

Conference Mobile App Advertising



Conference Advertising

SIOR has gone mobile to create a first-rate, on-the-go experience for conference attendees. Using the app, attendees will be able to easily access conference session and speaker information, the schedule of events, exhibitor and sponsor profiles and information, maps of the hotel and exhibit hall, and much more!

The SIOR Conference Mobile App provides exhibitors and sponsors with the opportunity for mobile sponsorships and promotion through banner ad and multimedia advertising. This gives exhibitors and sponsors a far-reaching, cost-effective way of advertising in this technology-based medium. It's a handy tool for the conference, and even after the conference, providing users with an industry reference tool.

Advertising Opportunities



Secondary full-screen splash page appears every time someone opens the app.

Gold Package

(1 available per conference)

\$10,000

- Secondary splash page on app
- Included banner ad and landing page
- Included multimedia video package
- Six text message alerts (2 per each day of the conference)
- Highlighted company listing
- If exhibiting, highlighted colored booth space on exhibit hall map
- App store screen shot presence – screenshots of pages with your logo will be used in iTunes, Google Play Store, Blackberry Market, etc.
- Weighted banners – your banner ad will be shown three times more than any other banner ad
- Signage on-site at the conference



Banner Ad & Full-Screen Landing Page

Video Ad

Silver Package

(3 available per conference)

\$5,000

- Included banner ad and landing page
- Included multimedia video package
- Highlighted company listing
- App store screenshot presence
- Weighted banners – your banner ad will be shown two times more than any other banner ad
- Signage on-site at the conference



Highlighted Exhibitor Listing and Logo Placement/Colored Background on Floor Map

Text Alert



Multimedia Video Package

\$3,000/Ad

Includes a rotating banner ad that clicks to a full-screen landing page ad with your own customized video link embedded, or to your exhibitor/sponsor listing page with an embedded , or to your exhibitor/sponsor listing page with an embedded link to your video that you can stream, download or email.

Banner Ad & Full Screen Landing Page

\$2,000/Ad

Banner ads rotate at the top of the dashboard every 20-30 seconds. When tapped, they take the user to a full-screen landing page. Tap the landing page to be taken to the exhibitor/sponsor listing or a link to an outside URL.



Text Message Alert Package

(1 text/push alert, 1 in-app alert)

\$500

Drive traffic to your booth by sending a mobile alert to all attendees who have downloaded the app. On all smartphones, the three most recent alerts appear on the dashboard. All alerts are stored in the alerts section with notification of new alerts. Limit one text (push) alert per company per day, and one in-app alert per company per day.

