

The Ultimate Guide to Event App Sponsorship

Monetizing Your Event App



Presented at  in collaboration with 

OCTOBER 9-11, 2012
LAS VEGAS

TABLE OF CONTENTS

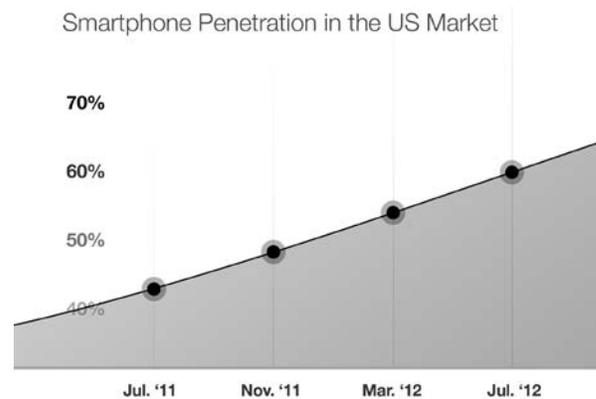
I	The Case for Mobile Sponsorship	3
II	14 Ways to Monetize Your Event App	4
1	Offer Exclusive Sponsorship	4
2	Get Multiple Sponsors for a Lower Buy-In	5
3	Use Enhanced Exhibitor Profiles	6
4	Provide Prominent Sponsor Listings	7
5	Event Notifications, Updates, and Alerts	8
6	Take Advantage of Your Audience Response System	9
7	Exhibitor Contests	10
8	Involve Sponsors in Event Games	11
9	Event Analytics Strategy	12
10	Splash Screen Exposure	13
11	Auto-Generated Emails	14
12	Location and Context-Based Advertising	15
13	Session Favorites and Lead Retrieval	16
14	Staff Contact Information	17
III	How to Price Your Sponsorship Package	18
IV	About EventMobi	20

I The Case for Mobile Sponsorship

Mobile is growing... fast

Smartphone adoption is increasing at a rapid rate and people are spending more time than ever before on their mobile phones. According to a [September 2012 Nielsen report](#), smartphone penetration in the US market is at 56%, up from 41% a year ago. This number is in fact much higher for professionals attending most conferences.

With smartphone usage rates surging, this makes mobile marketing increasingly attractive to companies looking for more exposure. If you're an event planner hosting a meeting, conference, or trade show, and looking for ways to create new revenue streams, a mobile event app may be just what you need for enhanced sponsorship placement and a better event experience for attendees. This form of mobile marketing is a great way to provide sponsors with the exposure they seek while allowing you to monetize your event app, maximizing the return on investment.



This is a great opportunity for event planners to offer sponsors digital advertising space on the mobile event guide as part of the overall sponsorship package. Considering how much we - suppliers, planners, and attendees alike - refer to our mobile devices, sponsorship placement within an app will be an expected opportunity for companies looking for exposure at your event.

We've worked with thousands of planners from around the world. Along the way, we've seen some pretty interesting revenue generation techniques, some of which we never even thought of! Planners saw the potential and acted on it. That's why we love this industry; the creativity and ingenuity is truly astonishing.

To get you started on your sponsorship brainstorming, we've put together 14 ways you can monetize your next event app. With a well informed, quick pitch to sponsors, your app will be making you money in no time!



TIP #1

Offer Exclusive Sponsorship

EFFORT



VALUE



SHARE THIS TIP



Let your top sponsor shine

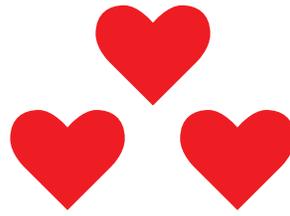
Many sponsors prefer to be the only sheriff in town. If theirs is the only logo in the event app, they're likely to get more attention, and achieve higher conversion rates. Feature your sponsor's logo on every page, giving them all the exposure they want on the app and they'll be more than happy to pay the price. This is currently the most successful and popular way our clients sell sponsorship space and go beyond the cost of the app with minimal sales effort.

For you as the event planner, the takeaway is higher revenue for less work. Depending on the type and size of your event, you should be able to charge between \$2 and \$10 per attendee, which can really add up for a large event. Most of our clients with a single exclusive sponsorship are able to charge 2-5 times the cost of the app itself, making the decision to go mobile much easier. It comes down to attendee experience, not cost. This approach also saves you the time and energy it takes to chase down multiple sponsors.



How to sell it to your sponsor:

“Exclusive sponsorship provides high-exposure placement in the app in order to drive traffic to the company’s onsite presence or website.”



TIP #2

Get Multiple Sponsors for a Lower Buy-in

EFFORT



VALUE



SHARE THIS TIP



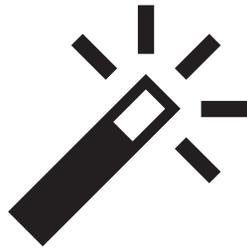
Share the love and the spotlight

If you don't have one sponsor who wants sole sponsorship of your event app, but you do have a handful of other companies interested in the opportunity to gain exposure, you can offer each of them a lower cost to buy in. A well-designed mobile event app has the capacity to host multiple sponsors with rotating ads on various pages ensuring everyone gets their time in the spotlight. However, one thing to keep in mind is the balance between ads and usability. Make sure you don't hurt the overall usability and look and feel of the app by overloading each page with tons of ads, especially at the top of the page. This can lead to a bad experience and reduce the usage of your mobile conference app.



How to sell it to your sponsor:

“Attendees refer to their event app for session details, speaker bios, survey responses, and much more. With a banner ad, you get exposure every time attendees check out the mobile event guide.”



TIP #3

Use Enhanced Exhibitor Profiles

EFFORT



VALUE



SHARE THIS TIP



Make exhibitors more than just a booth

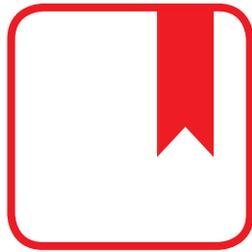
At any event, exhibitors are competing for attention informing attendees about the company and new product launches, which is why they'll jump at the chance to improve their place in your exhibitor listing. You can offer exhibitors enhancement packages that allow them to upload their logo and social media links, or distribute resources like product presentations, PDF brochures, inventory lists, flyers, and videos. Exhibitors can even use your mobile event app to pass around exclusive coupons and discount codes, which have been a hit at many consumer shows. An enhanced profile ensures your sponsor will draw some serious traffic.

Some mobile event apps keep track of how many times attendees have accessed your exhibitors' materials so they can measure their ROI post-event. Even better, you're providing a viable alternative to printing or having to pass out their materials onsite. And somewhere out there, one more tree is going to be left standing.

How to sell it to your sponsor:

"An enhanced exhibitor profile transforms just another exhibitor into a valuable resource for attendees. Not only does it increase exposure and drive traffic, it decreases print costs too."





TIP #4

Provide Prominent Sponsor Listings

EFFORT



VALUE



SHARE THIS TIP



Stand out from the crowd

Your mobile exhibitor list is a great way to further highlight the top exhibitors at your event. This works like a highlighted listing in the yellow pages, raising your sponsor's profile with your attendees. You might also consider bumping your sponsors to the top of the list. Remember, mobile users normally spend just 3-5 seconds looking at a page before selecting what to do next, so anything higher up in the list stands the best chance of being seen. Generally, items at the top of a list get higher click-through rates.



How to sell it to your sponsor:

When it comes to smaller screens, logos and colors become that much more important. A colored ribbon is a small change that can make a big difference in grabbing an attendee's attention."



TIPS FOR SUCCESS!

The sponsor listing is best combined with an exclusive sponsor offer.



TIP #5

Event Notifications, Updates, and Alerts

EFFORT



VALUE



SHARE THIS TIP

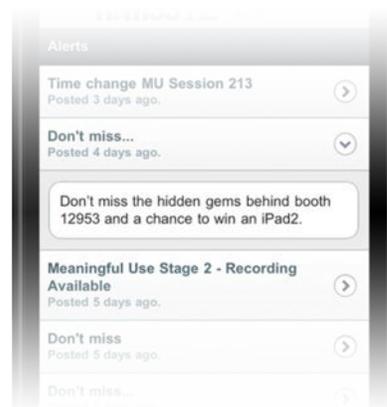


Sponsor-to-attendee messaging

Your attendees will be opening their event apps frequently to navigate and plan their experience, which makes the app an excellent place to deliver time-sensitive announcements. If one of your sponsors is holding a demo or special presentation, you can increase the size of their audience by sending a notification about when and where the event is happening on the show floor.

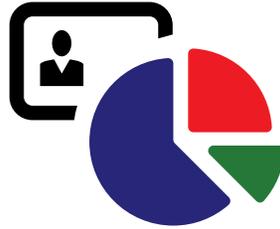
Advanced systems like EventMobi's Direct Notification™ provide planners with the ability to send out notifications to specific groups of attendees with special interests. For example, you may want to offer your technology sponsor the opportunity to send a notification to everyone attending the technology-specific sessions. Keep your event interest-driven!

If you're using native app push notification, make sure all your attendees receive your updates and notifications – not just those using iPhone or Android. And remember, push notifications can be turned off by attendees cutting off your communication channel completely. Setting up an email opt-in system helps keep everyone in the loop.



How to sell it to your sponsor:

“Send a message to every attendee that they’re guaranteed to open.”



TIP #6

Take Advantage of Your Audience Response System

EFFORT



VALUE



SHARE THIS TIP



Go where your attendees' eyes go

People love to know each other's thoughts and opinions. If a live audience response system is integrated with your mobile app solution, you have a golden opportunity to use it for revenue generation. Poll results tallied on the large presentation screen are great attention grabbers. A well-placed ad is guaranteed to attract some eyes. Those few seconds of exposure on a jumbo screen are a valuable resource that you can offer to your sponsors at a premium. To create an even larger impact, share banner ads that are relevant to the content presented.



How to sell it to your sponsor:

“Everyone likes to see results. Get your logo up, front and center where everyone’s attention is.”



TIP #7

Exhibitor Contests

EFFORT



VALUE



SHARE THIS TIP



Create Fun Ways to Engage Attendees

While the ballot box draw is still common at conferences and trade shows, mobile app technology is quickly moving in to take its place. Mobile event apps let you sell your sponsors the ability to hold surveys, quizzes, and contests for attendees. This can take the form of multiple choice or open-ended questions supplying sponsors with valuable market feedback and lead information from attendees.

What's more, if you ask the right questions during registration process like age, gender, and occupation, you can then match attendee answers to that information.

As well, fewer paper ballots offer a smoother, more manageable workflow. An intuitive interface makes it easier for attendees to submit information leading to increased usage rates.



How to sell it to your sponsor:

“Engaging attendees in fun contests not only creates an enjoyable experience for them, it creates a thorough consumer profile highly valued by sponsors.”



TIP #8

Involve Sponsors in Event Games

EFFORT



VALUE



SHARE THIS TIP



Energize. Educate. Engage.

Games are an excellent way to get your attendees to go where you want them to go, and do what you want them to do. For example, EventMobi's GamifyApp lets you provide your attendees with adventure, and your sponsors with exposure at the same time. Ask fun questions or lead attendees to your sponsors' booths with scavenger hunts allowing them to collect points which they can redeem for prizes. When your attendees are having fun and your sponsors are generating leads, you look like the genius - that's a win-win-win situation.

Check out [our blog post](#) to see how the Healthcare Information and Management Systems Society (HIMSS) used GamifyApp as a marketing tool at their 2012 conference with over 30,000 attendees.

How to sell it to your sponsor:

“Engage attendees in a fun way that they’ll enjoy and you’ll benefit from. No more empty sales pitches, just fun activities and engaging conversation.”





TIP #9

Event Analytics Strategy

EFFORT



VALUE



SHARE THIS TIP



Track data and measure success.

Real-time and post-event, you should receive access to a full analytics report from your mobile event app vendor telling you which exhibitor pages received the most views, how many page views each company received, the number of unique visitors for each of them, and other valuable information. Depending on the app vendor, you may even be able to collect attendee-specific data. Analytics help you prepare for your next event, and help your sponsors devise new marketing strategies. Yet another fantastic opportunity to make your sponsors shine. You can also create advertising opportunities similar to how Google does it. Instead of charging a set cost for exposure, sponsors can pay per click. It sounds risky but if you were successful with last year's app, odds are your usage rates are going to be even higher this time.



How to sell it to your sponsor:

“Measure your return on investment down to the click.”



TIP #10

Splash Screen Exposure

EFFORT



VALUE



SHARE THIS TIP



The first thing attendees will see.

Your attendees want to get event information quickly and easily. That's why you're providing them with an event app. They download your app, click it, and what pops up? Your star sponsor front and center. Splash screen exposure should last only a few seconds as app information loads. With attendees waiting expectantly, their eyes will be glued to the screen offering a perfect chance to get some serious brand recognition. A few seconds may sound like a short time but it's more than enough to create a visual impact that lasts.

How to sell it to your sponsor:

"Every time an attendee requires event information, they'll be accessing the app. Prior to arriving at the home page, they'll be exposed to your logo."

TIPS FOR SUCCESS!

Include a splash screen logo as part of an exclusive sponsorship!



TIP #11

Auto-Generated Emails

EFFORT



VALUE



SHARE THIS TIP



App-to-attendee emails contain notes, schedules, and your sponsor's logo.

Your attendees will record and personalize a lot of information using your app from a custom schedule to notes taken during a session. Most apps will allow your attendees to then “export” that information essentially by packaging all their personal notes and emailing it from the app to their personal email.

As the app's auto-email is a prebuilt template, it's probably somewhat customizable. Work with your app vendor to see if customizing the app-to-attendee email is a possibility. If so, place your sponsor's logo in the email alongside the attendee's personal notes and event information creating a lasting impression.

How to sell it to your sponsor:

“Increase exposure and associate sponsor logos with an attendee's event information making for a more personal level of engagement.”



TIP #12

Location or Context-Based Advertising

EFFORT



VALUE



SHARE THIS TIP



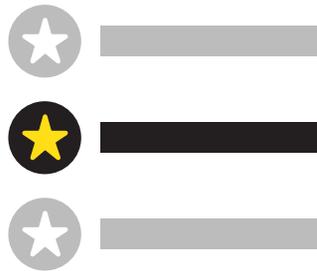
Give attendees a gentle push towards sponsors

Event apps on GPS-enabled devices have the ability to track exactly where attendees' are at your event. The technology is still in development but improving every day. By tracking attendees movements through your event, you'll be able to offer coupons or promotions to users in the vicinity of the sponsor. This way, when they walk by your sponsor and a 20% coupon pops up, your attendee will take a second look. While this technology is being perfected, you can place sponsor logos strategically throughout your interactive map so when an attendee searches a specific area, your sponsor's logo will be visible.

Take this a step further with apps that boast superior search capabilities. When an attendee searches an interest or category, sponsors get to the top. You can also use this functionality to refer attendees to relevant exhibitors based on what session topic the attendee searches. This could be your contextual advertising on your event app.

How to sell it to your sponsor:

“Provide attendees in close proximity or specific sessions attention-grabbing and timely offers. Even those searching through the app for other reasons will be attracted.”



TIP #13

Session Favorites and Lead Retrieval

EFFORT



VALUE



SHARE THIS TIP



Data-based Lead Retrieval

Many event apps offer the ability for attendees to favorite sessions and exhibitors. Lucky for sponsors, you, as an event planner will have access to all of this information. But be very careful about clearly stating this in your event privacy policy. Export favorited session lists and see exactly who went to what session. Perhaps your AV sponsor would appreciate getting in touch with everyone who attended the session, '10 things you need to know about AV'. With deep analytics to work with, sponsors will be able to follow-up with attendees based on existing interests.

The great thing about event app technology and analytics you collect is that it is entirely in your control. You get to decide how to use the information you collected with your app. It's a good idea to explain to your attendees that certain information may be used for sponsorship reasons. Depending on the app, you may be able to have multiple privacy options for attendees, but make sure it's simple and clear.

How to sell it to your sponsor:

"Appeal to attendees based on interests they've already expressed."



TIP #14

Staff Profiles for Sponsors

EFFORT



VALUE



SHARE THIS TIP



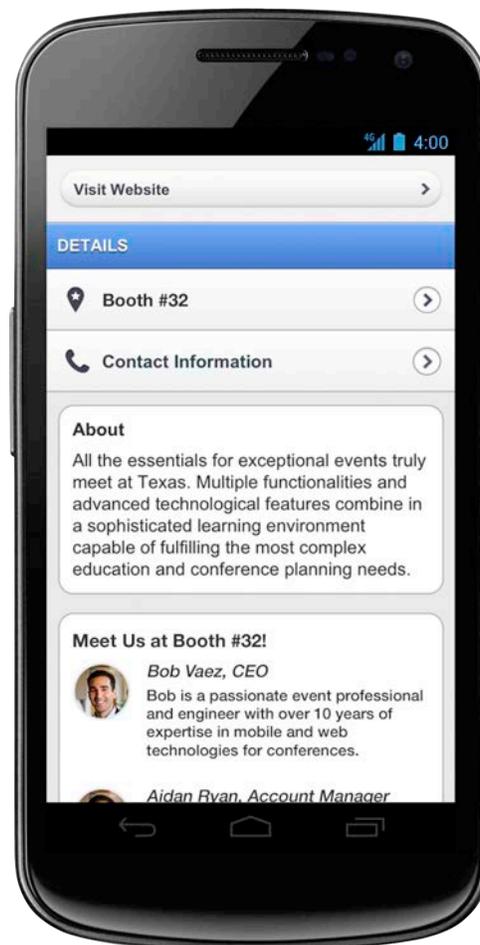
In order to offer sponsors a more personal presence at your event, allow your sponsor or exhibitors to create profiles for staff members that are representing the company. This is a great way to end the awkward divide between buyer and seller and replace it with a more personal relationship-building atmosphere.

How to sell it to your sponsor:

“Don’t just be another brand at the event. Create a more personal presence at the event with profile pages for staff members representing your company.”

TIPS FOR SUCCESS!

Best results if integrated with Enhanced Exhibitor Profile.



III How to Price Your Sponsorship Package

Because every event is unique, sponsorship pricing is and always will be somewhat of a challenge. Unfortunately there is no golden rule or equation offering up the perfect answer. When it comes to putting a price tag on your sponsorship opportunities, there are a number of factors you should consider when deciding on pricing.

- How many people are attending your event?
- Does your mobile app work on all devices (will all attendees see sponsor ads)?
- What level of sponsorship are you offering? Exclusive? Shared?
- What is the nature of your event? B2B? B2C?
- How many other companies are exhibiting at the event?
- Do you have usage data from previous events?

A truly cost-effective event app is one that you can use to go beyond the cost and generate revenue for your event. Low-cost, high-performance technology is now available and ready for your next event. Here are some examples of possible sponsorship packages and prices:

CORPORATE PARTNER CONFERENCE

Attendees

500 high profile C-level execs

Sponsors

25 Partner Companies (Tabletop Booth)

Package

- Enhanced Exhibitor Profile (Free for All)
- Prize Ballot Survey 5x\$500
- Multiple Banner Ads 5x\$500

Total: \$5,000

CONSUMER TRADE SHOW

Attendees

30,000 visitors

Sponsors

900 exhibitors

Package

- Exclusive Sponsor Package \$15,000 (includes splash screen, notification blasts, prominent listing, branded emails, banner ads)
- Event Notifications 5x\$500
- Expo Game 10x\$500 (Sharing lead info)

Total: \$22,500

III How to Price Your Sponsorship Package

ASSOCIATION ANNUAL CONFERENCE & EXPO

Attendees

2000 members & non-members

Sponsors

200 exhibitors

Package

- Splash Screen: \$2000
- Prominent sponsor Listing, enhanced profile with banner ads: 10x\$1000
- Sponsor for Live Session Poll (ARS): \$3000
- Prize Ballot Survey: 1x\$1000

Total: \$16,000

It's important to remember that most conference apps have a Content Manager that provides planners with the ability to swap logos in and out of the app during the event. With instant updates to the app, there are endless opportunities. Often, the companies most willing to sponsor your app are those whom are already sponsoring other aspects of your event.

Use your app analytics strategically. It is up to you whether or not you want to use your post-event analytics to prove click-throughs and page-views to your sponsor.

App Promotion Strategy is the Key to High Usage Rates

As you've probably established, app usage is a critical aspect of your overall sponsorship strategy. Ensuring attendees use, refer, and return to the app on a regular basis before and during the conference, helps you justify your sponsors' investment. To increase event app usage, plan your promotion strategy well in advance with messaging that appeals to your attendees. Using social media for one event may not be effective for other events. Large banners with URL links printed out might be more user-friendly than QR codes that have to be scanned. Design a promotion strategy that resonates with your attendees. Refer to the [Conference App Promotion Guide](#).

IV About EventMobi

Trusted by event planners and loved by attendees, EventMobi is the most popular mobile event app for conferences and tradeshows worldwide. Enhance attendee experience and increase sponsorship opportunities with an app that works across all devices and continues to function without a WiFi/3G connection. Comprehensive and affordable for small and large events, EventMobi makes mobile event apps simple.

To learn more about EventMobi:

[Email Us](#)[Setup a 1-on-1 Demo](#)[Signup for a Free Trial](#)

Technology really can be that easy.