Results@Hand **App**

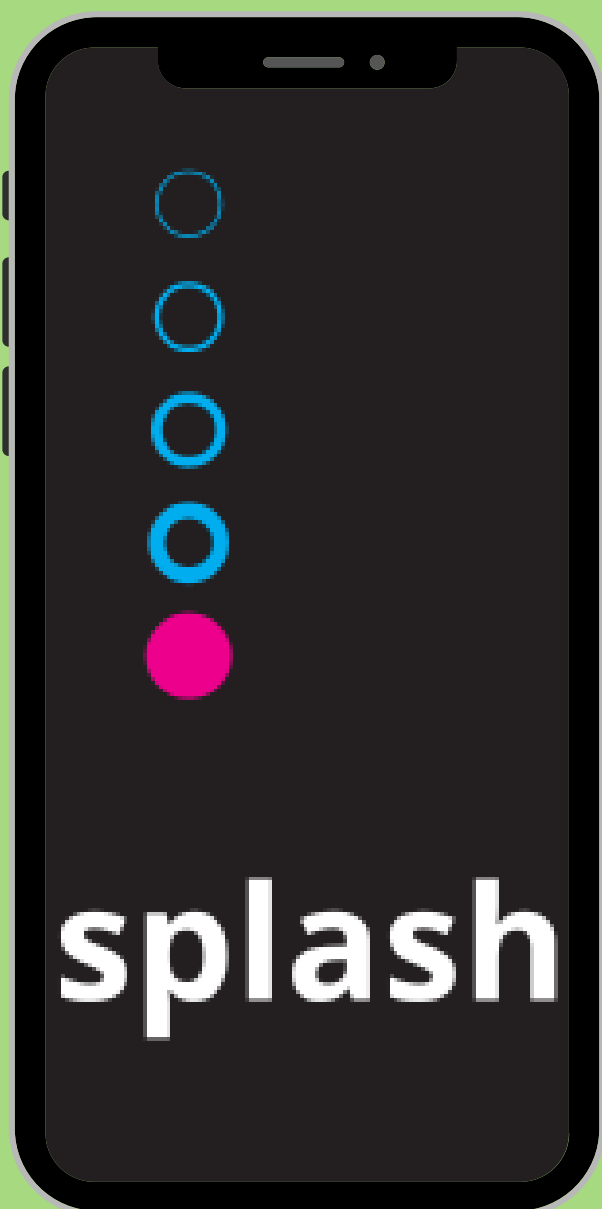## Sponsorship Guide

SPLASH PAGE

Have your sponsor front and center on your app

- Sell the entire space or just logo on the splash screen
- Screen appears prior to the event menu featuring your sponsor welcoming attendees
- Combine with a banner ad for even higher sponsor brand awareness

Specs:

2048 x 2732 pixels for portrait image in JPG, GIF, or PNG format permitted.
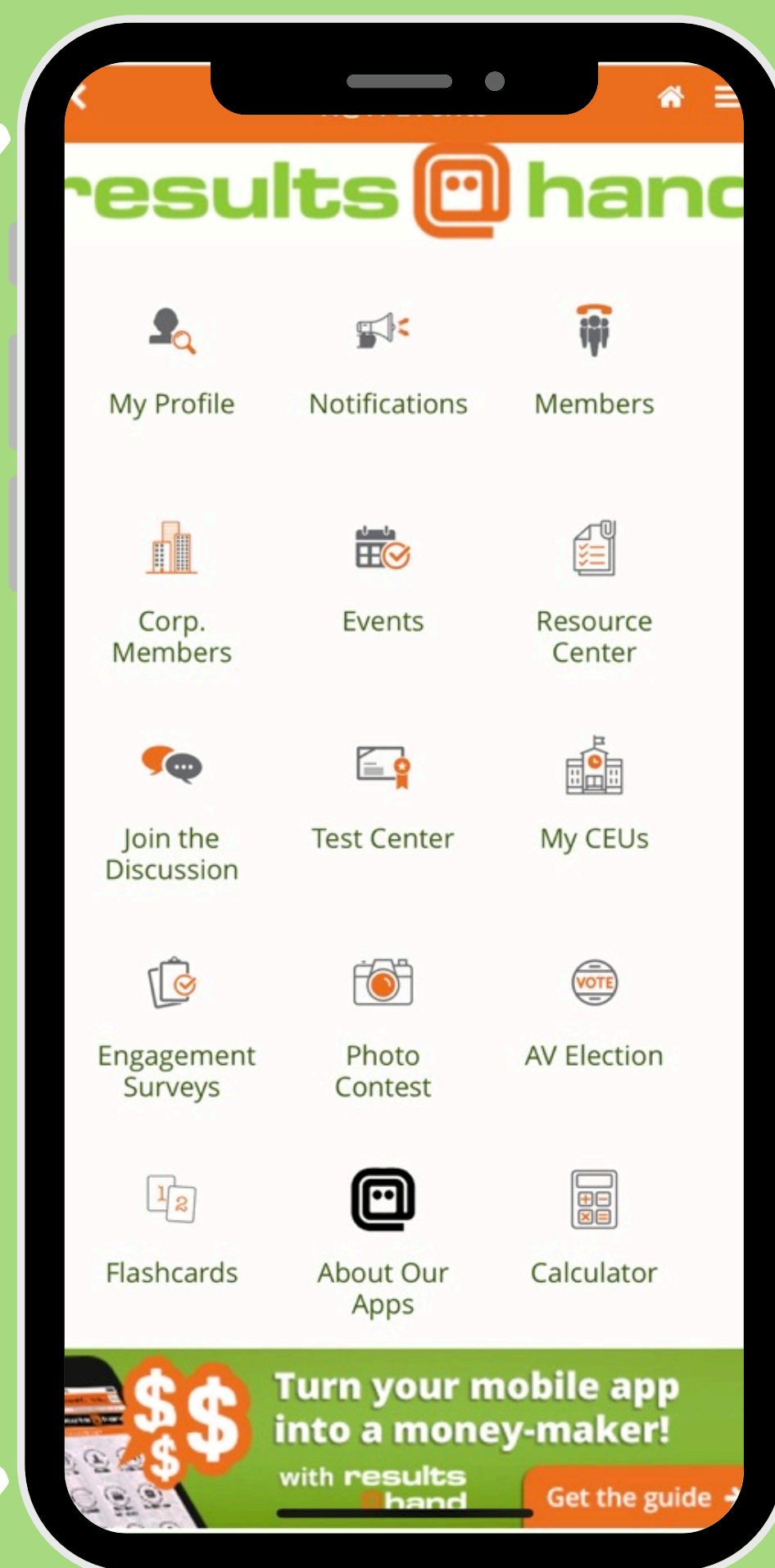
value   effort

BANNERS

Give your sponsors key exposure with banner ads on the app's homepage

- Banner can be linked to company profile, giving users a direct way to contact the sponsor
- Footer banners rotate between ads as you navigate the app

Top Banner Ads

Footer Banner Ads

value   effort

ENHANCED SPONSOR & EXHIBITOR PROFILES

Bring your sponsor profiles to life with contact info, links, and offers.

- Profile page with company details and contact info
- Ability to add logo and special offers
- Links to social networks, website and videos
- Direct link to your booth location in the exhibit hall
- Attach product fliers and provider documents
- Company chatroom to communicate with potential prospects

value   effort

PREFERRED LISTING

Draw attention to top sponsors with key placement and color highlights.

- Users can easily access the sponsor listing from the app's homescreen
- Listed first in sponsor directories
- Organization is given unique color highlight within listing
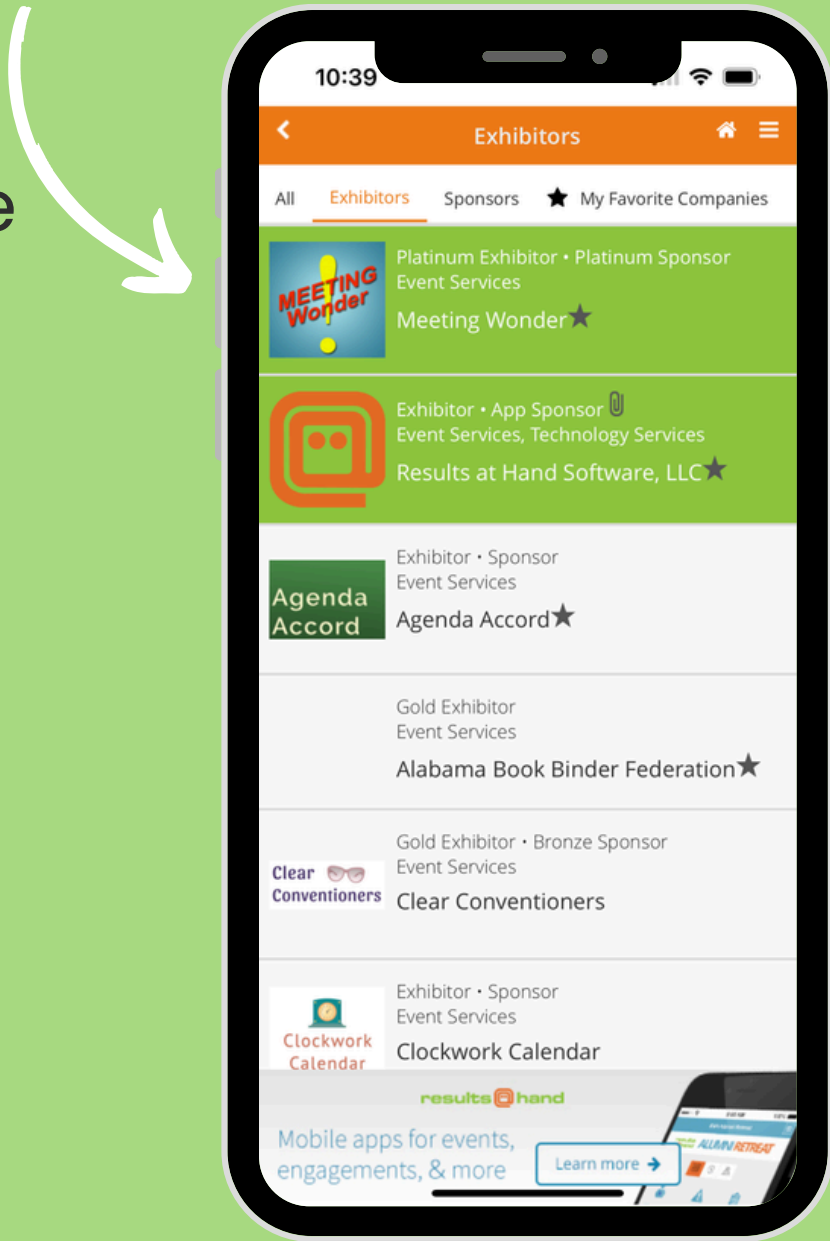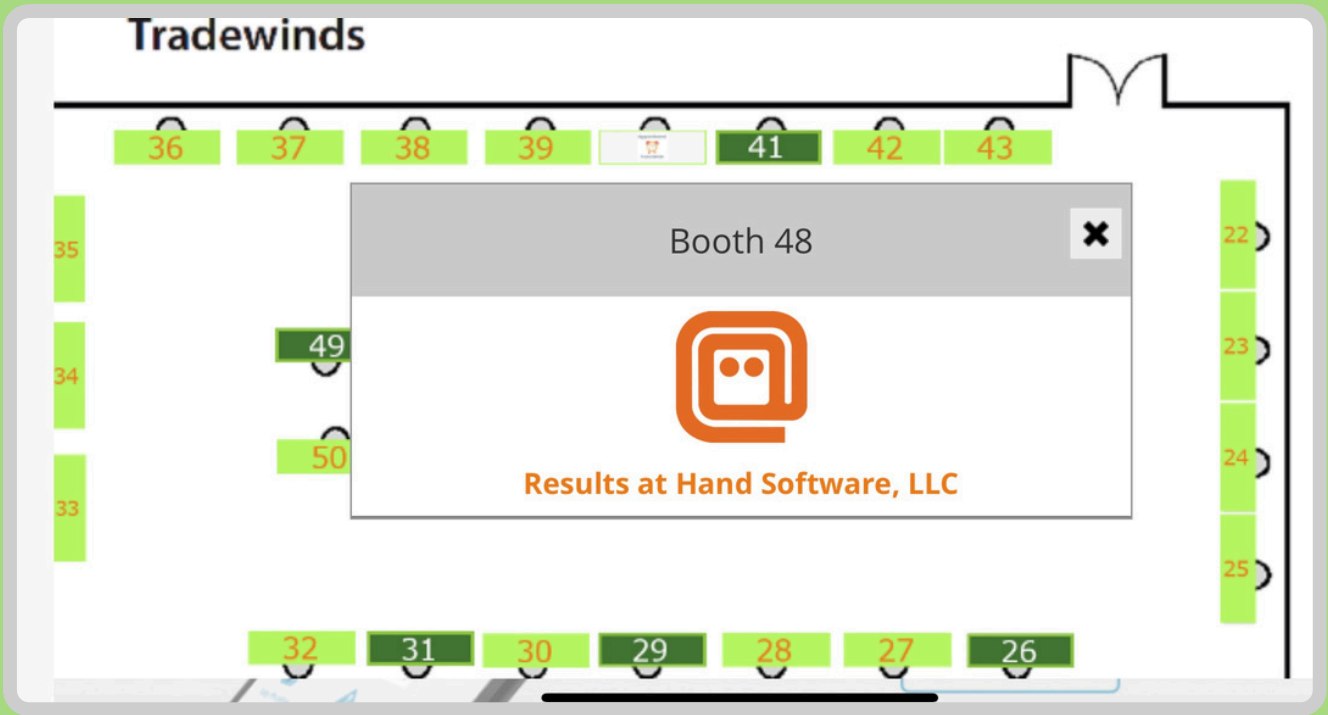
value   effort

EXHIBIT HALL BOOTH POP OUT

Draw attention to your top exhibitors with company logos on their booths in the exhibit hall map
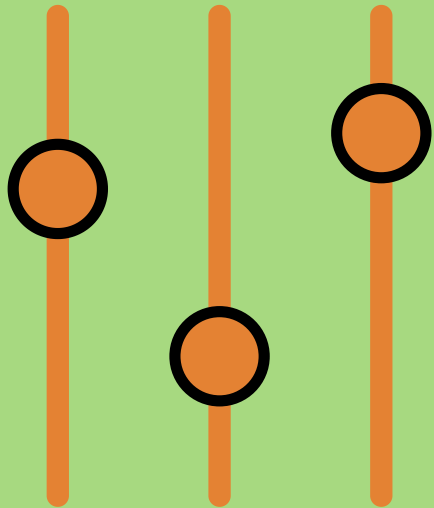
- Exhibit hall is pinch zoom interactive
- Company logo appears on booth in map
- Booth pop out with company name and booth number
- Fast access to full exhibitor profile from the interactive map
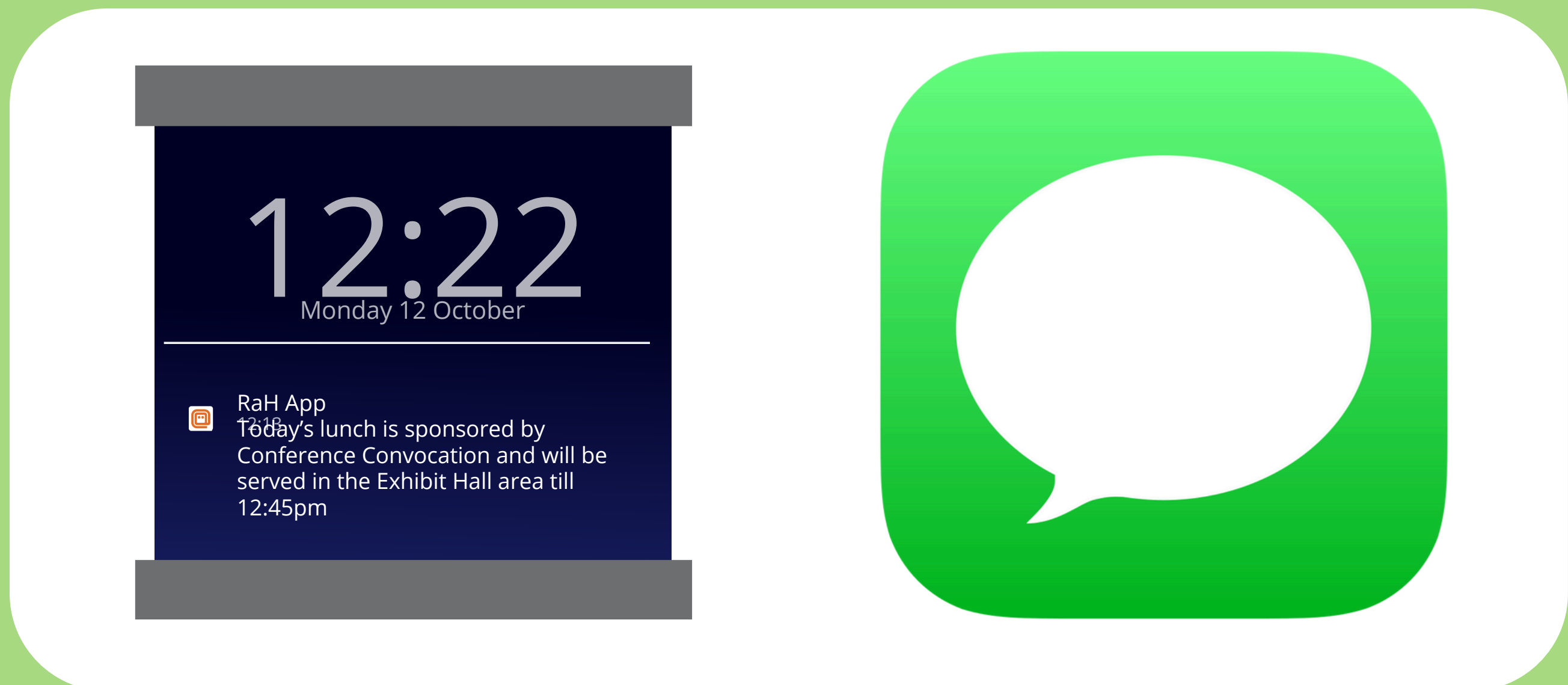

value   effort

CUSTOM AD SPACE

Give your lead sponsor their very own ad space in the app

- Ad space is found on app's homescreen and can be linked from sponsor banners, notifications, etc.
- Space can be used to share a product showcase, promo offer, etc.
- Use a custom app icon and the wysiwyg editor for ad space customization

value   effort

PUSH NOTIFICATIONS

Use push notifications to drive traffic to booth, visibility to a product demo, or share a limited time offer
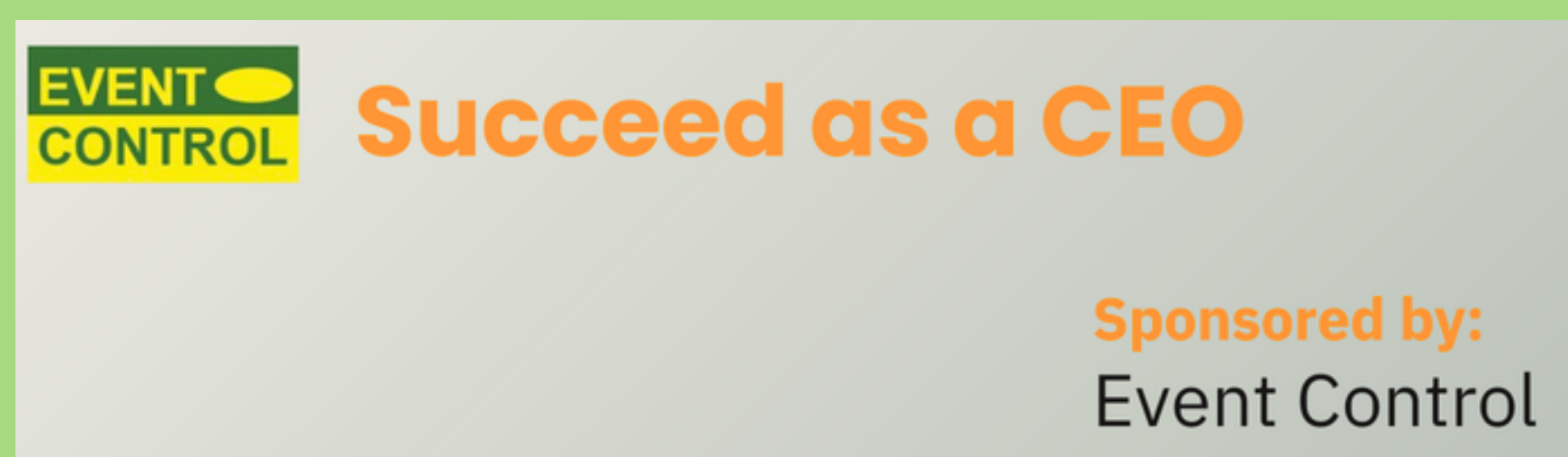

- Alerts are displayed at the top and center of the device screen so they're sure to be seen
- Customize notifications in the admin portal
- Send to all attendees or a select group of individuals

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SESSION SPONSORS

Allow your sponsors to brand their sessions with a custom banner and session description

- Include company logo and link to app profile on sponsored sessions
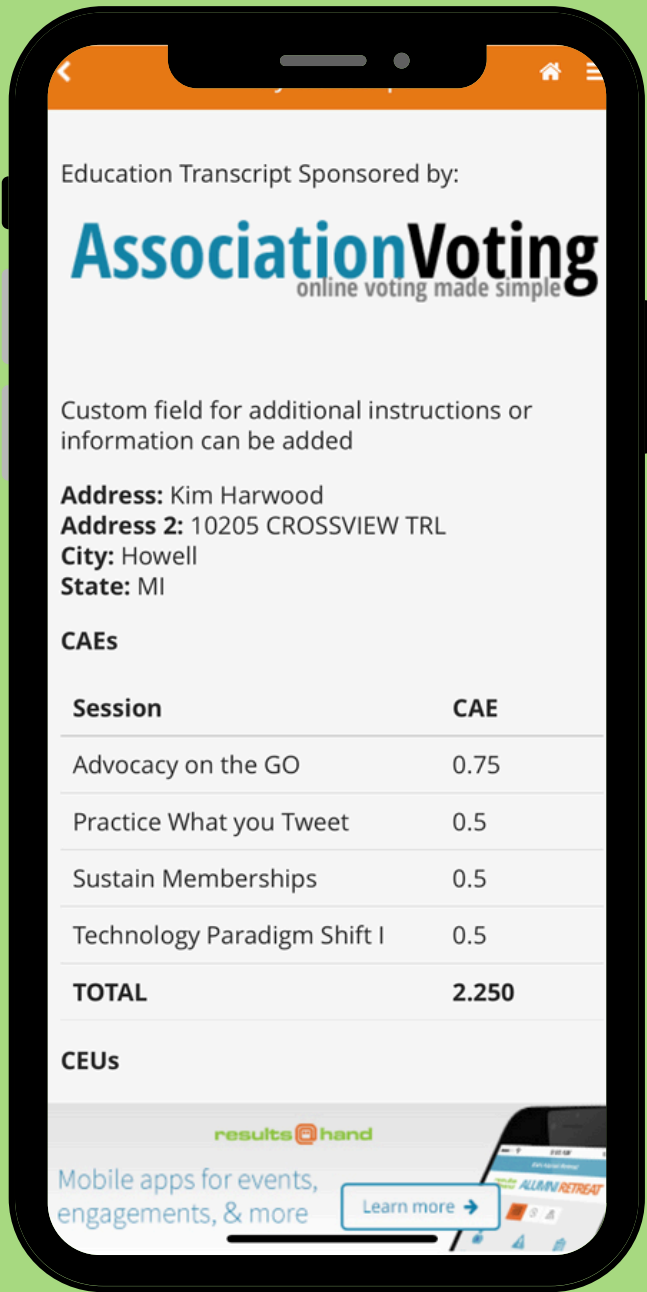- Create a custom banner for the session

Specs:

320px x 100px JPG, GIF, or PNG formats permitted.
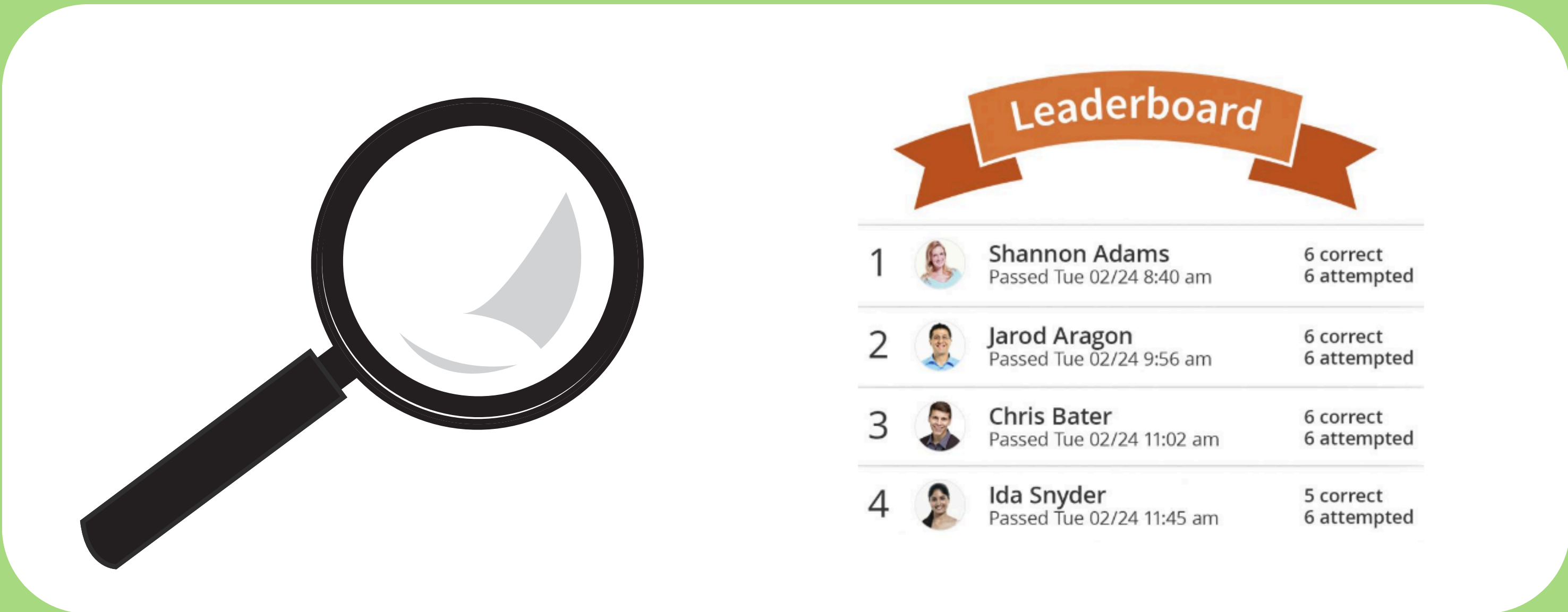
value   effort

CEU TRANSCRIPTS

Continuing Education is a major reason for many to participate in a conference! Show support for what matters to your target audience. Sponsor Education!

- Draw attention to Sponsors on the CEU transcript or the Educational Certificate with a Header Banner.
- Include a link from the banner for access to a promotional offer, product flyer, or website.

Education Transcript Sponsored by:

AssociationVoting
online voting made simple

Custom field for additional instructions or information can be added

Address: Kim Harwood
Address 2: 10205 CROSSVIEW TRL
City: Howell
State: MI

CAEs

Session	CAE
Advocacy on the GO	0.75
Practice What you Tweet	0.5
Sustain Memberships	0.5
Technology Paradigm Shift I	0.5
TOTAL	**2.250**

CEUs

results2hand
Mobile apps for events, engagements, & more   Learn more →

GAMIFICATION

Encourage attendee engagement with sponsors via an in-app game. Attendees will have fun while sponsors get the exposure they want

Leaderboard

1	Shannon Adams Passed Tue 02/24 8:40 am	6 correct 6 attempted
2	Jarod Aragon Passed Tue 02/24 9:56 am	6 correct 6 attempted
3	Chris Bater Passed Tue 02/24 11:02 am	6 correct 6 attempted
4	Ida Snyder Passed Tue 02/24 11:45 am	5 correct 6 attempted

- Attendees can use the app to participate in the fun and view the leaderboard to see where they rank among peers
- Drive traffic to sponsor booths with game hints and questions
- Include multiple sponsors in a scavenger hunt or give your lead sponsor full reign on the game content
- Opportunities for in-game advertising, such as company logo on the leaderboard

value   effort

How to Price Your App Sponsorship

Every event is different. From an association's small internal meeting to a national level trade show, sponsorship pricing will vary.

Here are a few things to consider when deciding on pricing:

•How many people will be at your event?
•What are your revenue goals for the app? (break even vs. making profit)
•What is the price structure you have for selling ads in your printed event guide?
•At what price do you sell banner ads on your website?

A LA CARTE ADVERTISING

TYPE OF AD	QUANTITY	VALUE
Splash Screen	1	$800
Top Banner	5	$500 each
Footer Banner	5	$500 each
Push Notifications	2 per event day	$1,000
Session Sponsor	Unlimited	$200
Transcript Sponsor	1	$800

*Value prices are only suggestions.

SPONSORSHIP PACKAGES

PACKAGE	FEATURES	VALUE
Exhibitor	Enhanced profile, exhibitor listing, and exhibit hall inclusion	Free
App Sponsor	Enhanced profile, preferred listing, one (1) footer banner	$800
Game Sponsor	Enhanced profile, preferred listing, exhibit hall booth logo, one (1) push notification, game host	$2,000
Ultimate App Sponsor	Enhanced profile, preferred listing, splash page, one (1) footer banner, one (1) custom ad space, one (1) push notification per day, leading game stop, analytics report	$4,500

*Value prices are only suggestions. You pick your prices and keep all the revenues!

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