

# 10 Ways to Monetize Your Event App

Turn an event app into a goldmine.

The latest generation of Mobile Event 2.0 apps comes with countless opportunities for generating revenue, improved analytics and more ways to show sponsors and advertisers the impact of their investment.

## 1 Sponsored Splash Page

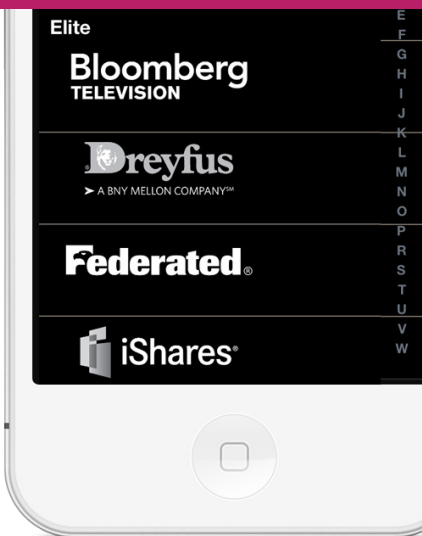
When attendees open the app, a splash page can be created to feature your sponsor's brand. Many sponsors will pay good money for the competitive opportunity to be seen first – especially when their brand is associated with an engaging event app.



## 2 Sponsor Listings

Position your sponsors front and center on your event app by adding a list that displays their names and logos. Better yet, provide links from the list to sponsor pages that contain profiles, contact information (click to call or email) and current promotions.

You can also divide your sponsor list into tiers of sponsorship packages such as Platinum, Gold, Silver and Bronze and combine each tier with other event sponsorship opportunities to maximize your impact.



## 3 Featured Sponsors

Want to step it up further? Include a Featured Sponsors page that appears when selecting an icon, such as Attendees or Speakers. You can offer space on this page to a limited number of sponsors and provide links to sponsor pages.



## 5 Rotating Banner Ads

Give sponsors prominent space across the bottom of your app home page with rotating banner ads that link directly to their pages or sites. As part of the offer, you can define the total number of available spaces on the rotating banner ad. You can also define how much time each banner is displayed.

IT'S TIME TO REBOOT YOUR FIXED INCOME

iShares

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BLACKROCK

## 4 Sponsor Icon

Here's an unconventional idea: turn an icon on your home page into a sponsorship opportunity. By offering a custom designed icon to a single sponsor that displays their company name or logo, you're creating an elite space that helps your sponsor stand out from the crowd.

Link the icon to a custom page that offers fun or useful content, such as videos, trivia challenges or time-sensitive promotions. You can even provide document downloads with lead capture capabilities. The best news is that doing so provides real value to attendees and encourages them to keep coming back for more.



SOCIAL



IN & AROUND



FEEDBACK



PHOTO GALLERY



FLOORPLAN



## 6 Push Notifications

There's nothing like receiving a great promotion or discount on your mobile device while attending an event. That's why more and more event organizers are selling push notifications to sponsors and advertisers who want to reach a wide audience.

**20% Discount**

Show your conference badge at  
Toscanini's Italian restaurant for  
20% off – today only!

# 7 Exhibitor List & Interactive Trade Show Map

Hosting a tradeshow? You can easily put your exhibitor list to work to generate revenue by offering an exclusive 'Featured Exhibitors' section at the top of the list. Limiting this space to a few select spots is all that's needed to gain some traction and show exhibitors how easy it is to stand out from the crowd.

An interactive trade show map makes locating exhibitors fast and easy: just open the interactive map and do a quick search to pinpoint a booth. Exhibitors will jump at the chance to prominently display their logos on their booths for a premium.

| Sponsor Logo |     |     |     | Cyber Center |     |     |     |     |
|--------------|-----|-----|-----|--------------|-----|-----|-----|-----|
| 110          | 112 | 114 | 116 | Sponsor Logo | 120 | 122 | 124 | 126 |
| 111          | 113 | 115 | 117 | Sponsor Logo | 121 | 123 | 125 | 127 |
| 150          | 152 | 154 | 156 | Sponsor Logo | 160 | 162 | 164 | 166 |
| 151          | 153 | 155 | 157 | Sponsor      | 161 | 163 | 165 | 167 |

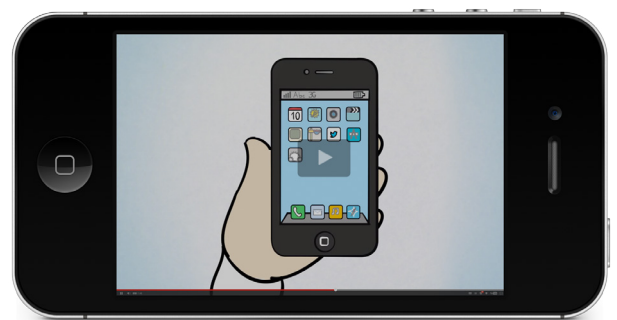
# 9 Surveys

It's a fact: event apps capture more survey responses than paper-based ones. That's because attendees don't have to stay seated and fill out forms after each session.

So give sponsors an opportunity to communicate relevant, targeted messages to attendees right on the event app survey.

# 8 Videos

With so many attendees watching videos on event apps, it's no wonder event organizers are selling advertising space before the videos begin. With a discerning eye and a defined set of criteria, you can create a display of ads relevant to each video and intriguing enough to hold your audience's attention.



# 10 Gamification

The latest trend of gamification encourages attendees to compete for points by completing fun and interactive activities. This offers sponsors one of the greatest opportunities to get their name in front of attendees – when they're having the most fun.