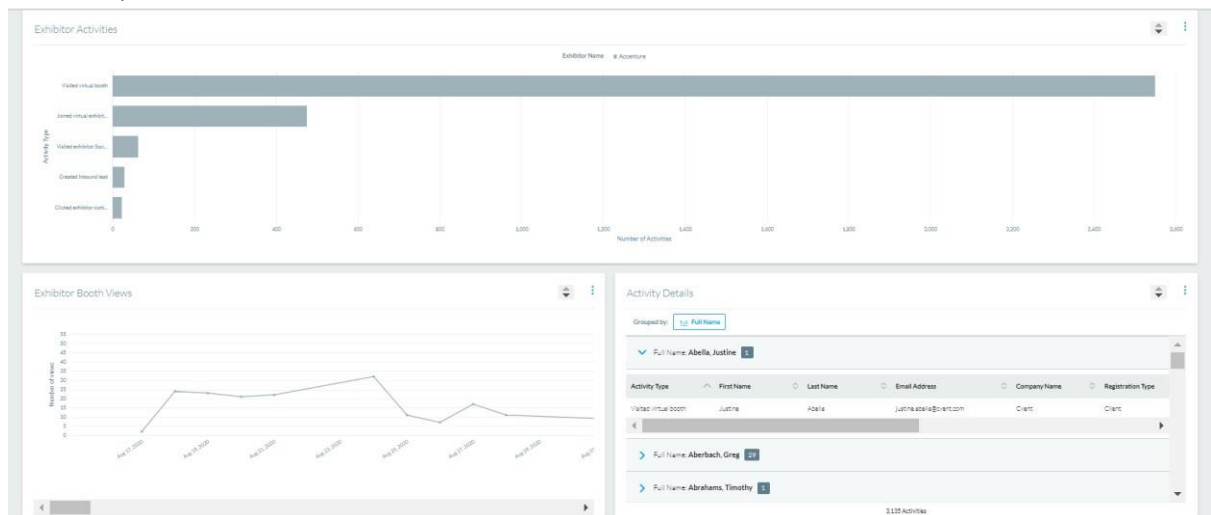
Log in

[Didn't receive a code? Try again.](#)

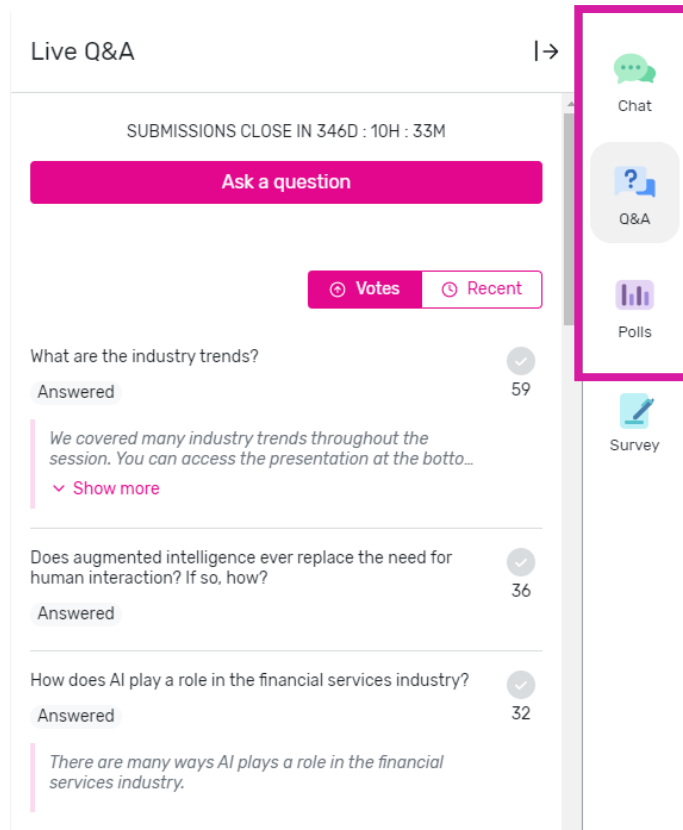
[Event Website](#) | [Privacy Policy](#)

Copyright 2020

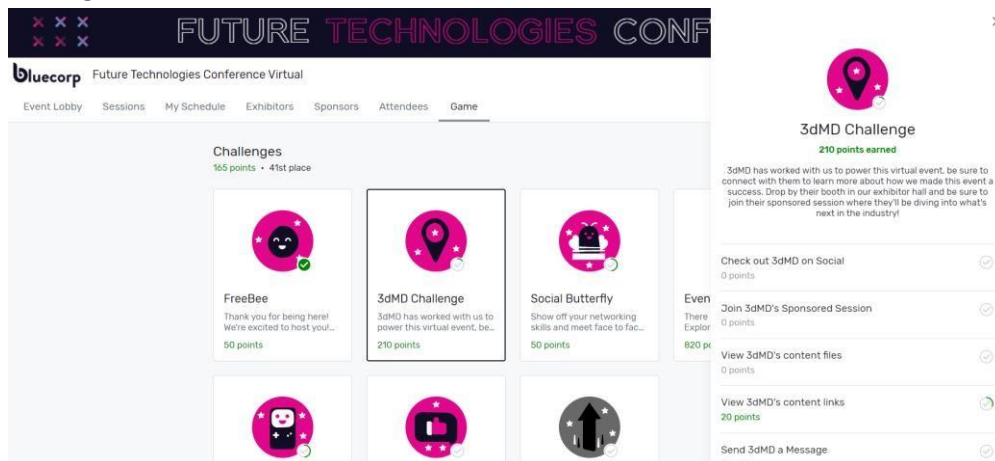
- **Robust reporting:** Cvent offers over 100 templated reports throughout all of our products that can be further customised.
- **Exhibitor engagement reports:** Cvent offers great insights to prove ROI back to your exhibitors and sponsors.



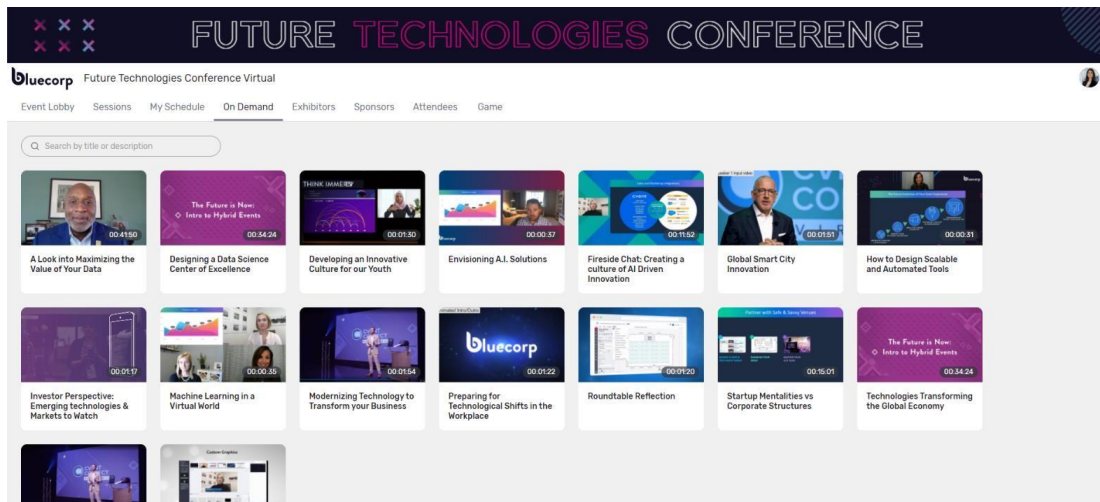
- **Networking:** collaborative sessions, 1:1 appointments, etc. in person or virtually-or both! Cvent also has an instant networking option for virtual attendees.
- **Engagement:** planners are able to choose which sessions should have features such as session chat, live Q&A, or polling available to attendees.



- **Gamification**: planners can configure games with different achievements for each event, which will increase attendee engagement. Showcasing a leaderboard can also add options for incentivizing attendees.



- **Session Recommendations**: recommend sessions for attendees based on machine learning algorithms. This improves content discoverability, particularly for large events.
- **Video On-Demand Catalog**- attendees are able to explore on demand video content outside of the schedule in a visual library of recordings. This will help attendees navigate to content they missed to allow for an ongoing event experience post event



- **Video Discussions:** participants are able to explore discussions happening outside of sessions to meet, learn and share. They are able to pick a topic and collaborate spontaneously with other like-minded attendees.
- **Matchmaking for appointments:** planners can enable matchmaking for their event to help facilitate increased attendee engagement based on likeness. Attendees can view their recommended matches to message or schedule appointments with them
- **Integrate engagement scoring metrics into Marketing Automation workflow:** we now allow planners to share engagement score metrics with MAT and CRM tools via Cvent Integration Hub, which can then be used to assign automation tasks
- **Custom Session Engagement Item:** *In addition to the engagement items that planners can enable within a session in the engagement panel, they will be able to add custom JavaScript to bring in third party tools. This will provide more flexibility within a session for customized engagement elements.*
- **Community Hub:** The Community Hub helps attendees discover networking opportunities. It brings interactive experiences together in one place to aid in discoverability and connections.

Since Cvent launched our Attendee Hub, many of our clients have used this solution for their virtual events, including us at Cvent. We used this solution for our Cvent Connect Conferences in both the US and Europe in 2020 and saw a drastic increase in registrant numbers and engagement.

We are not stopping there, however, and we are hard at work to strive to continue to implement additional functionality into this product as well as others in 2023.

As our Cvent teams enhance Cvent's current functionality within the Attendee Hub, they are focused on five overall themes: Content, Community, Sponsorship, Insights & Incentives as well as ensuring continuity alongside the overall Platform.

Cvent Attendee Hub

Content

The core of a successful event is content that is discoverable, valuable, and accessible. Attendees explore agendas, build a schedule, and re-engage after the event.

Community

Great events create a sense of community for attendees – connecting them with each other in new ways, from in-session chat to ad-hoc video calls and scheduled appointments.

Sponsorship

Sponsorship drives revenue for event planners and enriches the event experience for attendees through custom profiles, virtual booths, and reporting.

Insights & Incentives

Real-time reports and analytics help drive ROI modeling and audience segmentation for event planners and marketers, while incentivizing attendee activity through gamification.

Platform

The Cvent Event Management Platform powers the Attendee Hub, along with robust Registration and Event Websites, delivering an integrated, branded experience across the event lifecycle.

For Internal Use Only - Cvent Proprietary & Confidential

A few of the enhancements we are excited about releasing early this year specifically in the Attendee Hub include:

Tentatively Coming Soon:

- Attendee Interests: A system for collecting attendee interests then linking them to other content areas within the event to provide recommendations to your attendees.
- Group Chat: The ability to start and manage a private conversation with up to 20 attendees in the Event App.

Cvent takes feedback from over 194,000 total active users of our solutions and listens to the needs of the market to keep our offerings updated and innovative. Whether you are interested in Cvent's Attendee Hub or another product within the Cvent platform, you can be assured that we are always forward looking and working to implement updates that are impactful to our clients.