



Official Mobile Application

Exhibitor Information Goes Mobile with Follow Me!
-- available for all Smartphones

THE FACTS:

- Nearly 70% of show attendees carry Smartphones... and more people are carrying Smartphones every day!
- 48% Smartphone users responded that banner ads attracted their attention to see more information
- 76% of Smartphone users responded that logos displayed on the interactive map influenced their decision to visit an exhibitor's booth
- Over 80% of Smartphone users noted they would rather access documents via their handheld phone (for print or review later) than carry printed material
- Attendees can now take your company's show information with them on their Smartphone with Follow Me! – a first-of-its kind interactive application built specifically for tradeshow. Follow Me is the best way to reach the audience exhibitors are seeking to attract. Follow Me delivers the only interactive advertisement of its kind.



- ✓ **Promote new products, special guests, giveaways, or awards you have received with low-cost banner ads**
- ✓ **Get attention with coupon ads that drive attendees directly to your booth.**

- ✓ **Your recognizable logo right on the mobile application**
- ✓ **Update your audience, promote for the show 24/7/365 and attendees carry your company information and promotional materials wherever they go!**

The Best Direct Marketing To Attendees

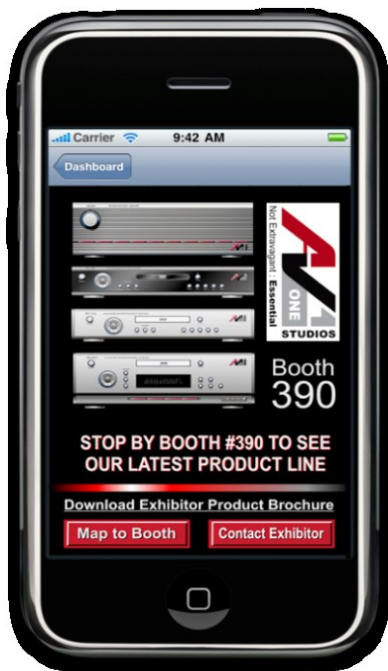
Feature	Benefits	Term	Included
Directory	Exhibitor directory in mobile application for search. Mobile floorplan shows your booth #	24/7/365	Free
Logo/Trademark Display	Your booth stands out and is easily recognized using Follow Me technology when you include your logo on the interactive smartphone map	24/7/365	\$100
Info Uploader	Go Green!! Keep your company information with the attendees always. Uploaded documents remain available in Follow Me until next year's show	24/7/365	\$500
Banner Ad -- An ad in Follow Me showing booth #, logo and marketing text to announce new products, specials or giveaways or even prize drawings and redeemable coupons that bring attendees to your booth!	Rotating ads feature your company's message. A single touch on the banner takes them to your landing page where attendees can map your booth, contact you or where a coupon number is displayed. - Coupon redeemable for show only	24/7/365	\$700
Exhibitor/Product Video -- Maximum Impact! Include a video clip featuring a welcome to your company, introduce products, or provide demonstrations.	Attendees have access to you video message for 365 days. Video is located on your exhibitor landing page and can be played back over and over again.	24/7/365	

* Core-Apps can create an ad, along with the second page, for you for \$125 or submit your own spec ad for just a \$50 setup fee.



LOGO/TRADEMARK – STAND OUT IN THE CROWD (included with Info Uploader)
Your company logo means brand recognition. Your booth is easily recognizable for WHO you are and WHAT you do or sell when you add your signature graphic on the **Follow Me** interactive floor map.

INFO UPLOADER - LIKE A VIRTUAL BRIEFCASE \$100.00
A bag full of corporate literature is heavy, and wasteful, too. Simply upload that information to this year's official mobile Smartphone application. With this low-cost **Follow Me** feature, attendees will have immediate access to your corporate contact information, product details and brochures – 24/7/365!. Save on paper and printing. **Let's Go GREEN!**



FLAG 'EM DOWN! BANNER AD/LANDING PAGE \$500
Now we're talking advertising! Rotating banner ads on the **Follow Me** application dashboard page feature your company's message. Attendees simply touch the banner ad and are taken to your company landing page to instantly learn more about your products, even map your booth or contact you. Advertise a giveaway, special guest or offer a redeemable coupon that will bring traffic to your booth!

MAXIMUM IMPACT – LANDING PAGE w/ VIDEO \$700
Here it is! The whole nine yards! Your company landing page will now contain a "video message" listing that takes users to a video clip where you personally welcome attendees, introduce products or provide demonstrations. 24/7/365 playback!



Choose the best Follow Me feature to increase your company's visibility at this year's event for low cost with maximum impact.

Follow Me has been developed for you by Core-Apps, LLC

www.core-apps.com

artdepartment@core-apps.com

301-604-3055



to the future of Trade Shows

CORE-apps