

# The Ultimate Guide to Event App Sponsorship



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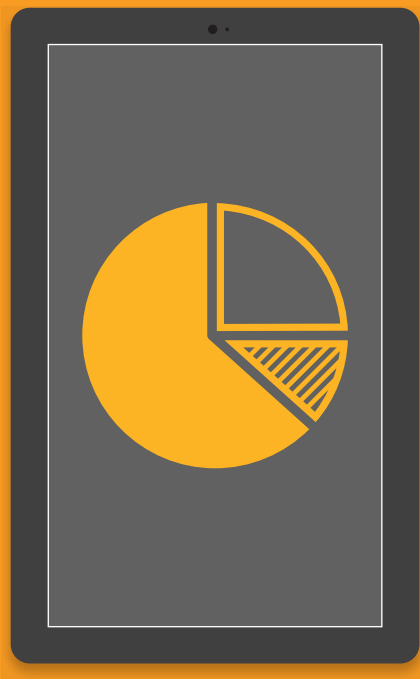


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## THE CASE FOR MOBILE SPONSORSHIP

### Mobile is growing...fast

Smartphone adoption is increasing at a rapid rate and people are spending more time than ever before on their mobile phones.

Announced at Mobile World Congress, as of 2013, mobile is now the world's #1 source of media, ahead of TVs and PCs. This also means more and more of your attendees are learning and interacting with your event via their smartphones and tablets.

With smartphone & tablet adoption crossing 60% and event app usage crossing 80% mark for most events, mobile marketing is increasingly attractive to digital marketers and companies looking for more exposure.

If you're an event planner hosting a meeting, conference, or trade show and you're looking for new ways to create revenue streams, add value for

sponsors, and create a more engaging event experience, a mobile event app may be just what you need.

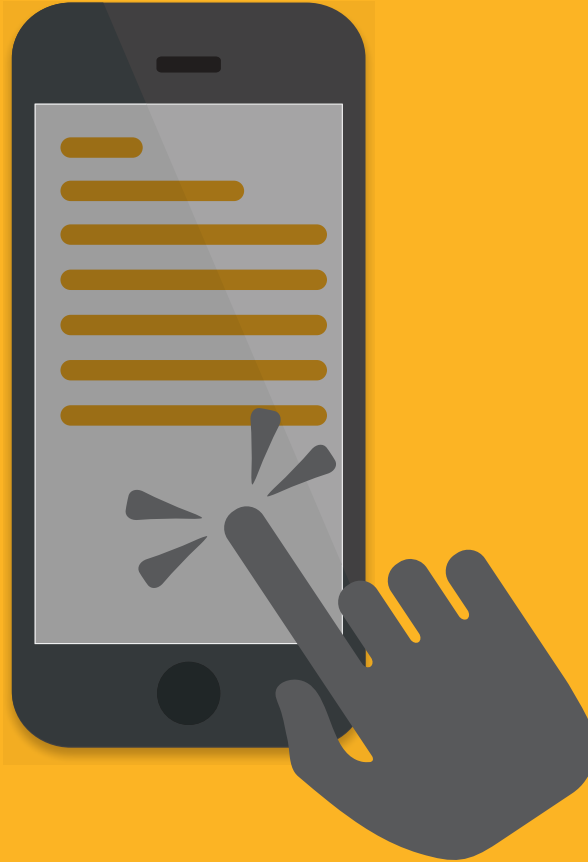
Event app sponsorship combines both exposure opportunities and engagement opportunities. Exposure opportunities include traditional visuals like banner ads and enhanced listings, while engagement opportunities such as sponsored surveys and games, provide a deeper connection between sponsors and attendees.

In all likelihood, your attendees are already on their mobile device checking email or social media for live updates on the event. An event app is the natural next step for your attendees; the powerful exposure opportunities it provides for sponsors makes it a win-win for all parties involved.

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## Who should read this guide?

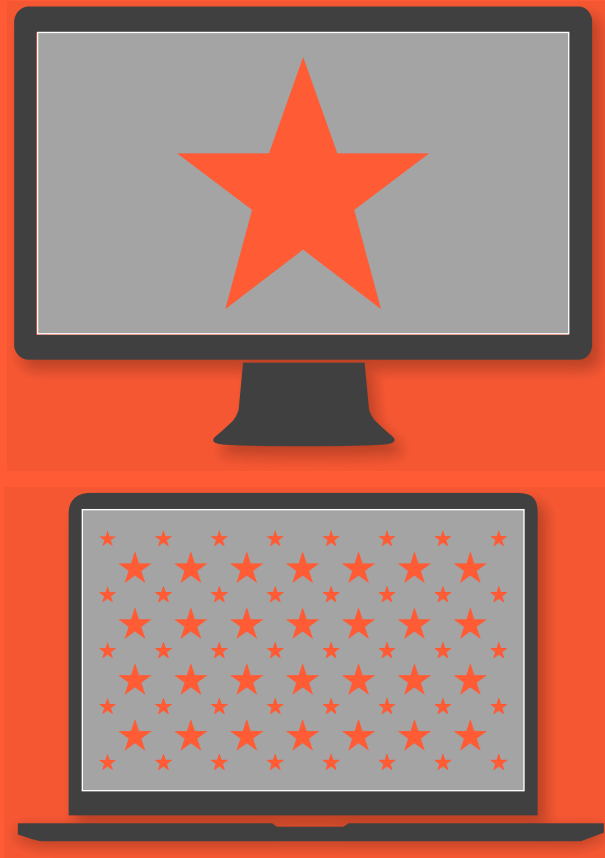
The Ultimate Guide to Event App Sponsorship was published October 2012 and presented at IMEX in Las Vegas in collaboration with PCMA, and later in Orlando at IAEE Expo Expo. We had more than two thousand downloads and great feedback from thousands of association planners, corporate marketers, and trade show managers around the world who used it to think of and plan for their mobile advertising strategy for their events.

This 2<sup>nd</sup> Edition has been updated to help you align your marketing, sales, and design teams to help you deliver amazing ads. A great mobile ad campaign on your event app not only satisfies your sponsors' requirements, but also offers a valuable new experience to attendees who are looking to learn and connect with the right vendors. And, more importantly, when you can demonstrate results, you can easily maximize the value for your mobile sponsorship year after year.

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## Strategy

The first step to planning your event app sponsorship is to decide on your strategy. While this isn't set in stone, it's good to get started with an end-goal in mind. So what exactly are the different strategies?

Generally, there are two ways to proceed. Will you offer exclusive exposure to one sponsor throughout the entire app? Or, will you have multiple sponsors share the spotlight?

When you're getting started, don't limit yourself to just one option. It's a good idea to offer sponsorship in tiers so that you can gauge interest when you present it to potential sponsors.

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## Strategy



## HOW TO SELL IT TO YOUR SPONSOR

*“Exclusive sponsorship provides unbeatable exposure uncontested by any other logos or distracting graphics. Every page is dominated by your branding.”*

## EXCLUSIVE

## Let your top sponsor shine.

Many sponsors prefer to be the only sheriff in town. If theirs is the only logo in the event app, they're likely to get more attention and achieve higher conversion rates than if they had to share the space. Feature your sponsor's logo on the loading page, the Home Screen, and every page thereafter; give them all the exposure they want on the app and they'll be more than happy to pay top dollar. This is currently the most successful, popular, and efficient way to sell sponsorship space and make a profit on the app. Exclusive sponsorship on a mobile app also seems to be a practical choice for small events (50-200 attendees).

Depending on the type and size of your event, you can value mobile sponsorship between \$2 and \$10 per attendee, which can really add up for a large event. This can increase for an exclusive sponsor who, depending on the quality of attendance and caliber of event, can even pay as much as \$50 per attendee if you're hosting high-level decision-makers and use the app to generate leads and connections. In most cases, exclusive sponsorship generates 2-5x the cost of the app itself, making the decision to go mobile much easier. This approach also saves your sales team a lot of time not having to chase down multiple sponsors.



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## Strategy



## HOW TO SELL IT TO YOUR SPONSOR

*“Banner ads, prominent sponsor listings, and enhanced profiles are great ways to put your company ahead of the competition. With all eyes on the event app, your sponsors will be engaging attendees even before they arrive on-site.”*

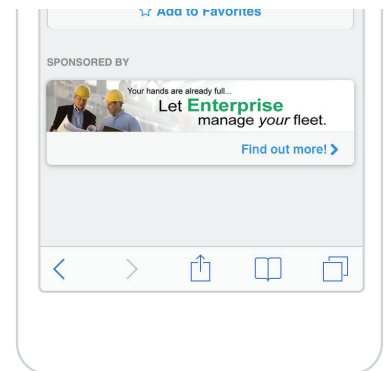
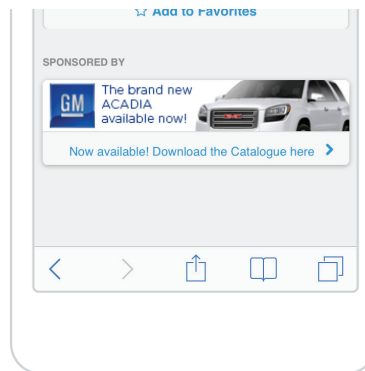
## SHARED

## Spread the love and get everyone involved.

If your sponsors like the idea of event app sponsorship but aren't quite sold on being the exclusive sponsor, they might be interested in splitting the cost with other companies. Because there are so many opportunities for exposure within the app, there are lots of ways you can offer an impactful, yet equal amount of face time for each sponsor. Showcase two or three top-tiered companies in rotating banner ads, appearing frequently throughout the app, offer a check-in game for your exhibitors, and provide enhanced profiles for your gold sponsors. This option is best for medium and large events with many sponsors all willing to participate in different ways.

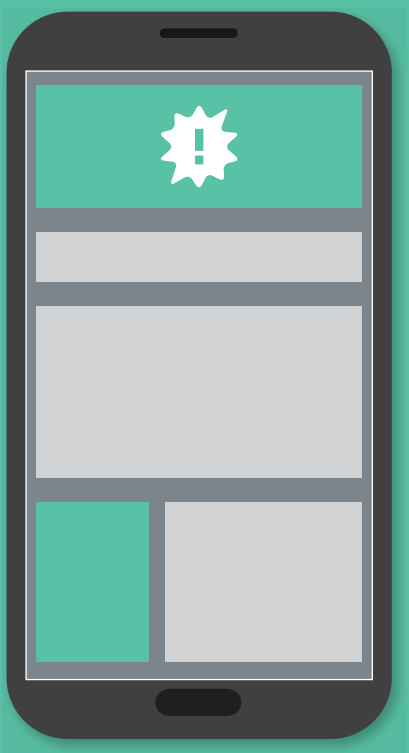
Offering multiple sponsorship packages allows more of your sponsors to participate at a lower buy-in, all while increasing the total revenue from event app advertising.

A shared sponsorship strategy will provide you with a variety of options to offer potential sponsors. Get creative, target specific companies for specific opportunities, and design the custom sponsorship packages you think would be most appealing.



## SHARE THIS TIP!





## App Advertising 101

Before we start showing you different options for your event app, it's a good idea to talk about mobile advertising content types. Ads in general can be categorized in the following groups and can require different actions from a user. Depending on the type, you need to work closely with your sponsor to ensure their ad is optimized and properly tuned for your attendees.

The ultimate goal of an ad for a sponsor is to drive action and as you can see mobile sponsorship has the capability to turn standard static ads into interactive experiences that can also be used to generate business for your sponsors.

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## Advertising


**KNOW** YOUR AUDIENCE

*Why are your attendees there? What are they looking for? Are your attendees the buyers? The users? The decision makers? Work with your sponsor to tailor the message accordingly.*

*Let's say your attendees are the primary users of the service the sponsor is providing but aren't necessarily the one in their company to buy or make the final decision.*

*"10% discount if you purchase before the end of the year" or "Download: How to Convince Your Boss Your Company Needs XYZProduct"*

*In this case, the second option will be more useful so that the attendee can build a case to purchase the sponsor's services.*

## CREATIVE AD CONTENT

## What you say and how to say it.

**W**ith a quick click or a flick of the thumb, attendees are on to the next screen in your mobile event app. You and your sponsor share the challenge of grabbing your attendees' attention long enough to deliver the sponsor's message.

To do so effectively, it's important to consider the different types of content you can communicate as well as considering the different contexts where they might be most successful.

### VISUAL

This is the traditional form of advertising where a brand uses visual cues with their logo, color and mark to remind viewers of their products or services.

### INFORMATION

This goes beyond just displaying a logo and turns mobile ad into a tool to communicate specific information. Since space is always limited on mobile and tablet devices, mobile ads are used to spark curiosity with a quick snippet and get the viewer to click to read more.

### INVITATION

This is where ads go beyond just exposure and try to demand action by inviting attendees to their booth, registering for a session, or booking an appointment with their sales staff. In such cases the mobile ad has to be simple and enticing with a clear visual call-to-action.

### DISCOUNTS

Special offers, discounts, and free giveaways never fail to generate interest and sign ups. These types of ads can be purely digital whereupon clicking, the attendee is taken to a sign up form or invited to drop by the sponsor's booth.

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## Advertising


**THINK** ABOUT TIMING

*When you've designed ads with sponsors, be sure to consider when you're sending them out. Don't send a notification a week before the event to "Visit Booth #1234 on Wednesday." Attendees will forget and the campaign will render ineffective.*

*Instead, send alerts first thing in the morning day-of, before sessions start. That way, attendees will be going to breakfast, checking their schedule and receive the sponsor's message when they open the app.*

## DRIVING ACTION

## They see your ad, now what?

**C**onvincing copy, vibrant visuals, and astonishing alliteration only go so far in advertising. You need to ensure your message and desired actions are clear. *Download, Visit, and Call* are all actions your sponsor might want the attendee to take so when you're reviewing ads, make sure they desired action is clear and coherent.

**BRAND EXPOSURE**

Primarily visual with the goal of basic brand recognition.

**CLICK-THROUGH FOR INFORMATION**

The ad acts as an opportunity to drive attendees to another page on the app with more information such as an exhibitor profile, teaser to drive attendees to a booth, watch a video, or download exhibitor material.

**CLICK-THROUGH WITH ACTION**

Enticing attendees to fill out a form, sign up, or register for a session or special event.

**POP-UP AD**

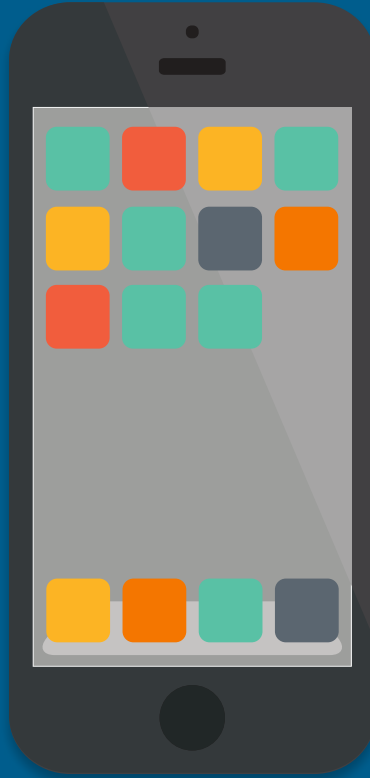
Without getting an attendee to navigate away from your event app, you can show them a full custom page advertisement that may hold other action items for the user. Despite the negative connotation in the past for pop-up ads on desktop, when designed properly mobile pop-up ads are visually appealing and non-intrusive.

**CLICK-THROUGH TO EXTERNAL PAGE**

In some cases it may be required to drive an attendee to a website outside the event app. Although this is not optimal, as it moves the attendee away from your event app, it may be what your sponsor requires for maximum effect. If possible work with your sponsor to add a back-button on their custom external landing page to allow the user to easily get back to your event app.

## SHARE THIS TIP!





## Opportunities

This is where we get creative. The first thing to remember as you read through these is almost all of them were thought up by event professionals like yourself. They understood the technology, saw the opportunity, and put a monetary value on it.

Powerful sponsorship opportunities lie not only in great exposure areas, like banner ads and exhibitor listings, but in engagement features too. You'll notice with the various opportunities available, many of them are simply repurposing an existing function. For example, with the introduction of private in-app chat, planners are offering sponsor staff the ability to add their profile to the attendee listing so they can start conversations with attendees, set up meetings, and get a leg up on the competition.

Instead of simply blanketing everyone with a traditional alert, planners charged extra in their sponsorship package so sponsors could use Direct Notification™ to target specific groups of attendees, thus creating a stronger marketing campaign.

Keep reading for some exciting ways planners are offering sponsors exposure in their mobile event app. If you have more ideas, let us know and we'll add them to future editions of this eBook!

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## Opportunities


**HOW** TO SELL IT TO YOUR SPONSOR

*“First impressions are lasting impressions. Maximize your exposure on the app and be the first thing everyone sees.”*

**TIP** FROM THE EVENTMOBI DESIGN STUDIO

Don't be afraid to change images each day. When attendees go to their app on the second or third day of the event and see a new eye-catching graphic, it may potentially re-engage them to explore further.

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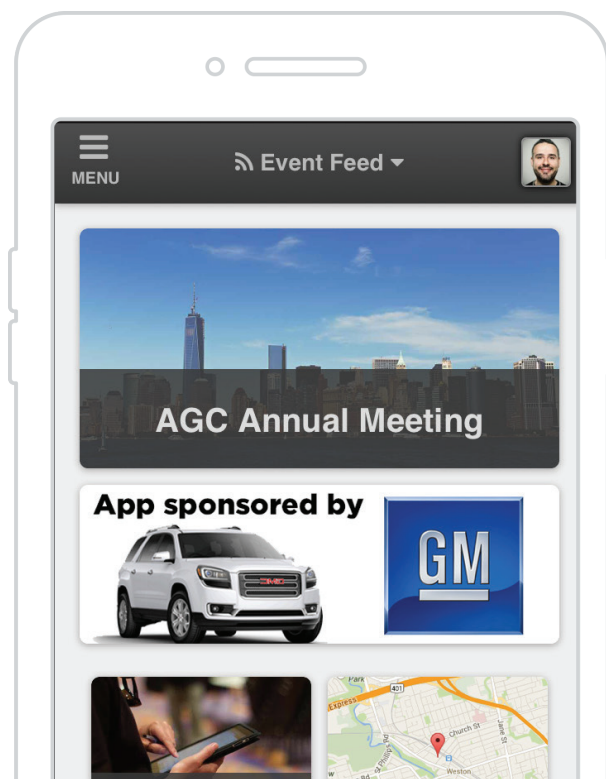


## HOME SCREEN EXPOSURE

## Make a powerful first impression.

Every app has a customizable Home Screen that serves as an introduction to the app, often featuring core event details like an agenda and speaker bios. With every attendee starting his or her mobile experience on this page, there's no better place to offer exposure. Placing your main sponsor's logo on the Home Screen will ensure that every attendee who accesses the app will have a direct, impactful interaction with the sponsor's brand.

EventMobi provides for easy, drag-and-drop Home Screen creation that allows you to upload dynamic images that can link to information about the sponsor, either within the app or the sponsor's website. You can even underscore the impact by adding their branding to the loading screen or by using it in a splash screen.



## Opportunities



## HOW TO SELL IT TO YOUR SPONSOR

*“Every page can be a point of contact – an opportunity to reach your attendees and expand your audience.”*

## TIP FROM THE EVENTMOBI DESIGN STUDIO

Because banner ads are **exposure-focused** as opposed to engagement-focused, it's best to measure banner ad effectiveness by looking at the number of pageviews instead of the number of clicks.

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## POWERFUL, INTEGRATED BANNER ADS

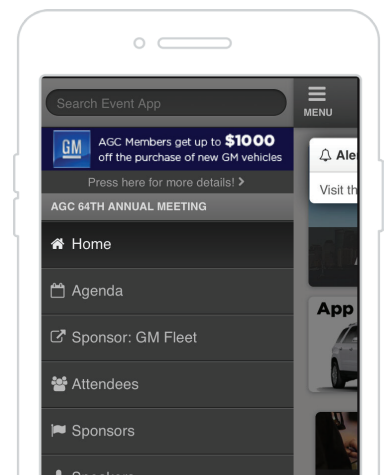
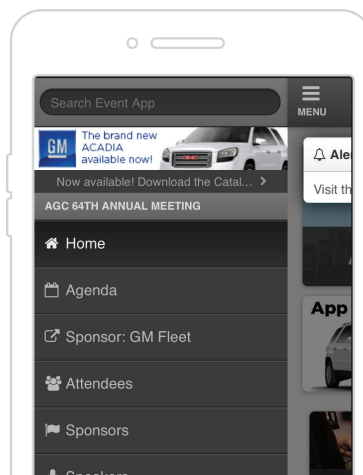
### Every page can be a point of contact.

On-screen banners ads are the standard in mobile app sponsorship. You see them everywhere, it's true, and for a good reason: they're impactful. Banner ads represent an opportunity for your sponsor to send attendees a sizeable, recognizable message on the pages they pay the most attention to.

Whether static or rotating, banner ads are powerful and dynamic, allowing you to link to a sponsor's profile, website, or promotions, along with a custom-designed image and message.

Exposure is the ultimate goal and effective banner ads are placed at focal points throughout the app – at the top of a menu, throughout long lists, and at the bottom of other high-traffic sections.

Whether your banners rotate on the same page or randomly throughout the app, the more banner ads you have, the less exposure each will get. Determining how many unique banner ads to run in your app comes down to whether you have a Shared Sponsorship or Exclusive Sponsorship strategy. Either way, it's recommended to keep the number of different banner ads below five.



## Opportunities



## HOW TO SELL IT TO YOUR SPONSOR

*“Send a branded, custom message to every attendee that they’re guaranteed to open. Go a step further and use Direct Notification™ to appeal to their interests.”*

## TIP FROM THE EVENTMOBI DESIGN STUDIO

Marketers love to put their brand on everything. Direct Notification™ allows them to **include images as well as their message**. Charge even more if you’re offering an image alert as opposed to a text-only alert.

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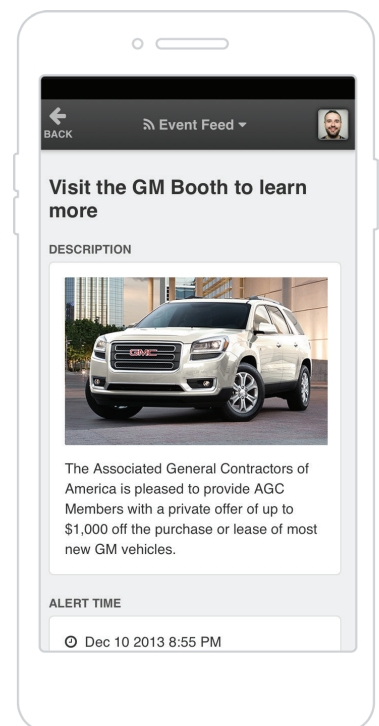
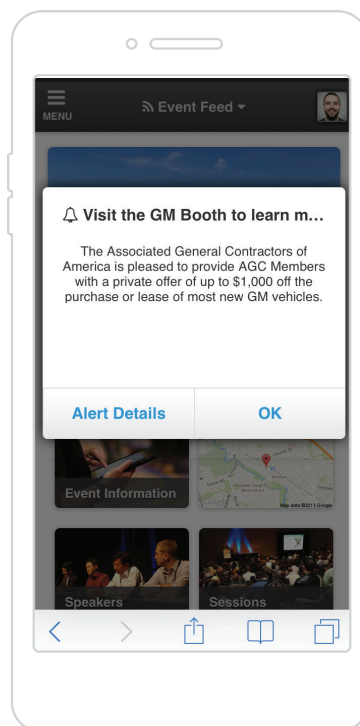


## EVENT NOTIFICATIONS, UPDATES & ALERTS

### Give your sponsors a voice.

Your attendees will open your event app frequently to navigate the event and enrich their experience. This makes the app an excellent place to deliver time-sensitive announcements, which are great opportunities to generate revenue. If one of your sponsors is looking to increase its audience for a product launch or promo, you can send out a sponsored alert with details driving attendees to their booth.

Advanced systems like EventMobi’s Direct Notification™ provide planners with the ability to send notifications to specific groups of attendees with special interests or who are attending specific sessions. For example, you may want to offer your technology sponsor the opportunity to send a notification to everyone attending the technology-specific sessions. Keep your event interest-driven!



## Opportunities



## HOW TO SELL IT TO YOUR SPONSOR

*“Attendees are constantly accessing the map to see where they’re going next. With EventMobi, maps are consistently 1 of the top 5 most-used features.”*

## TIP FROM THE EVENTMOBI DESIGN STUDIO

Help drive traffic to sponsor booths or tables by **highlighting and labelling them on your map**, in addition to including their logo on the map itself.

## DIY

Any sponsor logos that you would like included need to be added to the Map image file (using a photo editor), saved as a new image file, and uploaded to the maps module on the CMS.

### SHARE THIS TIP!

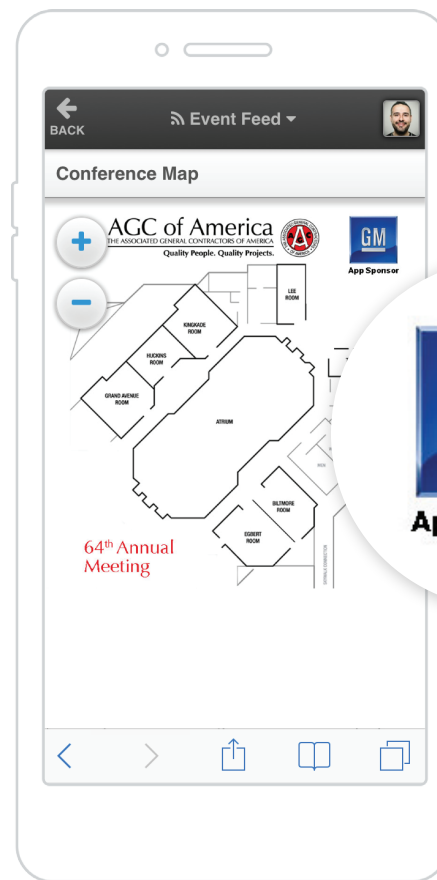


## MAP SPONSORSHIP

### Eyes on your map, eyes on your sponsor.

One feature attendees love is a powerful, easy-to-use map. Whether they’re looking for the registration desk or the route to their next session, attendees routinely reference your map.

With all those eyes looking for directions, place your sponsor’s logo near the title area of the map – somewhere eye-catching that doesn’t interfere with the map. Remember, when you use analytics, check out the number of times attendees accessed your map; that’s also the number of times attendees saw your sponsor’s logo.





## Opportunities



## HOW TO SELL IT TO YOUR SPONSOR

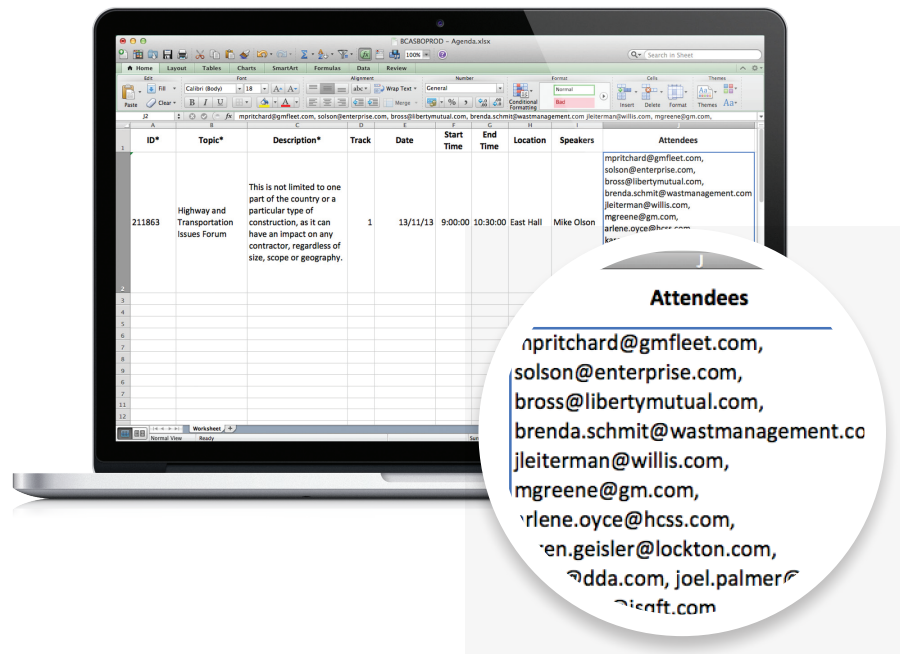
*“Appeal to attendees based on interests they’ve already expressed.”*

## ATTENDEE TRACKING

## A subtle strategy for big data.

Many event apps offer the ability for attendees to favorite sessions and exhibitors. Luckily, for sponsors, as an event planner, you will have access to all of this information. Export favored session lists to see exactly who went to what session. Perhaps your AV sponsor would appreciate getting in touch with everyone who attended the session, ‘10 things you need to know about AV’. With deep analytics to work with, sponsors will be able to follow-up with attendees based on existing interests. Using Direct Notification™, you can even send that group of attendees targeted alerts from your sponsors about deals and promotions on offer.

The great thing about event app technology and the analytics you collect is that it is entirely in your control. You get to decide how to use the information you collected with your app. If you do plan on using your app as a lead generation tool, make sure your privacy policy reflects this and is duly communicated. It’s always best to be open and honest.



SHARE THIS TIP!





## Opportunities



## HOW TO SELL IT TO YOUR SPONSOR

*“Associate sponsor logos with an attendee’s event information – **make it personal.**”*

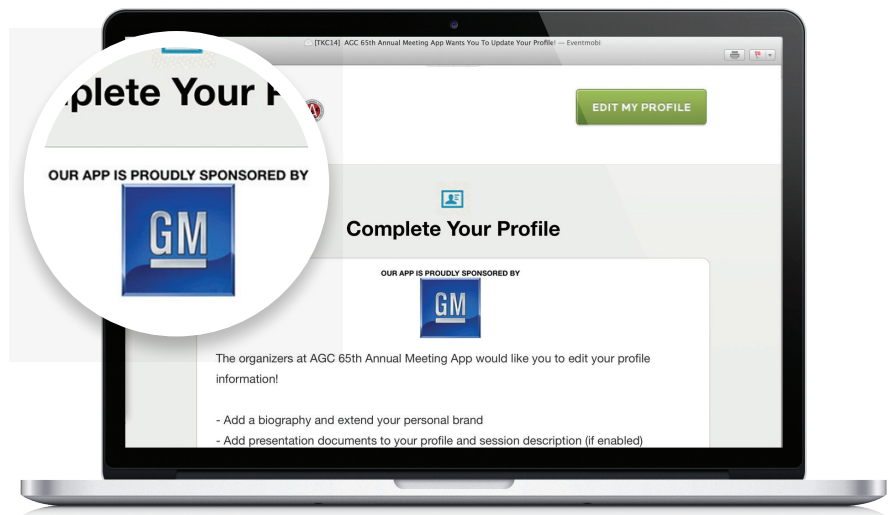
## SYSTEM EMAILS

## Show off sponsors in auto-generated emails.

Your event app provides a great opportunity for attendees to customize their experience. This might include creating personalized schedules, taking notes on sessions and highlighting attendees and speakers of interest. At the end of the event, they’ll use EventMobi’s quick export in order to send all their personalized elements in a short, compact email to their inbox.

This email is typically a pre-built template but a few tweaks here and there and your custom email can contain your sponsors’s logo too!

Part of EventMobi’s suggested promotion strategy includes sending attendees an email inviting them to access the app and fill out their attendee profile. This is another great way to introduce them to your sponsor.



SHARE THIS TIP!



## Opportunities


**HOW** TO SELL IT TO YOUR SPONSOR

*“An enhanced exhibitor profile **sets you apart from other exhibitors** and transforms your profile into a valuable resource for attendees. Not only does it drive traffic and increase business, it decreases print costs too.”*

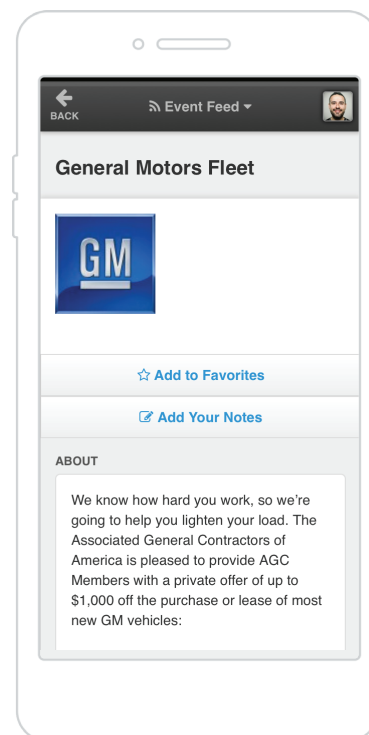
## USE ENHANCED EXHIBITOR PROFILES

## Make exhibitors more than just a booth.

**A**t any event, exhibitors are competing for attention in order to promote themselves and any new product launches. Reward higher tier exhibitors with a competitive edge by offering enhancement packages that allow them to improve their presence in your exhibitor listing. You have the power to define them as you wish, taking advantage of all the features available on your mobile event app.

Offer exhibitors richer profiles, which might include their logo, social media links, ribbons, and attached resources. Bolster their profiles with product presentations, PDF brochures, inventory lists, flyers, and videos. Exhibitors can even use your mobile event app to pass around exclusive coupons and discount codes, which have been a hit at many consumer shows. An enhanced profile ensures your sponsor will draw some serious traffic.

A good mobile event app keeps track of how many times attendees have accessed your exhibitors' profiles so you can demonstrate their ROI post-event. Even better, they won't incur the expense of printing or have to pass out their materials by hand. Somewhere out there, you've left one more tree standing and given them another way to substantiate their own environmental friendliness.



SHARE THIS TIP!



## Opportunities



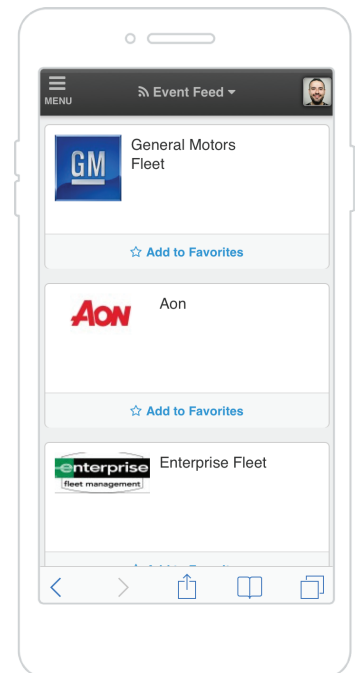
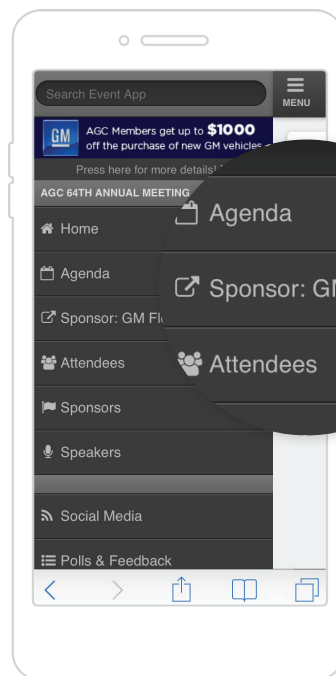
## HOW TO SELL IT TO YOUR SPONSOR

*“A small change can make a big difference. A splash of color is all it takes for **one** company to stand out from the competition.”*

### PROVIDE PROMINENT SPONSOR LISTINGS

## Stand out from the crowd.

Highlighting the top sponsors or exhibitors in the listings is a great way to raise their profile with your attendees. Offer them the chance to enhance their appearance in the list with ribbons, category banners, and placement at the top of the list. Remember, mobile users normally spend just 3-5 seconds looking at a page before selecting what to do next, so anything higher up the list stands a better chance of being seen.



SHARE THIS TIP!



## Opportunities



## HOW TO SELL IT TO YOUR SPONSOR

*“Instead of being another brand, give your on-site team a name and a face so that attendees can **create** real, lasting relationships.”*

## TIP FROM THE EVENTMOBI DESIGN STUDIO

Have sponsor staff **overlay their company logo** on their profile photo so attendees can easily identify them.

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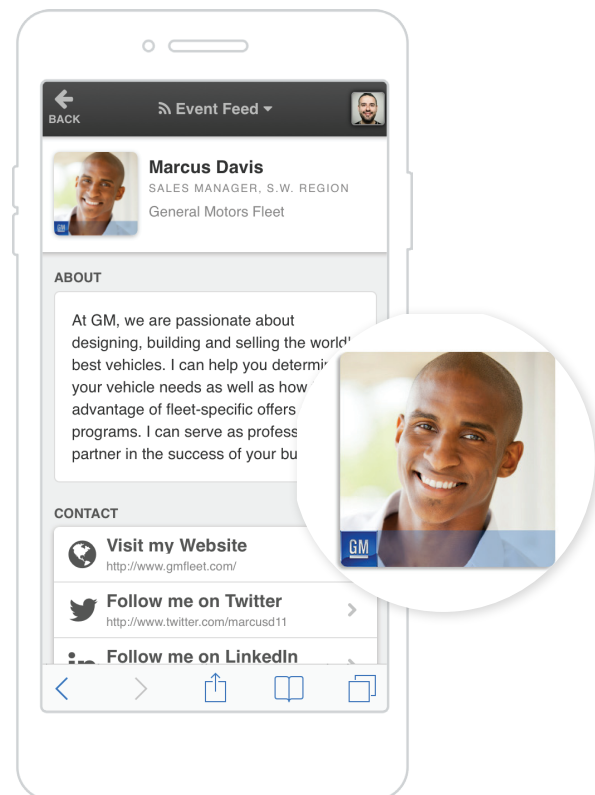
## STAFF CONTACT INFORMATION

### Sponsor staff can create a personal connection.

EventMobi's powerful Attendee Networking feature allows attendees to create and manage their own online presence. Adding everything from social media links to profile picture, personal interests to professional title, this is where attendees go to see who else is coming to the event.

A profile on the app also allows attendees to engage one another in attendee-to-attendee private in-app chat. While viewing another attendee's profile, one can simply click *Send a Message* and a private chat box is opened between the two parties. At the same time, both attendees' information is protected as the messenger service functions through the app without sharing a phone number or email address.

While this powerful feature is usually exclusive to attendees, for a price, you may want to allow sponsor staff to create profiles. You can even add a link to their personal profile directly on their company's exhibitor page too.



## Opportunities



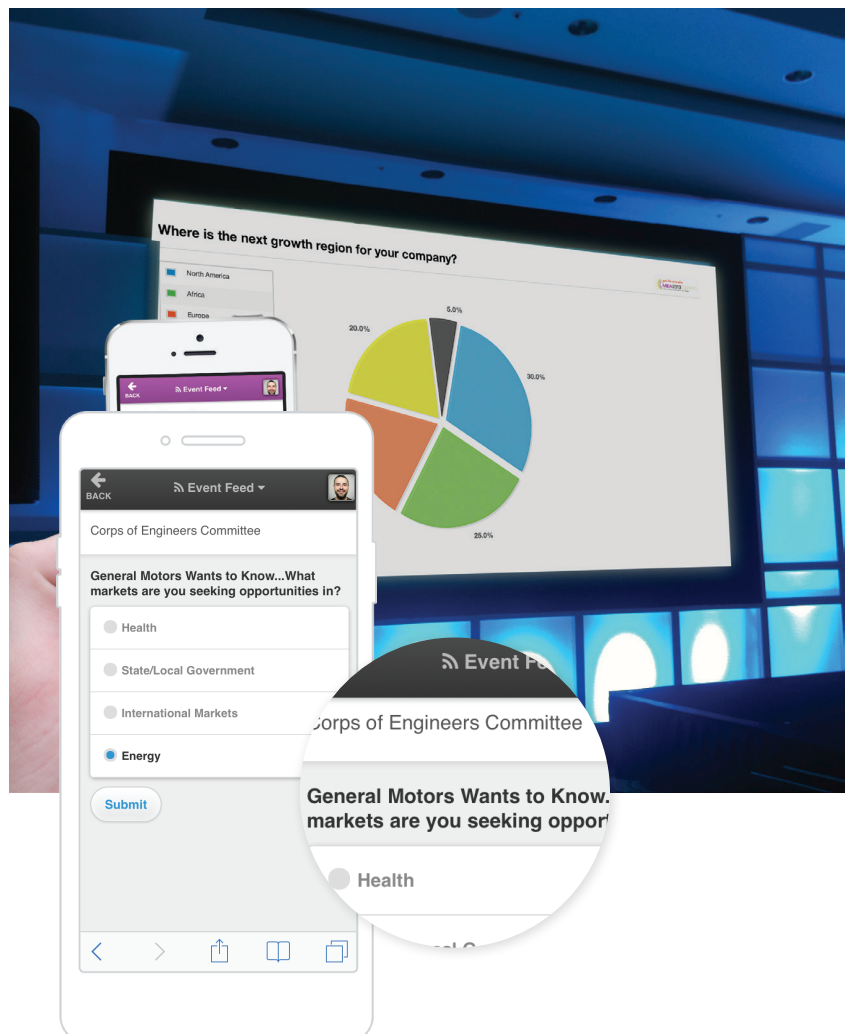
## HOW TO SELL IT TO YOUR SPONSOR

*“Everyone likes to see results. Get your logo up, **front and center** where everyone’s attention is.”*

### TAKE ADVANTAGE OF LIVE POLLING

## Go where your attendees’ eyes go.

People love to know each other’s thoughts and opinions. If a live audience response system is integrated with your mobile app solution, you have a golden opportunity to use it for revenue generation. Poll results tallied on a large presentation screen are great attention grabbers and a well-placed logo is guaranteed to attract some eyes. Those few seconds of exposure are valuable and you can offer them to your sponsors at a premium.



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## Opportunities



## HOW TO SELL IT TO YOUR SPONSOR

*“Gain valuable insight into your customers by asking questions and prompting action. With all that data, you’ll have a **powerful customer profile** and lots of follow-up to do!”*

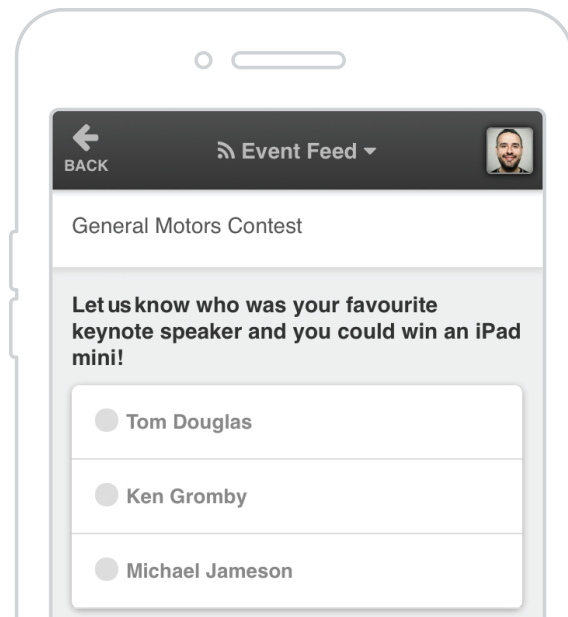
## SPONSORED SURVEYS &amp; CONTESTS

## Engage attendees and collect qualified leads.

Sponsors need to understand their customers. To do so, they love to ask questions and collect important data that will help them understand the needs and desires of prospective customers.

As the event organizer, you can greatly enrich your sponsors’ experience by providing them with a platform to engage attendees. Allowing your sponsors to design and promote their own survey provides them with a tool they can use to engage attendees in fun and exciting ways while at the same time collecting valuable customer data that helps them in the future.

Make a game of it with contests! “Answer this question to be entered into a draw for an iPad!” With attendees participating and entering details, sponsors will have a wealth of information to work from. Remember to be clear with your attendees by indicating that it’s a *Sponsored Survey* so that it stands out and they’re not confused about the contest.



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## Opportunities



## HOW TO SELL IT TO YOUR SPONSOR

*“While all the other exhibitors attempt to attract eyes, attendees will have a reason to **come straight to your booth first.**”*

## TIP FROM THE EVENTMOBI DESIGN STUDIO

Use **QR Codes** in your scavenger hunt as a visual cue for attendees to engage and to promote the game to those passing by exhibitors.



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## EXPO GAME

## Put a smile on everyone's face.

You may have heard of event gamification. The idea of applying gaming mechanics – like points, badges, and leaderboards – has been growing in popularity in the world of events. For example, if you want to get attendees to register early, you create a challenge on your event app that rewards 10 points when attendees register before a certain date. These are highly customizable challenges that you can include in your event app pre-event, on-site, and post-event.

One exciting way you can integrate a sponsorship strategy into your event games is by incorporating your top sponsors in the games. Create a check-in style challenge to drive traffic to specific sponsors' booths or ask questions about a top-sponsor's product presentation.

While all the other challenges in your event game might be worth 10 points each, attach 50 points to a visit with your sponsor. Take it a step further and create a challenge that prompts attendees to start a conversation. For example, *“For 10 more points, what's the name of the new product the company is announcing today?”*

Taking your event game beyond a simple check-in will create a deeper connection between attendees and sponsors.



For more details on event games, go to [GamifyApp.com](http://GamifyApp.com)





## Pricing

Creating your sponsorship package is a challenge, there's no getting around it. Just like events, each one is unique in its own way. But just like events, you can start off on the right foot by asking the right questions and understanding the variables.

In this example, we're going to use some hypothetical conditions to identify four steps to use as a baseline for thinking about sponsorship. As you get going, you're bound to come up with some more brilliant ideas.

If you would like to do some quick calculations alongside our example, you need to collect the following details:

- 1. PROJECTED NUMBER OF ATTENDEES**  
How many people are you expecting?
- 2. PROJECTED MOBILE ADOPTION**  
What percentage of those attendees do you estimate will use the app? Take a look at last year's stats, if available, and consider your promotional strategy.
- 3. EVENT APP COST**  
What is the total cost of your app?
- 4. MONETARY OBJECTIVE**  
Are you looking to cover the cost of the app or generate profit at the same level or beyond your traditional printed show guides?

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## Pricing



## THE EVENT ORGANIZER'S ROLE

*As an event organizer, you won't know how much the marketer is willing to spend for your sponsorship exposure. Don't try guessing the amount they're willing to spend on your sponsorship package – there are too many variables like industry nuances, competition, and conversion rates.*

*Instead, focus on what you can do and how you're going to do it. Once you give them your proposal with the strategy, opportunity, and sponsorship price, they'll have a discussion about how much they're paying on a Per Attendee basis.*

*Once they break it all down, they'll see for example \$10/ attendee, compare it against their magazine print ads which they spend \$15/reader, and their email campaigns where they spend \$11/contact, and then decide that sponsoring your event app is a fiscally smart decision.*

## FOR THE PROS: THINK LIKE A SPONSOR

## A calculated approach to sponsorship pricing.

If you're going to approach companies for possible sponsorship, it helps to know what they're looking for. Let's put ourselves in their shoes and figure out exactly what value they might see in a sponsorship opportunity like the one you're presenting.

## WHO'S IN CHARGE?

Often, sponsorship is managed by a marketing team. As a marketer, the end goal is to generate new leads (*parties that contact a company with interest in the product*). The first step to generating a new lead is getting exposure to an audience: your attendees.

## HOW DO MARKETERS MAKE DECISIONS?

Marketers considering your sponsorship opportunities will compare them to other marketing opportunities, such as sending out an email campaign or exhibiting at a trade show. To make it easy to compare different opportunities, marketers will break all their costs down to a Per Attendee basis – the same way we, as event professionals, think about our registration costs.

Say you're marketing a new computer. After assessing past marketing campaigns, you understand that if you can get exposure to 2,000 people, 5 of them will eventually buy your computer. This means that ultimately you're willing to spend your marketing dollars on those 2,000 people because you know five of them will become a customer.

These are simple, yet valuable calculations marketers make when deciding whether or not a certain campaign will generate new leads.

## SHARE THIS TIP!



## Pricing



## ATTN CORPORATE PLANNERS

*You may not have “sponsors” in the traditional sense but the opportunities provided can still be used to showcase partners and host-venues.*

*When hosting your attendees, hotels love promoting their restaurants and services within the hotel. Use “sponsorship” opportunities as a bargaining chip: if the hotel reduces AV costs, you can highlight their restaurants and services to your high-level attendees.*

*Get creative!*

## SPONSORSHIP PRICING

## Let's do the math.

## STEP 1: COLLECT DETAILS

Identify the sponsorship objective.	Generate 50% profit from the app.
Projected number of attendees.	1,000
Projected mobile adoption.	75%
Cost of the app.	\$3,000

## STEP 2: CALCULATE YOUR EVENT APP

## “COST PER ATTENDEE”

With these numbers in mind, we can set a goal to raise \$4,500 in sponsorship. We also expect ~750 attendees will access the app. In per-attendee terms, you need your sponsors to spend \$6 in order to get exposure to one attendee.

## STEP 3: ESTABLISH CO-BENEFICIAL VALUE-ADDS

Every event is different and this is where you can really get creative when designing your sponsorship packages. Ultimately, this is where you need to understand your event, your attendees, and your sponsors to see where their values intersect.

At a trade show, people need to know how to get from point a to point b; with its high traffic, attaching a sponsor to the map would be ideal. Speaker bios and keynote presentations are often referred to during association meetings; this might be a good place to include a main sponsor's logo. Be creative and cater the opportunities you offer your sponsors to your event.

## STEP 4: PACKAGE &amp; PRESENT YOUR OFFERING

Now, let's provide options. Create three combinations of opportunities you can provide to a potential sponsor. Here's an example:

**EXCLUSIVE - \$4,500**

Have your company profile linked directly on the Home Screen, provide staff with in-app private chat to attendees, and an animated banner ad that appears on every page on the app.

**SHARED A - \$3,000**

(\$1000x 3 available) Be one of five exhibitors listed at the top of the exhibitors list and receive one rotating banner ad and one pre-scheduled alert sent to all attendees while on-site.

**SHARED B - \$1,500**

(\$500 x 3 available) Be one of 3 companies with banner ads rotating throughout the app.

## SHARE THIS TIP!





# Let us take you through our app, **One-on-One.**

*Want to talk details? We'll give you the grand tour of EventMobi from pre-event marketing to post-event analysis. Get in touch with us to find out why EventMobi is the #1 event app worldwide.*

