

CORE-apps

EVENT TECHNOLOGY

TO THE CORE

Gold Overall App Sponsorship Features

Sponsor's ad placements will be included as featured screen shots on the iTunes, Apple App Store and Android Play download sites / pages. Sponsorship of the app is for a period of one year and all materials will be available for viewing and download throughout the year.

The overall app sponsorship package provides maximum sponsorship exposure on the app:

- Secondary Launch Page
- Schedule Page Watermark
- Weighted Banner Ad (to be shown most often)
- Full Screen App Landing Page
- Exhibitor Directory Row Highlighting
- Exhibit Floor Map Booth Space Background Color
- Video Clip
- User Metrics

Secondary Opening Page



Page dedicated to the overall sponsor. Appears after opening screen.

Schedule Page Watermark



A watermark of the sponsor's logo will appear on all app My Schedule calendar pages.

Rotating Banner Ad



Banner ads rotate at the top of the app Dashboard page, and click through to a full-screen App Landing Page.

Full Screen App Landing Page



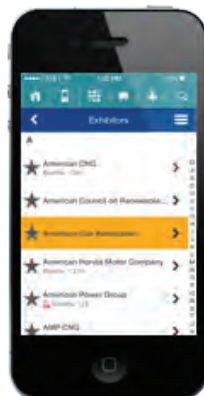
Tell app users more about your product or services or show specials. Buttons can lead users to exhibitor listing or provided webpage URL.

Multimedia Video Message



Sponsor video is downloadable from the Exhibitor Profile.

Exhibitor Directory Row Highlighting



Background color draws attention to the overall app sponsor's listing in the exhibitor directory.

Exhibit Hall Map Booth Background



Sponsor's booth space background is colored on the interactive exhibit floor map.

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Silver (Mid-Tier) App Sponsorship Features

Sponsorship of the app is for a period of one year and all materials will be available for viewing and download throughout the year.

- Rotating Banner Ad
- Full Screen App Landing Page
- Exhibitor Directory Row Highlighting
- Exhibit Floor Map Booth Space Background Color
- Video Clip
- User Metrics

Rotating Banner Ad



Banner ads rotate at the top of the app Dashboard page, and click through to a full-screen App Landing Page

Full Screen App Landing Page



Tell app users more about your product or services or show specials. Buttons can lead users to exhibitor listing or provided webpage URL

Multimedia Video Message



Sponsor video is downloadable from the Exhibitor Profile

Exhibitor Directory Row Highlighting



Background color draws attention to the overall app sponsor's listing in the exhibitor directory

Exhibit Hall Map Booth Background



Sponsor's booth space background is colored on the interactive exhibit floor map

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TO THE CORE

MultiMedia Ad Package Features

Features and Benefits:

- Rotating Banner Ad
- Full Screen App Landing Page
- Video Clip
- Provided Post-Show User Metrics
- Sponsorship of the app is for a period of one year and all materials will be available for viewing and download throughout the year.

Rotating Banner Ad



Banner ads rotate at the top of the app Dashboard page, and click through to a full-screen App Landing Page

Full Screen App Landing Page



Tell app users more about your product or services or show specials. Buttons can lead users to exhibitor listing or provided webpage URL

Multimedia Video Message



Sponsor video is downloadable from the Exhibitor Profile

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Banner Ad & Landing Page Package Features

Features and Benefits:

- Weighted Banner Ad (to be shown most often)
- Full Screen App Landing Page
- Provided Post-Show User Metrics
- Sponsorship of the app is for a period of one year and all materials will be available for viewing and download throughout the year.

Rotating Banner Ad



Banner ads rotate at the top of the app Dashboard page, and click through to a full-screen App Landing Page.

Full Screen App Landing Page



Tell app users more about your product or services or show specials. Buttons can lead users to exhibitor listing or provided webpage URL.

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Push Message Alerts

Specifications:

Subject Line: Alert subject lines or titles longer than 29 characters will be automatically and randomly abbreviated by the mobile app. So, to maintain content and context, you might consider keeping your subject line fewer than 29 characters.

Body: The body of the alert message can be scrolled to accommodate lengthier messages, and can contain full URLs to link the user to a webpage.

Please provide:

- (1) Date/Time Alert will be scheduled to send
- (2) Alert Title
- (3) Body of Alert message

Note: The three most recent alerts appear at the top of the Dashboard page, and all alerts are saved under the “Alerts” Dashboard icon.

On the Apple and Android app version, “Push notification” alerts can be set to be received as “overlay” messages, shown below. The user simply taps the message to open the app and be taken to the alert message.



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Featured Product Package Features

Features and Benefits:

- Product Photo
- Full length product description
- Product listing links to exhibitor profile
- Provided Post-Show User Metrics
- Sponsorship of the app is for a period of one year and all materials will be available for viewing and download throughout the year.

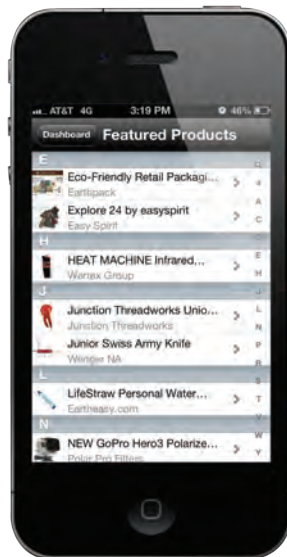
Specifications:

Product Image: .jpg or .png only, 72dpi, size should be no larger than 300 pixels per side.

Product Name: No need to include company name, just the product name.

Product Description: Summary description of the product. 200 words max.

Product Listing



Includes a thumbnail product image, product name, and company name within the Featured Product list on the app Dashboard.

Full Length Product Description



Includes a thumbnail product image, product name, and company name within the Featured Product list on the app Dashboard.

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Enhanced Exhibitor Listing “Green Package”

Upload your company’s .jpg logo to the app. Attendees see it on your mobile app exhibitor listing and on the mobile app’s interactive tradeshow floor plan.

Plus... Upload product literature, show brochures, press releases, and other .pdf documents to the mobile app. Save money on printing. Attendees download your information to their smart phones, or email them.

Standard Listing



Enhanced Listing



Your company information remains available on the mobile app for an entire year. It’s a place to point new business prospects whenever new information about your company or products becomes available, on a device they use daily right in the palm of their hands

Specifications:

Logo: .jpg or .png only, 72dpi, size should be no larger than 300 pixels per side.

Document Handouts: PDF format only. Product literature, press releases, show specials, announcements, etc.

Exhibitors are provided with login credentials to access their mobile app exhibitor web portal. Your event organizer will keep you informed as to when to expect to receive login information.

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