

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.

Here's how to create killer sponsorship packages

(based on the most common sponsor goals)

BRAND AWARENESS

1



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.

2



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.

3



Enhance your Exhibitor Profiles

beyond their booths

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

- Offer exhibitors richer profiles, including logos, 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.

4



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

5



Collect data and derive Insights from

Session Attendance

Many event apps allow attendees to favorite sessions and exhibitors. This data can be shared with sponsors so they can follow-up with attendees in a more targeted approach

6



Allow sponsors to create a personal connection through

Attendee Networking

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

7



Engage attendees and collect qualified leads through

Sponsored Surveys & Contests

Surveys and contests are a great win-win for both sponsors and attendees. Sponsors collect data that help them understand the needs of prospects, and attendees get the chance to win prizes and engage in a fun way.

ADVERTISING

8



Every page can act as a point of contact through the use of

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.



9



Give your sponsors a voice through

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.



10



Make a big splash with

Live Display

Digital signage solutions with a live display offer real estate for sponsor logos within rotating screens. Even the most last minute sponsorship decisions can be made, and sponsors can update their messaging in real-time.



How to Create a Sponsorship Strategy that Maximizes Event Revenue

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

[READ THE GUIDE](#)

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](#)