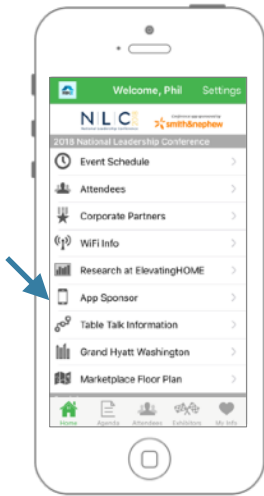


Home Page Visibility

Home page menu listing: Selecting "Mobile App Sponsor" will link to a full-screen ad or to the sponsor app page.



Sponsored Announcements

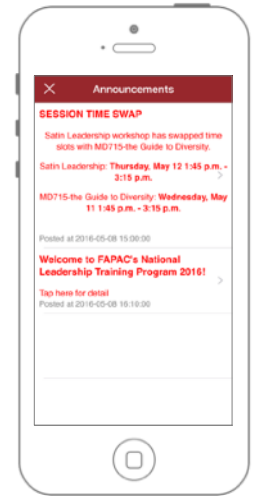
Promote key sponsors using the announcements (push notification) feature. Examples include session sponsorship and exhibit booth drawing / giveaway.

Creating announcements:

- **Pre-scheduled** for specific time windows
- **Urgent** or on-the-fly messaging
- **Intervals** (ex. every 60 min.)
- **Target** attendees, exhibitors, or specific sessions

Uses of announcements:

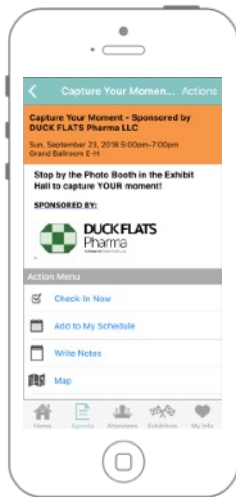
- **Promote** time-sensitive sponsor / exhibitor giveaways
- **Highlight** sponsorship of keynote address, session, awards, and reception
- **Link** to specific session



Session Sponsorship

Sponsors hosting keynote sessions, luncheons, and educational workshops may be featured with their logo in the session description section of the session details page.

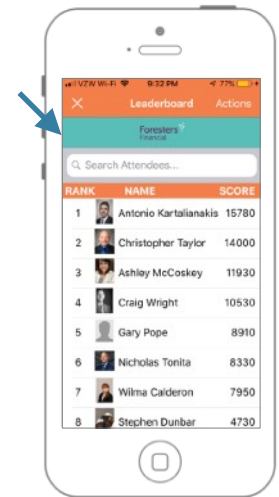
Logo should be JPG or PNG format. Additional information can include a clickable link to a URL.



Gamification

The excitement of gamification will keep participants coming back to the Leaderboard to check their rankings.

Place an exclusive ad for one sponsor atop the Leaderboard for the entire duration of the game. The ad is non-clickable. A report showing the number of impressions will be provided after the event.



Downloadable Handouts

Give your sponsors the opportunity to provide brochures and other useful collateral, directly from their company page on the app.

