

9 Ways to Monetize Your Event App

The ABC's of mobile apps are pretty clear. Always. Be. Connecting.

This has expanded beyond attendees connecting with each other and now includes connecting your attendees with speakers, exhibitors and sponsors.

Meaningful connections are the building blocks of great events. Your event app allows you to engage with your attendees in ways that have never been possible before. But it can also become a key source of revenue. Here's how.

SPONSORSHIP OPPORTUNITIES

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#1 Sponsor Splash Pages

Splash Screens

Make a strong first impression while creating a unique revenue opportunity with your event-level splash screen. For advertisers, there is incredible value to be gained by being visible to every attendee when he or she launches your event app. This prime digital real estate allows sponsors to move away from the often-missed (and not measurable) printed flyers and posters and toward a “can’t miss it” pop-up advertising solution. Also, studies show full-page ads yield the highest rate of engagement.

BENEFITS

1. It's a full-screen ad
2. The ad displays when your event is opened
3. The ads are automatically sized to fit iPhone, iPad, and Android devices



How to Leverage Splash Screens

Create a premier sponsorship package and give your top-tiered sponsor exclusive rights to the highly coveted splash-screen ad space.

#2 Banners

Banner Ads

Provide your sponsors with a dynamic way to reach attendees. Banner ads are front and center on your app and help your sponsors drive booth and website traffic, increase brand visibility, and boost sales. Attendees can easily connect with sponsors by tapping through to websites or destinations within the app. This includes sponsor listings that house valuable content like contact info, documents, and more. Also consider the benefits of creating smart banner ads that target specific attendees (think VIPs) by leveraging group-based content.

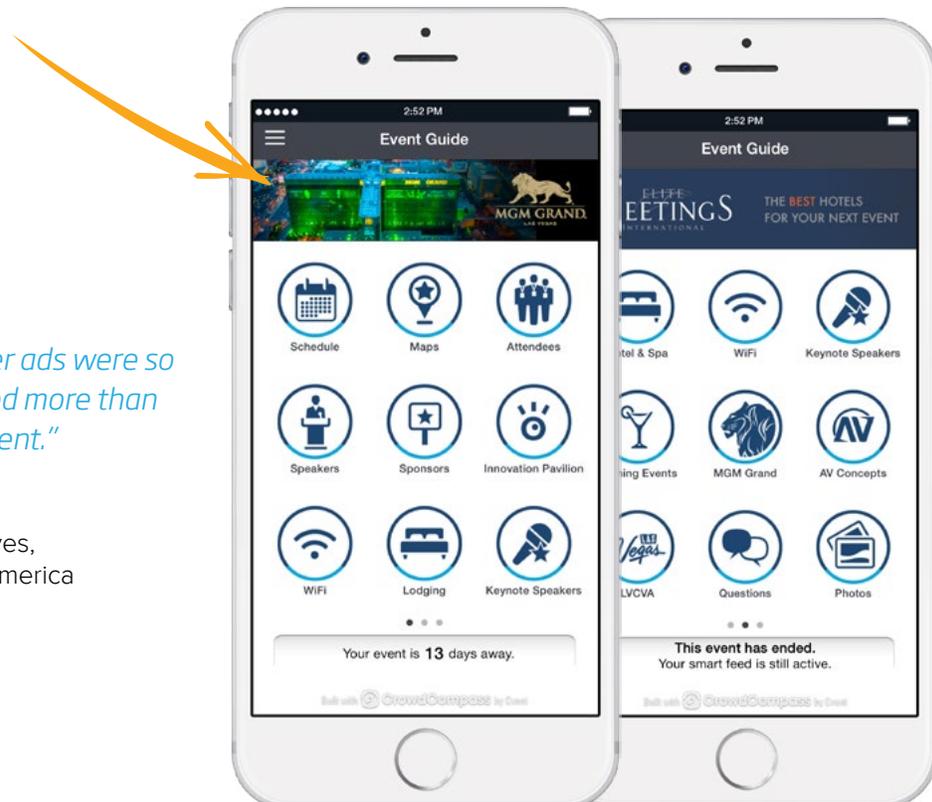
BENEFITS

1. The ads are placed on the main screen for ultimate visibility
2. Multiple banners allow for multiple sponsors
3. Real-time reports provide impressions and click-through rates



"Our sponsorship banner ads were so successful they received more than 77,000 views at our event."

Jacquelyn Chi
Manager, Strategic Initiatives,
The Culinary Institute of America



How to Leverage Banners

Consider selling exclusive banner ad rights for an entire day. Sponsors will pay a premium to have complete control of all ads for one day of your event with a whole host of display options.

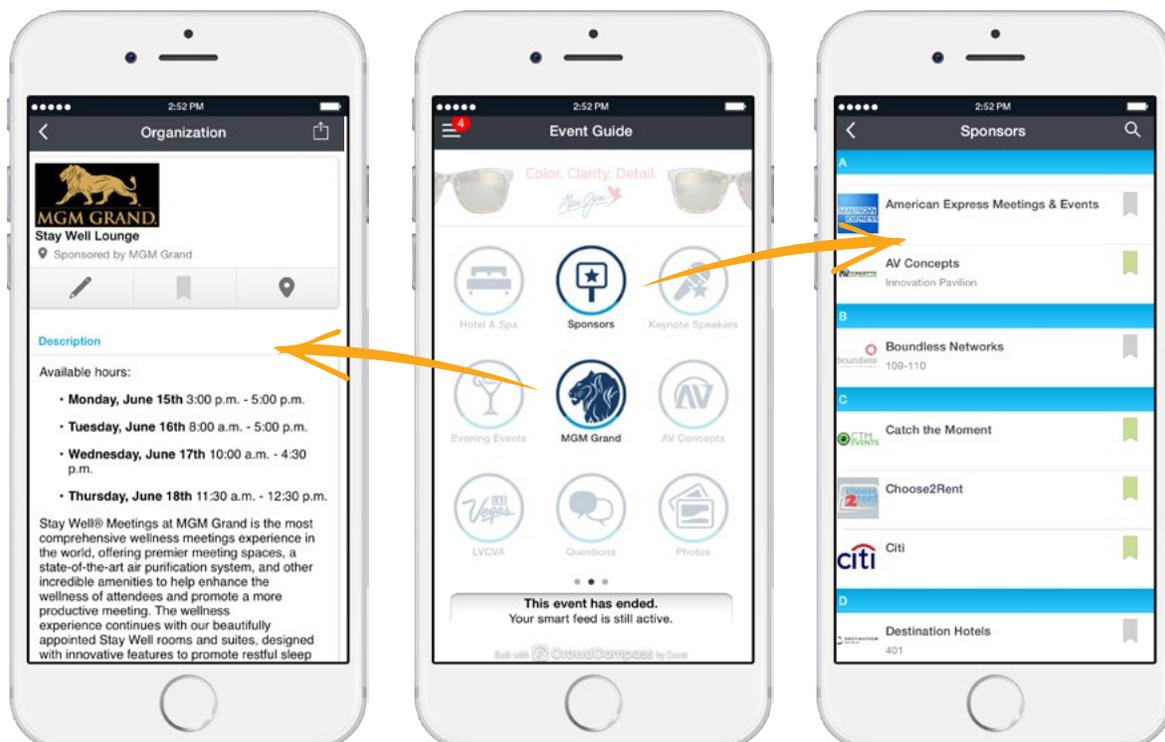
#3 Sponsored Listings & Highlighted Exhibitors

Sponsored Listings/Highlighted Exhibitors

If your sponsors really want to stand out and make their brands more visible, sponsored listings are the easiest way to shift them into the spotlight. Exhibitor listings are a standard part of your app, but consider monetizing the inclusion of a logo or even highlighting top-tier exhibitors with a separate but highly visible sponsor icon on the home screen. Take it a step further by offering elite sponsors a custom icon that links attendees directly to their listing page.

👍 BENEFITS

1. Additional exposure for the company brand through listings
2. Expanded profiles including photos, brochures, and other marketing materials



★ How to Leverage Sponsored Listings/Highlighted Exhibitors

Push sponsors to take full advantage of their listings with logos, website links and of course social media. By putting social media front and center and encouraging connections, sponsors have the opportunity to reach attendees year round.

★ How to Leverage the VIP Admin Center

Securing sponsorship opportunities is a great way to offset the cost of your mobile event app but what about all the extra work it brings? Empower your sponsors to manage and maintain their own sponsored content through the VIP Admin Center. Controlled access to a portion of the Event Center means sponsors can upload and manage their own content, logos, links and more. Plus they have the power to make any last minutes changes on their own.

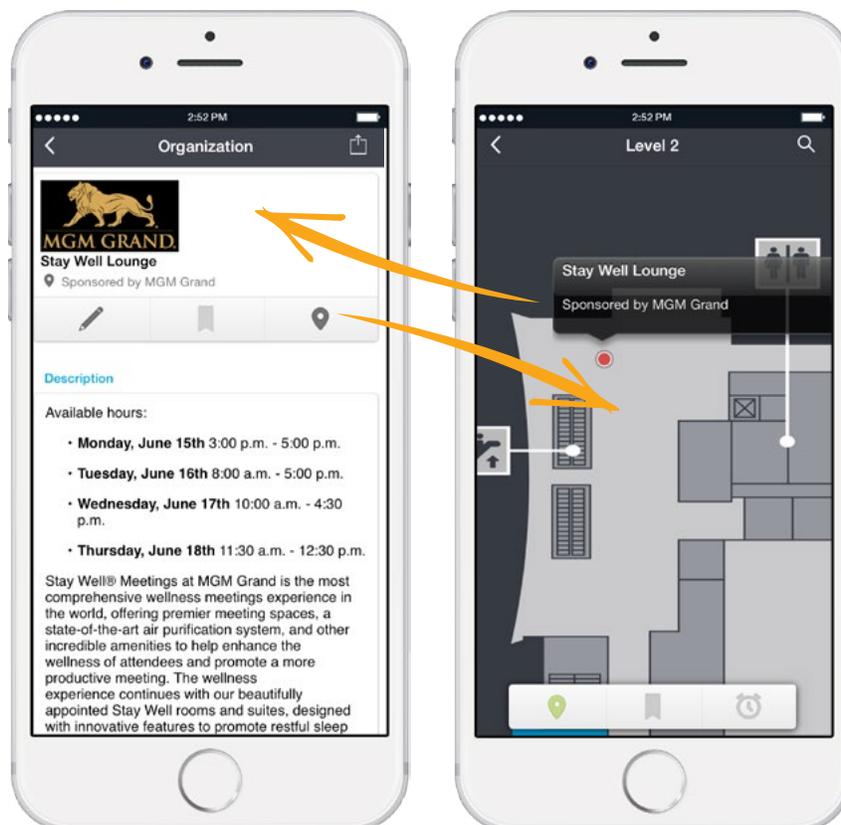
#4 Interactive Maps

Interactive Maps

Interactive maps make it simple for attendees to navigate your event, so it's no surprise that this feature is often the most popular sponsorship opportunity. Offer your advertisers and partners the ability to headline this prime mobile real estate. Interactive mapping also helps users locate sessions, expo halls, sponsor booths, and much more.

BENEFITS

1. The sponsor will be highlighted along with the interactive pins on the map
2. The sponsored pin can act as a link to get basic information about their company



"The additional advertising options our app gave us meant we were able to secure 22+ sponsors for our event. We saw a 140% ROI."

Nick Overmann, Marketing Manager, Verifone

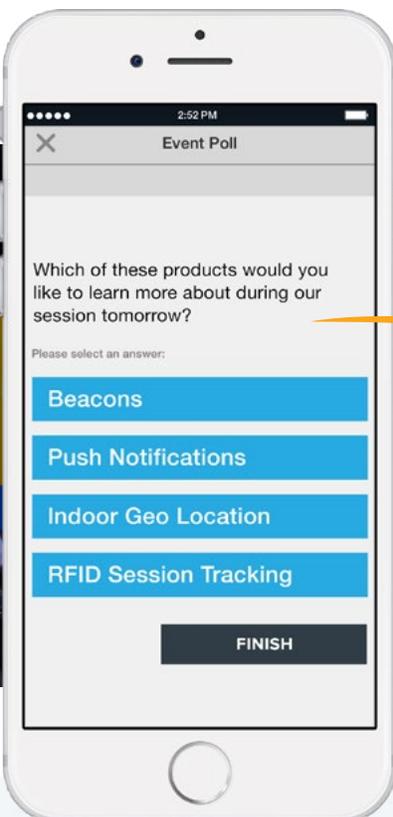
#5 Surveys & Interactive Polling*

Surveys & Interactive Polling

Give sponsors two ways to gather feedback directly from attendees with custom surveys and interactive polling. Sponsored surveys let advertisers gather comprehensive data from the broader attendee base with options for customization and multiple questions. For example, if a sponsor purchases a live poll, they can gather feedback from an audience in real time and display the live results in a session presentation. This allows the sponsor to be part of the conversation and make adjustments on the fly.

BENEFITS

1. Native survey integration—no paper to distribute and collect. Surveys can be featured in session pages, sponsored listings or on the home screen with an icon.
2. Polls are an interactive part of events that can be branded by sponsors and used for immediate feedback.
3. Sponsors can incorporate their brand's name in questions or include a brand image within a poll or survey.



* Polling functionality is a premium feature. Ask your CrowdCompass representative for pricing information.

How to Leverage Surveys

A sponsored survey can live in multiple places within the app including a sponsored listing. When an event participant visits the sponsor's booth or attends their speaking session they can easily navigate to the survey and provide important feedback.

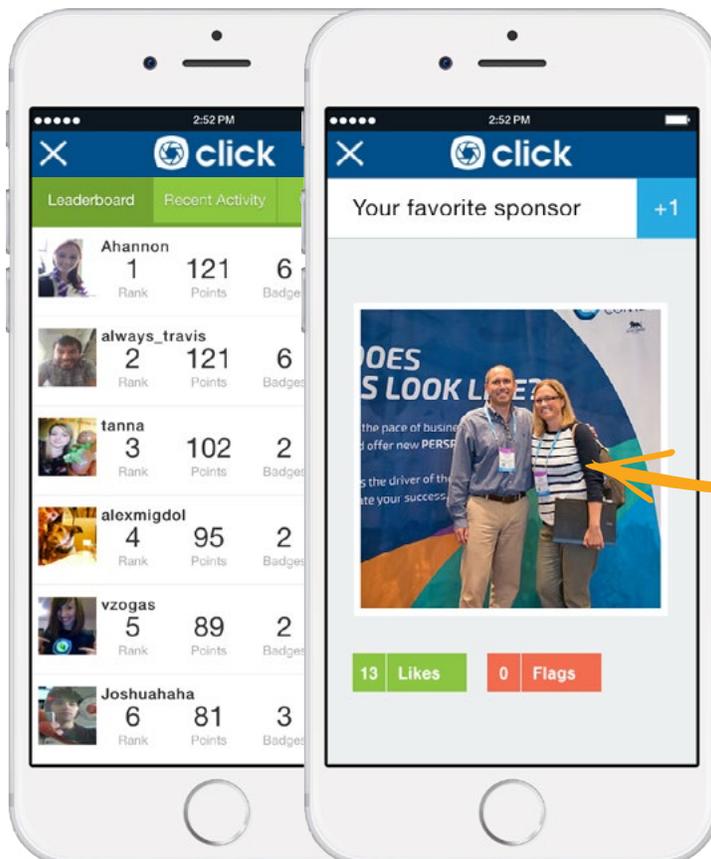
How to Leverage Interactive Polling

Encourage your organization's speakers to use polls to tailor session content to the audience. Speakers can poll the audience at the beginning of a session to determine what the audience is most interested in learning about.

#6 Gamification

Gamification

Events are ideal venues to make business connections and attend educational sessions, but they're also an opportunity for attendees to have a little fun. Give your advertisers the opportunity to be a part of the "fun side" of your event by offering them the chance to sponsor a game challenge. Games like photo-based scavenger hunts that encourage people to interact with exhibitors and visit booths in a more informal setting help make lasting impressions.



👍 BENEFITS

1. Gamification increases booth traffic because attendees are challenged to visit sponsors or try a product in exchange for points in the game
2. The leader board ignites fun competition and encourages attendees to play while interacting with sponsors
3. Organizations can gain additional exposure by sponsoring the top prizes and the winners presentation
4. Images and posts from attendees and sponsors can be projected on a wall at your event, increasing visibility for key sponsors and products

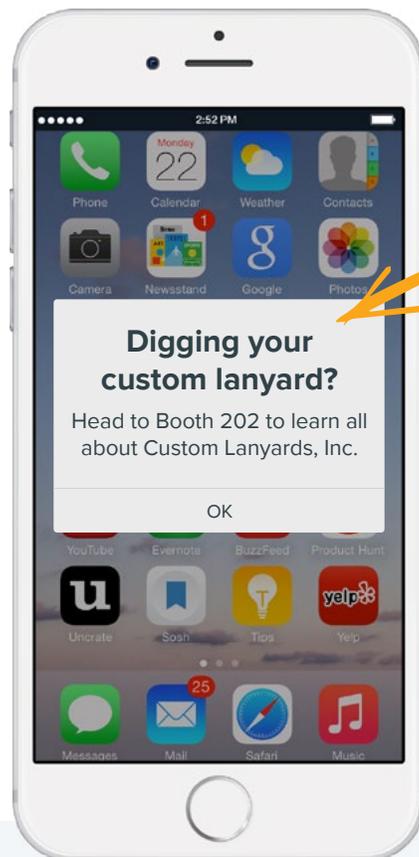
★ How to Leverage Gamification

Monetize the game by allowing advertisers to sponsor aspects of the game including badges and challenges. Sponsors can incorporate trips to their booths as part of their challenges, encouraging attendees to snap and share a photo or provide contact information.

#7 Push Notifications

Push Notifications

Push notifications help you instantly reach attendees with important information, alerts, updates and more. The notification is an ideal way for your sponsors to connect with more customers. Native apps allow you to create custom messages and send them to attendees anytime and anywhere. Similar to text messages, push notifications appear on the screen of an attendee's device even if the event app is closed. This allows organizers and sponsors to ensure alerts and updates are always seen. Sponsors can encourage attendees to visit their booth or view a company listing to learn more about products and services.



BENEFITS

1. Alerts pop up prominently on each attendee's device
2. Attendees receive notifications as long as they have the app
3. Schedule notifications in advance or on the fly
4. Use this channel to connect with attendees before, during, and after your event
5. Target specific groups of attendees with segmented push notifications
6. Continue to use push notifications to assist with your communication strategy long after events are over

How to Leverage Push Notifications

Push notifications don't need to be bland. Keep it fun and upbeat. If a sponsor provides custom lanyards, try something like this, "Digging your custom lanyard? Head to Booth 202 to learn all about Custom Lanyards, Inc."

#8 Beacons

Beacons

Beacons are an innovative feature taking the event business by storm. Since Wi-Fi is not needed for use, beacons offer a foolproof way to connect with attendees. Place beacons throughout your event space (walls, booths, doorways) and then enable smart notifications to be transmitted to attendees who are in range. You can monetize beacons, while at the same time, setting exhibitors up for success. Offer a mounted beacon at select booths to trigger location-based alerts as attendees explore the booth. Another valuable option? Use beacons to direct attendees to specific content in the app like sponsor listings. Since beacons do not require Wi-Fi but instead Low Energy Bluetooth, attendees don't have to worry about battery drain when using the feature.

BENEFITS

1. Attendees see these alerts throughout your event space
2. Alerts encourage interaction with sponsor booths
3. Alerts create more sponsor listing impressions



* Feature functionality is included. Beacons sold separately.

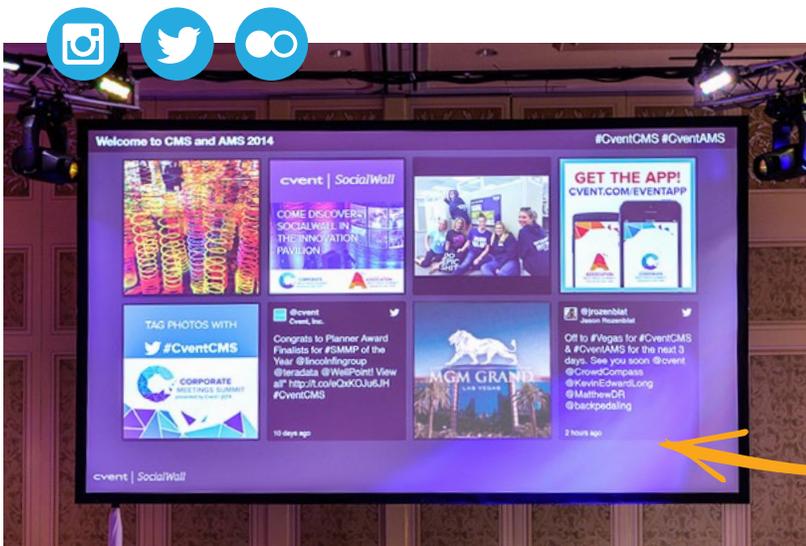
How to Leverage Beacons

Place a beacon on your breakfast buffet. When attendees are in proximity of it, they will receive a beacon alert about who sponsored the breakfast with access to learn more about them.

#9 SocialWall

SocialWall

Drawing from Twitter, Instagram and Flickr, SocialWall seamlessly displays your attendees' social feeds to spark excitement and engagement at your event. Imagine telling prospective sponsors that their company's logo or messages will be displayed on an interactive full-screen at your event. If they're not excited yet, tell them they can have a promoted post included in the never-ending feed of attendees' social posts.



BENEFITS

1. Highlights event sponsors in real-time during your event
2. Custom posts can be inserted to replace traditional signage thanking sponsors, making announcements or highlighting “what’s next” on the agenda
3. Your sponsors will get extra attention on an epic scale
4. SocialWall encourages attendees to post to their social networks, further promoting your event

How to Leverage SocialWall

Have a promoted post that encourages attendees to visit a selfie booth to snap a photo with props provided by a key sponsor.

Mobile apps give you a chance to be more relevant, engaging and personalized for your attendees. But that's not all. Apps also dramatically increase your sponsor levels with year-round engagement and advertising opportunities. Take advantage of these seven methods and you'll be on your way to having the app pay for itself.

What to Sell

Build your sponsorship packages with these advertising options

| Type of ad | Quantity | Value | Potential revenue |
|---------------------------------|----------|----------|-------------------|
| Splash screen | 1 | \$ 1,500 | \$ 1,500 |
| Banner ad | 15 | \$ 1,000 | \$ 15,000 |
| Sponsored listing | 10 | \$ 500 | \$ 5,000 |
| Sponsored icon (home screen) | 1 | \$ 1,500 | \$ 1,500 |
| Interactive map listing | 5 | \$ 300 | \$ 1,500 |
| Sponsored survey | 3 | \$ 500 | \$ 1,500 |
| Sponsored poll | 3 | \$ 500 | \$ 1,500 |
| Sponsored challenges | 3 | \$ 500 | \$ 500 |
| Push notification(s) | 5 | \$ 1,500 | \$ 7,500 |
| Beacon alert(s) | 5 | \$ 1,000 | \$ 5,000 |
| SocialWall post(s) | 10 | \$ 300 | \$ 3,000 |
| | | | \$ 43,500 |

| Sponsorship bundles | Includes | Value |
|------------------------------|--|----------|
| Premier sponsor package | Splash screen, 2 banners, sponsored listing, sponsored icon, interactive map listing, 1 push notification, 1 beacon alert, 1 SocialWall post | \$ 8,600 |
| Key sponsor package | 1 banner ad, sponsored listing, interactive map listing, 1 push notification, 1 SocialWall post | \$ 3,600 |
| Gamification sponsor package | 5 sponsored challenges, sponsored listing, 1 beacon alert | \$ 4,000 |
| Feedback sponsor package | 1 survey, 1 poll, 1 banner ad, 1 push notification, 1 beacon alert, sponsored listing, 1 interactive map listing | \$ 5,300 |

Prices are only examples; you set your own prices and keep all the revenues!

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