



# Splash Page

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- Full-screen visual appears when an event is launched
- Prime real estate with a front-and-center impression
- Displays for up to 5 seconds



## Splash Page

# What's in it for sponsors?

Every attendee using the app sees the sponsored splash page—a visual that fills the entire screen, free from distraction. As an exclusive opportunity to introduce the event app, it's recommended that its design incorporate the event name, date and location, with a “brought to you by” message. Its high-impact impressions mean optimal brand exposure that warrants premium pricing.

## Tips for selling

### Noticed by all

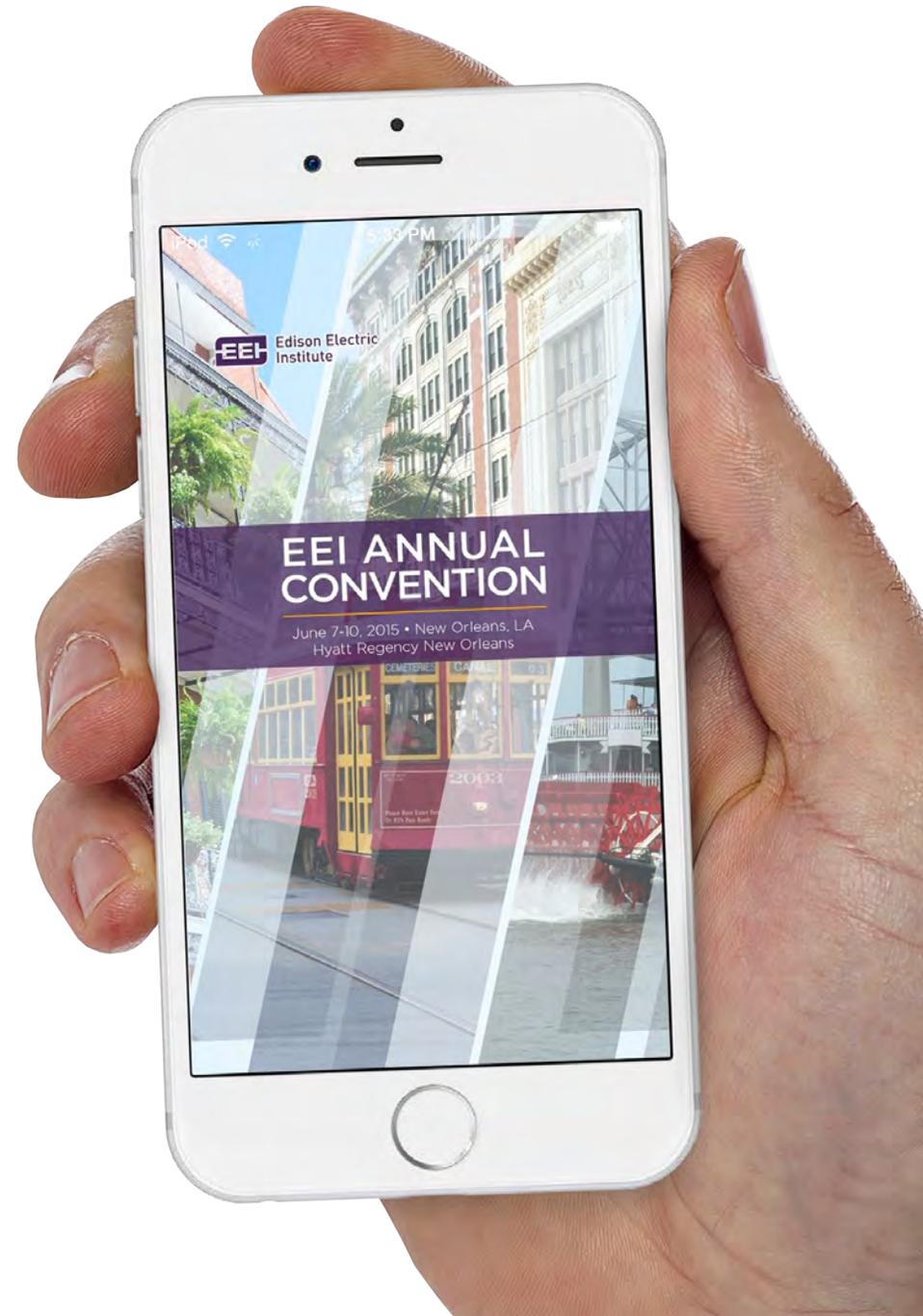
Emphasize the visual impact of its full-screen experience. It's unlike any other mobile app opportunity because there is only one spot on the splash page and your main sponsor gets it. The app's splash screen is going to be viewed every time the user opens your event within the app, which could be dozens of times during the course of a two-day event.

### The power of one

Make the splash page an exclusive opportunity, available to only one sponsor. This further cements its premium value. It's the ideal opportunity for a brand to put its weight behind the event.

### Aim high

Sponsors want to be seen by your customers, and the splash page provides a prime opportunity. As a rule, bundle the splash page with other items and then set the bar high.



## Tech specs and tips

- Recommend large text and clear fonts
- Create an exclusive—and powerful—brand impression
- Save in a lossless format (e.g., png or gif)
- Design for retina display: 340 pixels top, 260 pixels bottom, 260 pixels left/right.

### Type of ROI



### Cost



### Required effort



### CONSIDER THIS

Since the splash screen very well might be the first impression attendees get of your event, you'll want to ensure the design is clean, simple and uncluttered. Try limiting it to the name, location, and date of the event, as well as a "brought to you by" message for your marquee sponsor.

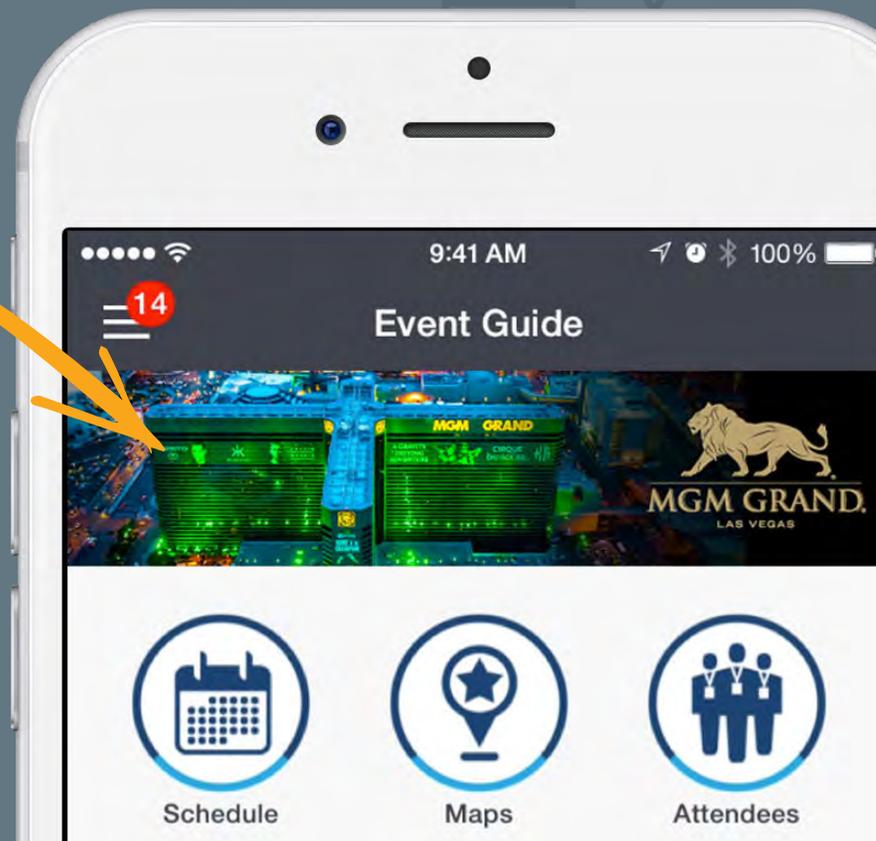
Sponsors of top tier events can expect an average of 90% of attendees to download and rely on the mobile app for information.

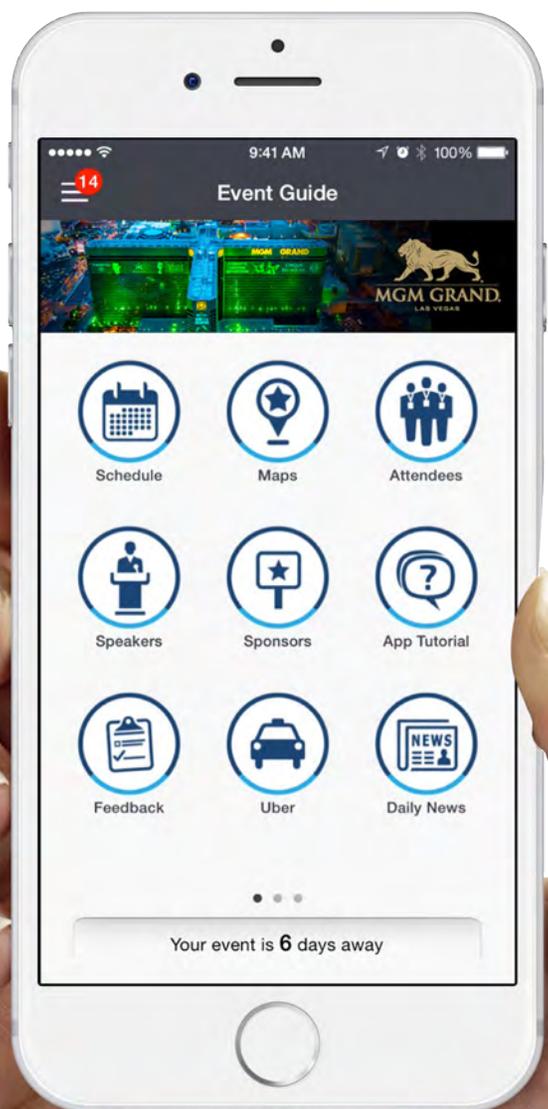
Source: [The Momentum of Mobile Apps Benchmarks Study](#) | Event Marketing Institute



# Banner Ads

- Most popular form of sponsorship for mobile event apps
- Appears at the top of the screen
- Cost-effective way to build brand awareness and reach attendees





## What's in it for sponsors?

Simplicity, for starters. Banner ads are super easy to create. Plus they're relatively inexpensive and can be highly targeted. With roughly five seconds of display time each time they appear, they're an appealing option for new companies entering the market and for larger companies that haven't partnered with you before but want to test the waters.

## Tips for selling

### Hit the target

Help sponsors get in front of the *right* people, instead of the most people. Consider selling ads that target segments of your audience. Display sponsor ads based on session preferences, company names, job titles, or practically any other characteristic. It's a strategy sure to lead to more meetings and sales.

### Get exclusive

Sponsors will pay a premium for exclusivity within your event app. For banners, you can allow one sponsor to own a particular space or even control all ads for a particular day.

### Finish strong

Given their simplicity and affordability, banner ads provide an opportunity to continue selling sponsorships even days before the event. Reach out to partners who were reluctant to sponsor before with budget-friendly banner options.

## Banner Ads

### Tech specs and tips

- Design for retina display: 640 X 150 pixels
- Save in a lossless format (e.g., png or gif)
- Define how much time each banner displays



#### CONSIDER THIS

When linked to outside landing pages, banner ads can be disruptive and diminish the attendee experience. Linking only to in-app sponsor profiles helps tie leads back to the app (which, in turn, helps with future sponsorship sales).

*“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

#### Type of ROI



Brand awareness

Direct audience engagement

#### Cost



Less

More

#### Required effort



Less

More