Mobile Application
Special Sponsorship Opportunities

The 2012 International CES is pleased to offer the interactive smartphone application, Follow Me, for the upcoming CES. Follow Me offers many useful features including:

- Exhibitor listings & product searches
- Interactive floor maps
- Session & event schedules
- Show alerts
- Social media interaction
- Exhibitor e-brochures & product information

Follow Me provides mobile sponsorships and promotion through banner ads and multimedia advertising giving exhibitors a far-reaching, cost-effective way of advertising in this popular medium. It's an effective tool for the trade show, but it also lives on throughout the year, providing users with an industry reference tool for company, product and contact information plus exhibitor advertising all year long. Exhibitors manage their own content which allows them to provide breaking news and information to new business prospects on a device they use daily.

Green Package
Upload your company's logo on the interactive floor map and on your exhibitor listing page. Also include as many downloadable .pdf product and company brochures as you'd like. Manage that content throughout the year using your provided exhibitor web portal.

Gold Sponsor - $TBD
Package includes:
- Launch screen logo
- Watermark on schedule
- Picture in App Store
- Included Banner Ad & Landing Page
- Included Video Package
- Specially colored booth on map
- Highlighted row on exhibitor list
- Weighted banners

Silver Sponsor - $TBD
Package includes:
- Specially colored booth on map
- Included banner ad & landing page
- Included video package
- Highlighted row on exhibitor list
- Weighted banners
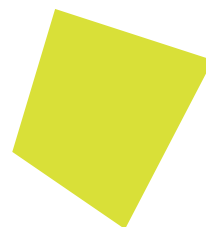
Banner Ad with Full-Screen Landing Page - $2,000
This package includes a rotating banner ad appearing on the app Dashboard that clicks to a full-screen landing page of your design, then to your exhibitor listing page.

Multimedia Video Package - $3,000
This option includes a rotating banner that clicks to a full-screen landing page ad with your own customized message, that leads to your exhibitor listing page from where your promotional video will launch.

Treasure Hunt - $4,000
7-10 exhibitors participate in this fun promotional activity where app users visit each Treasure Hunt sponsor booth to receive a special code to enter into their mobile app. A drawing determines the winner of exciting electronics, travel or other prizes provided by the sponsors.

Exhibitor App Usage Package - $100
Receive information on leads who downloaded your booth materials, clicked on your booth, viewed your detailed exhibitor page or added you as a favorite. Lead/user info is delivered year-round to your exhibitor web portal.

Alerts $500
Drive traffic to your booth by sending a mobile alert to all attendees who have downloaded the app. This option is available for show days only and is limited to a max of 3 alerts per day.

For information on the Follow Me Sponsorship Packages, contact Karina Zimmerman at Core-Apps, LLC
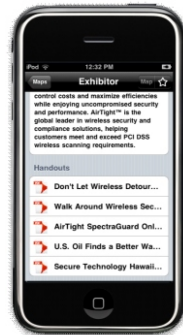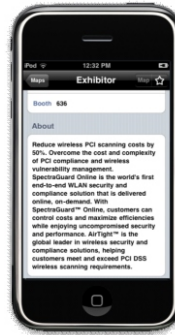**karina@core-apps.com - 301-604-3055**

Green Package

Enhance your Exhibitor Listing by uploading your company logo and as many downloadable .pdf documents as you wish onto the mobile app. Specs: Logo is .jpg or .png formats only.   Downloadable documents: only .pdf formatted documents accepted.
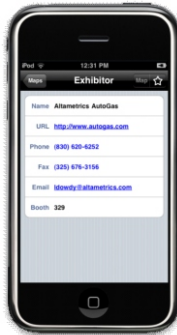
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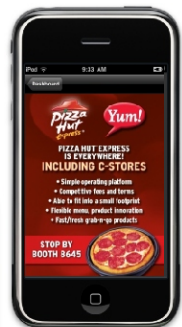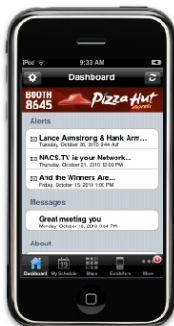

Banner Ad with Full-Screen Landing Page

Banner Ads Rotate at the top of the Dashboard Page every 20-30 seconds. When tapped, they take the user to a full-screen Landing Page. Tap the Landing Page to be taken to the Exhibitor Info Page.

Promote a product, a booth event, a show discount or a special guest.

Drive traffic to your booth

Multimedia Video Package

Your company's exhibitor information page will contain a link to a video message where you can personally welcome attendees, introduce or showcase products, or provide demonstrations. 24/7/365 playback!