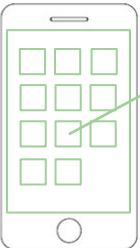


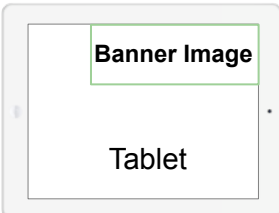

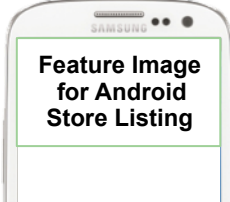

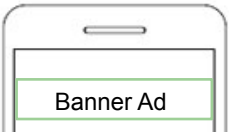


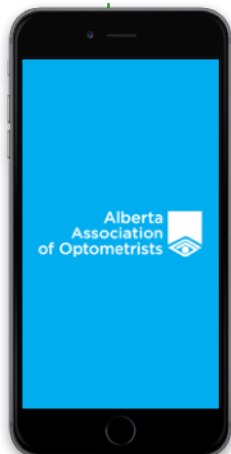
Your organization will need to provide a set of graphics to ensure your branded app's approval by both the iOS (iPhone, iPad) and Android platforms. These images also reinforce your branding.

**Note:** Please **make all images opaque** (turn off transparency) except where noted. Upload all images to the shared Dropbox folder.

<b>REQUIRED ICONS &amp; IMAGES</b>	<b>1</b>	  <p>[Icon label]</p>	<ul style="list-style-type: none"> <li>• <b>Use a High-resolution square icon image</b></li> <li>• Vector-based image preferred (.psd, .ai, <u>not</u> .png)</li> <li>• 1024x1024</li> <li>• <u>No</u> rounded edges</li> </ul> <p><i>Tip: Look at the icons on your phone. Use your brand image or logo, use little to no text, no dates. Small lettering will be very difficult to read.</i></p>	<b>3</b>	 <p style="text-align: center;"><b>Launch Screen</b></p>	<p><b>Complete ALL sizes</b></p> <ul style="list-style-type: none"> <li>• Use .png format</li> <li>• Vertically oriented:             <table border="0"> <tr> <td>640x960</td> <td>640x1136</td> <td>320x480</td> </tr> <tr> <td>1242x2209</td> <td>750x1334</td> <td></td> </tr> <tr> <td>1125x2436</td> <td>828x1792</td> <td></td> </tr> <tr> <td>1242x2688</td> <td></td> <td></td> </tr> </table> </li> <li>• Horizontally oriented:             <table border="0"> <tr> <td>1024x768</td> <td>2048x1536</td> </tr> </table> </li> </ul> <p><i>Please label all images with their size. Example: 640x960.png</i></p>	640x960	640x1136	320x480	1242x2209	750x1334		1125x2436	828x1792		1242x2688			1024x768	2048x1536								
	640x960	640x1136	320x480																									
	1242x2209	750x1334																										
	1125x2436	828x1792																										
	1242x2688																											
1024x768	2048x1536																											
<b>2</b>	<p>Create the same icon in <b>all</b> of the following <b>24 sizes</b> (.png is acceptable for these):</p> <table border="0"> <tr> <td>1024x1024 (png)</td> <td>87x87</td> </tr> <tr> <td>1024x1024transparent*</td> <td>80x80</td> </tr> <tr> <td>512x512</td> <td>76x76</td> </tr> <tr> <td>216x216</td> <td>72x72</td> </tr> <tr> <td>180x180</td> <td>60x60</td> </tr> <tr> <td>171x171</td> <td>58x58</td> </tr> <tr> <td>167x167</td> <td>57x57</td> </tr> <tr> <td>152x152</td> <td>50x50</td> </tr> <tr> <td>144x144</td> <td>40x40</td> </tr> <tr> <td>120x120</td> <td>29x29</td> </tr> <tr> <td>114x114</td> <td>20x20</td> </tr> <tr> <td>100x100</td> <td>50x50*</td> </tr> </table>	1024x1024 (png)	87x87	1024x1024transparent*	80x80	512x512	76x76	216x216	72x72	180x180	60x60	171x171	58x58	167x167	57x57	152x152	50x50	144x144	40x40	120x120	29x29	114x114	20x20	100x100	50x50*	<b>4</b>	 <p style="text-align: center;"><b>Banner Image</b></p> <p style="text-align: center;"><b>Tablet</b></p>	<ul style="list-style-type: none"> <li>• 900x256 .png</li> <li>• Horizontally oriented</li> <li>• Use simple branding (avoid a specific date or year)</li> </ul> <p><i>Please name image: banner.png</i></p>
1024x1024 (png)	87x87																											
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512x512	76x76																											
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100x100	50x50*																											
<b>Notes:</b>	<p>a. Make all icons square images</p> <p>b. Label all images with their size only. Example: 1024.png; *transparent version is 1024alpha.png</p> <p>c. A transparent image means your logo is only white with a transparent background*</p> 	<b>5</b>	 <p style="text-align: center;"><b>Feature Image for Android Store Listing</b></p>	<ul style="list-style-type: none"> <li>• 1024x500 (.jpg or 24-bit .png, no alpha) Horizontally oriented</li> <li>• Simple branding recommended (avoid a specific date or year)</li> </ul> <p><i>Examples: photograph, logo, generic "Annual Conference"</i></p> <p><i>Please name image: feature.png</i></p>																								
<b>OPTIONAL</b>	<p>The Splash Screens and Banner Ads can be uploaded anytime. They do not require Apple or Android approval.</p> <p>Use the "Splash Screen" for your sponsors and/or to brand your specific event. Example: "20th Annual Conference, San Diego"</p>	 <p style="text-align: center;"><b>Event/ Sponsor Splash Screen</b></p>	<p><b>Complete ALL sizes</b></p> <ul style="list-style-type: none"> <li>• Vertically oriented:             <table border="0"> <tr> <td>640x960</td> <td>and</td> <td>640x1136</td> </tr> </table>             (.png)           </li> <li>• Horizontally oriented:             <table border="0"> <tr> <td>1024x768</td> </tr> </table>             (.png)           </li> </ul> <p>Yes, use a specific date and/or year</p> <p><i>**Please label all images with their size. Example: 2048x1536.png</i></p>	640x960	and	640x1136	1024x768	 <p style="text-align: center;"><b>Banner Ad</b></p>	<ul style="list-style-type: none"> <li>• 640x100 (retina display) (.png) Horizontally oriented</li> </ul> <p><i>Tip: Keep it simple! Use few words and large type to make it easy to read on your phone</i></p> <p><i>**The Banner Ad is different than the Banner Image</i></p>																			
640x960	and	640x1136																										
1024x768																												
				<b>SPLASH &amp; ADS</b>																								

### Sample Launch Screens

### Sample Splash Screens



# 1

## Launch Screen

The first screen one sees, but it's very quick. We recommend using just a logo, for branding. The launch screen duration is set by Apple and Android. The launch screen is included in — and required for — the app submission process.

# 2

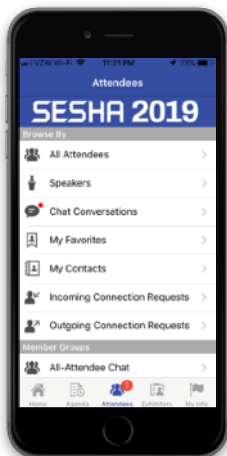
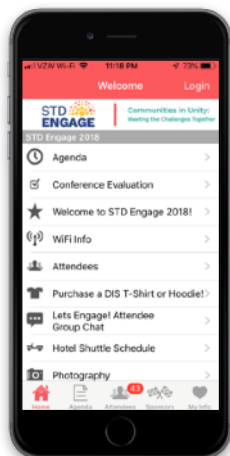
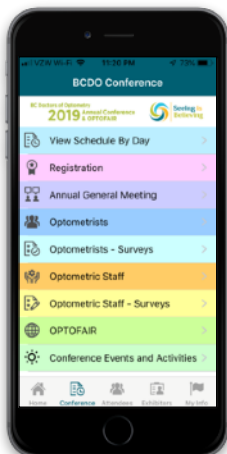
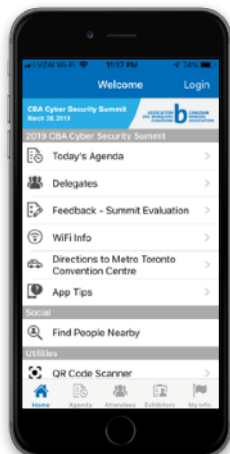
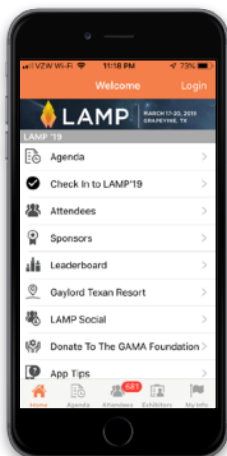
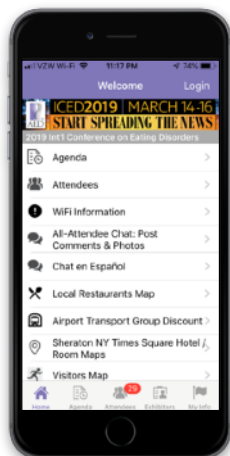
## Splash Screen

Promotes the specific event. The duration of this screen can be modified in the app settings. Can be rotated with other splash screens, such as those for sponsors. Can be clickable. The splash screen can be uploaded anytime and is not included in the app submission process. AgendaPop provides statistics of splash screen impressions and clicks after the event.

### Additional Splash Screen Examples:



### Sample Banner Ads for Event Organizers



1

### Reinforce your brand

Banner ads appear at the top of the home page menu and at least 17 other menu pages across the app.

2

### Keep it simple

The key to creating a good app ad is to use very few words and large text, so users can read them. The banner ad can be uploaded anytime and is not included in the app submission process.

3

### Take control

Banner ads can be rotated, they can be prioritized to deliver more or fewer impressions than other banner ads, and they can be clickable. AgendaPop provides statistics of banner ad impressions and clicks after the event.

### More Organizer Banner Ad Examples:

