

Advertising Opportunities with Naylor Event Apps

Table of Contents

Custom Badges	3
Deliver sponsored badges based on pre-defined behaviors	
Promoted Posts	4
Promote sponsors with a post that sticks to the top of the activity feed	
Splash Screen	5
Include your logo on the opening screen	
Menu Sponsorship	6
Put your logo on the main app grid	
Push Notifications	7
Advertisement Pricing Packages	8

Overview

Our mobile event app provides companies the opportunity to connect with attendees in a unique and personal way. The custom-designed, comprehensive mobile app puts all event information in attendees' hands – anytime, anywhere – with updates provided in real-time at the show.

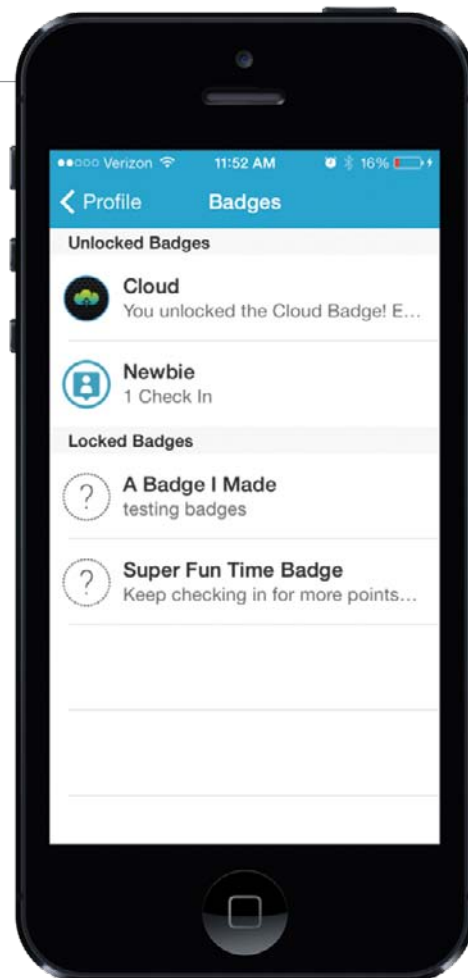
By providing advertising opportunities in and around the app, advertisers have even more avenues to reach attendees. Because the app is free and easy to download, companies can connect with users of the iPhone, iPad, iPod Touch, Android, Android Tablet and more.

Digital Badges:

Kick-start word-of-mouth marketing about your brand by delivering digital badges to attendees as they learn about your products or services. Sponsored digital badges are images within the conference app that your company provides that attendees unlock as they complete conference-related activities; for example, checking in to your booth and attending your product demonstration.

Digital badges encourage more attendees to interact with your company during the show and then share your brand with others on their screen and on social media, helping your brand reach beyond the conference.

Example: Customize a digital badge with your company name or logo and encourage attendees to interact with your brand.



Promoted Posts

A promoted post is a message pinned to the top of the Activity Feed, typically the most accessed part of the conference app. The start and end times for promoted posts can be scheduled in advance of the Expo to ensure that your brand and message are in front of attendees when they will be most effective: during a key speaker's address, at the show floor opening, or right before the show ends, for example. Use promoted posts to direct attendees to your booth, to announce a flash contest, to tie your product into a session and more.

Your staff can decide how many posts you want to make available for sale per day.

Example: Here is how Google might encourage attendees visit their booth workshop by offering a giveaway. Other ways sponsors can use promoted posts would be to drive traffic to their workshop, or engage attendees with a question.



Splash Screen

The splash screen is the first screen users see when launching the app. Typically, it contains the association logo and sponsor's branding.

Typically available to one company.

Example: This appears every time a user launches the app, which happens an average of 10x per day, per user.

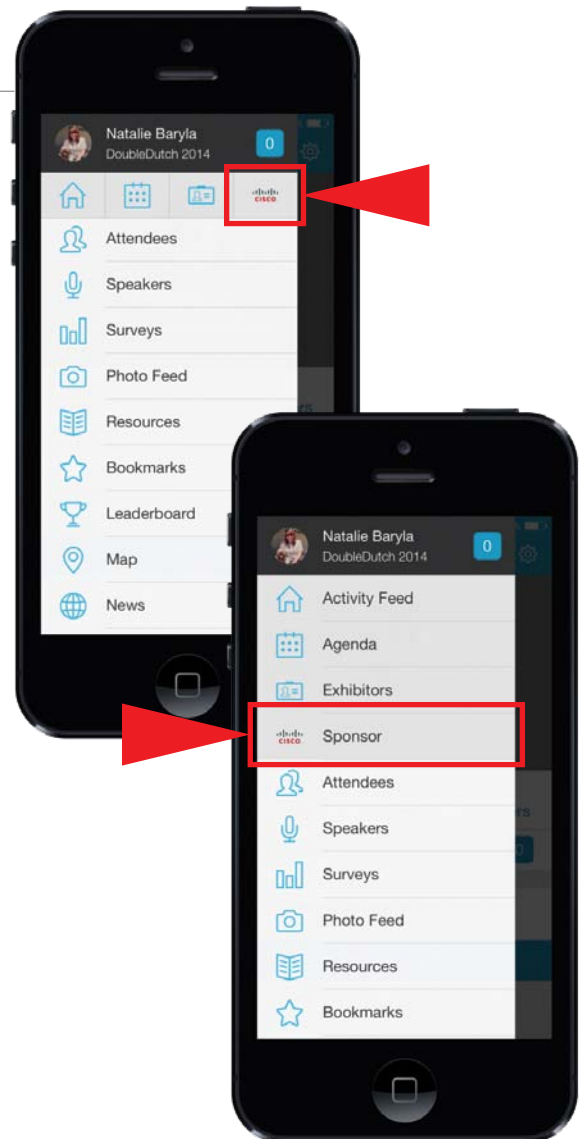


Menu Sponsorship

Elevate your brand to the conference app's premier sponsorship location — as a sponsored logo on the app menu, which attendees will reference nearly every time they open the app. Show attendees your support for CCA while giving them a prominent gateway to your company's offerings.

Your association can decide how many menu sponsorships you want to have. Typically, 1-3 sponsorships are made available.

Example: Here, Cisco has provided their logo and gets prime placement within the navigation bar.

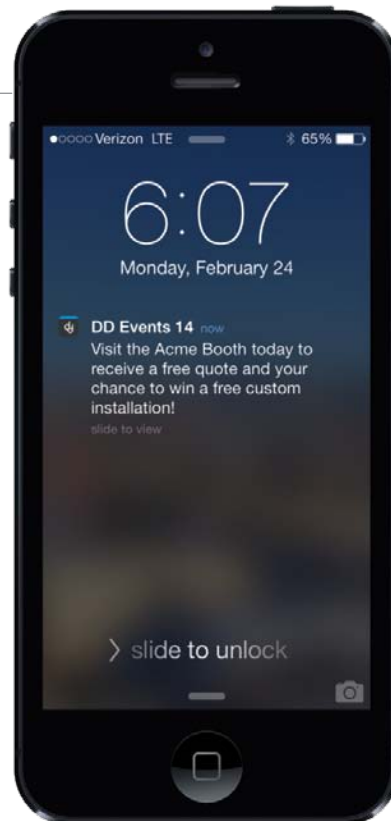


Push Notifications

A push notification is a text message that is sent through the conference app (not the device). This powerful, real-time marketing tool encourages activity at the event and commands the attention of attendees when you want to broadcast a message. It is the most directed 140 characters a sponsor can send.

You can deliver a message at a specific time to all attendees, or subgroups of attendees, using the expo app.

Example: Here the Acme Corp. has sent app users a push notification to drive traffic to their booth with a special incentive.



Push Notification ads are available the following days and times:

(Your association can choose to insert a schedule of days/times push notifications will be allotted. This is not required.)

Sponsorship Pricing

Splash Screen – One Sponsor Only!	\$
Menu Sponsorship	\$
Promoted Post	\$
Push Notification	\$
Digital Badges	\$

Specifications

Menu sponsorship logo: 320 x 320 px

Promoted post/Push notification length: Up to 140 characters

Digital badge artwork: 128 x 128 px (.jpg or .png)

10 characters max. for badge title

300 characters max. for badge description

Contact
