

# 10 TIPS

To Guarantee ROI For Your **Event Sponsors** 

Sponsors and exhibitors are the largest sources of event revenue for many businesses.

To attract new sponsors, your sponsorship packages need to show clear ROI. Event tech offers a multitude of competitive options.



BRAND AWARENESS

# Here's how to create killer sponsorship packages

(based on the most common sponsor goals)





#### Leverage your

### Event App Home Screen

to make a powerful 1st impression

With every attendee starting his or her mobile experience on the Home Screen page, there's no better place to offer exposure to your main sponsors.





#### Showcase sponsor branding through

#### Email Promotions

Increase app downloads and sponsor awareness by sending attendees branded emails with sponsor logos before and after your event.





### Enhance your

#### Exhibitor Profiles

beyond their booths

A few strategies to enhance sponsor profiles through your event app:

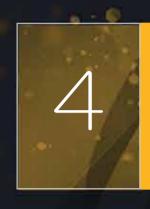
profiles, including logos,

• Offer exhibitors richer

social media links, ribbons, and attached resources. Bolster their profiles with product presentations, PDF

brochures, inventory lists,

flyers, and videos. Enable sponsors to pass around exclusive coupons and discount codes.





Showcase your main sponsors' logos through

Sponsor Lists

Mobile users only spend 3-5 seconds looking at a page before selecting what to do next, so the higher up the listings the better chance of being seen and stand out from the crowd.

# LEAD GENERATION





#### Session Attendance

Collect data and derive Insights from

# Many event apps allow a ttendees to favorite sessions and

exhibitors. This data can be shared with sponsors so they can follow-up with attendees in a more targeted approach





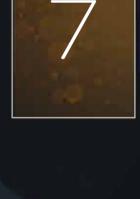
## Attendee Networking

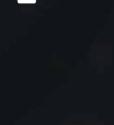
Allow sponsors to create a personal connection through

Engage attendees and collect qualified leads through

#### A Networking functionality allows for one-to-one in-app chat. Sponsors can send customized messages and promotions to

customers and target prospects.





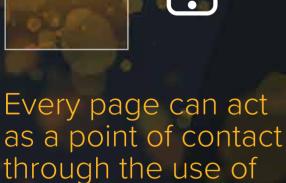
#### Surveys and contests are a great win-win for both sponsors and attendees. Sponsors collect data that help them understand the

Sponsored Surveys & Contests

needs of prospects, and attendees get the chance to win prizes and engage in a fun way.

**ADVERTISING** 

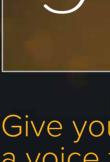


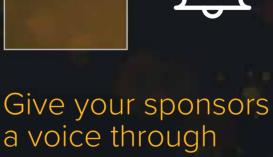


#### Banner Ads Banner ads generate brand

awareness for sponsors by

being seen on the pages where attendees spend the most time, and can link to a sponsor's profile, website, or promotion.





#### Notification & Alerts Attendees will be opening

the app throughout the

event, so if a sponsor wants to increase foot traffic to their booth, for example, a sponsored alert can be sent out with details directing targeted attendees to the booth.





within rotating screens. Even the most last minute sponsorship decisions can be made, and sponsors can update their messaging in real-time.

Digital signage solutions

estate for sponsor logos

with a live display offer real

How to Create a

For a more in-depth look at how event technology can help improve your sponsorship strategy, read our how-to guide.

Sponsorship Strategy that

Maximizes Event Revenue

Schedule a demo with an EventMobi event tech consultant

See how an event app can be customized to meet your sponsorship strategy needs and maximize your sponsors' ROI.

**DEMO EVENT APP**