



Get Noticed!

Exhibitor Information Goes Mobile!

for all web-enabled phones

•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	Included
GREEN PACKAGE - Logo/Trademark Display	Your booth stands out when you include your logo on the interactive smartphone map	24/7/365	\$25
Handouts/Brochures	Go Green!! Keep your company information in attendees' hands 365 days a year. Uploaded documents remain available in smartphone application until next year's show		
BANNER AD PACKAGE -- Pack your booth! An ad in Follow Me showing booth #, logo & 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	\$1,000
MULTI-MEDIA PACKAGE -- 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	\$1,500

Core-Apps can create a banner ad for you, along with full-screen landing page, for only \$125. Contact artdepartment@core-apps.com.



Each exhibitor at this year's CES who purchases the **GREEN PACKAGE** will receive an email with login/password information to your own company's mobile app portal allowing you to upload your company logo, corporate information and product literature to the Follow Me mobile smartphone app. It's free until September 30th!

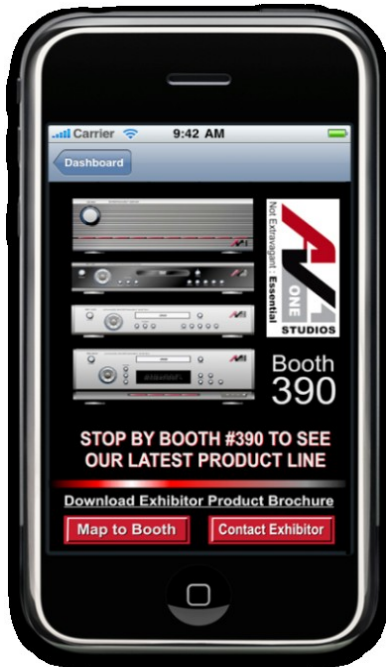


THE GREEN PACKAGE -- \$25 LOGO/TRADEMARK --
Your company logo means brand recognition. Your booth is easily recognizable for WHO you are and WHAT you do or sell when you add your signature graphic on the **Follow Me** interactive floor map.

HANDOUTS/BROCHURES - LIKE A VIRTUAL BRIEFCASE
A bag full of corporate literature is heavy, and wasteful, too. Simply upload your corporate literature and product brochures to this year's official mobile Smartphone application. 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!**



Mobile Advertising Opportunities:



MULTI-MEDIA PACKAGE \$1,500
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!



FLAG 'EM DOWN! BANNER AD/LANDING PAGE \$1,000

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!



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

Contact Eric Schwartz at 215-238-5420 or eschwartz@napco.com for assistance in purchasing any of these packages.



to the future of Trade Shows

Follow Me has been developed for you by
CORE-apps