



Educating for Tomorrow's Media

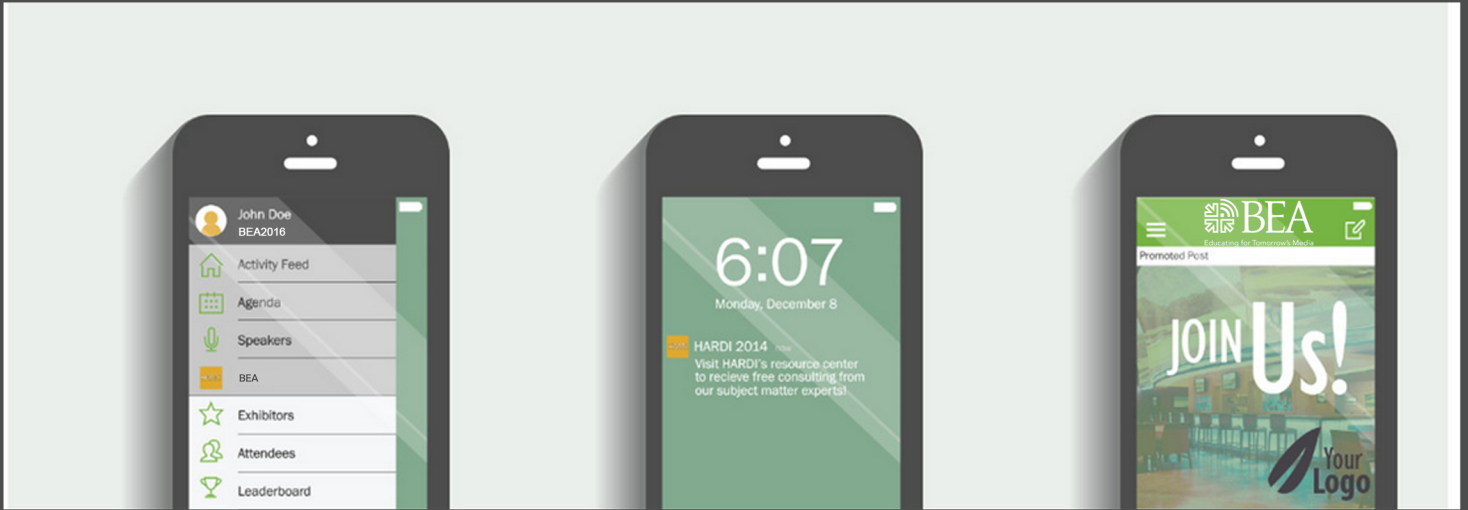


Reach over 1,300 educators from 300+ schools gathering together in Las Vegas

# CONVENTION APP ADVERTISING



Educating for Tomorrow's Media



Tier 1 \$500

Tier 2 \$1,000

Tier 3 \$3,000

Sponsorship Opportunity

Dedicated Sponsor Micro App Section

Survey (max 5 questions)

Company logo included in app promo emails

Promoted Posts (promoted for 30 minutes at a time)

Push Messages - before the show, during or after  
(only 15 Push Messages available for entire convention)

Highlighted stand on interactive floor plan

Custom Achievement Badge

Company logo on Exhibitor List

Downloadable assets (PDFs) and product descriptions

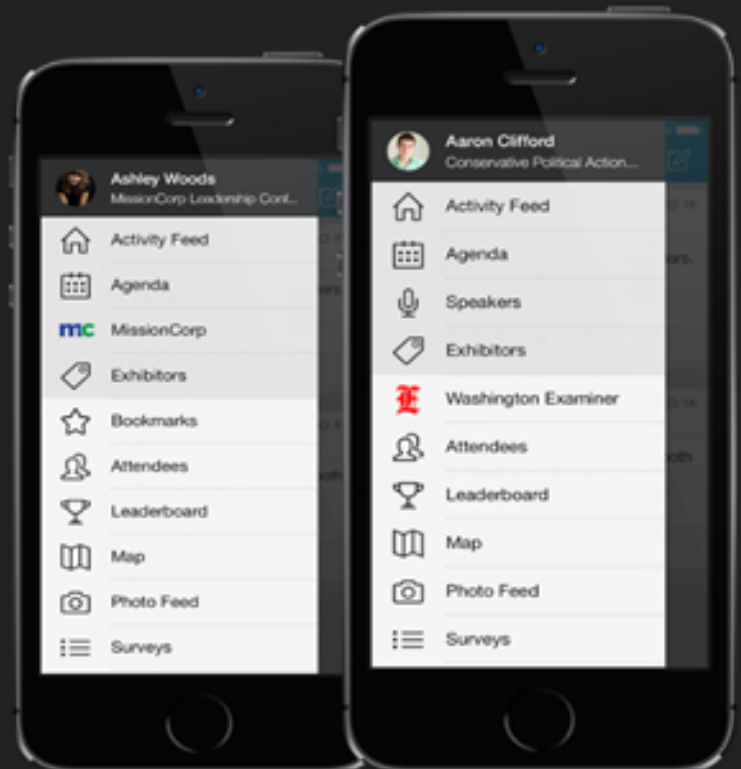
	Tier 1	Tier 2	Tier 3
			☒
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		1x	3x
		1x	1x
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# SPONSORED MICROAPP

A Sponsored Microapp offers a high level of exposure and virtually connects the sponsor to every app user. It can link to a custom landing page, the sponsor's website and more.

Specifications:

- Logo artwork (320x320px, .PNG)
- Link to external website/landing page



# PUSH NOTIFICATIONS

*Looks like a text message, but comes from the application*

A Push Notification is a powerful, real-time marketing tool for event organizers. It is the most directed, 140-character message a sponsor can send to encourage event app activity.

Segment users by group affiliation, interests and more or direct a sponsor's message to all attendees who have downloaded the application. Schedule Push Notifications in advance by setting a date and time.

Specifications:

- 140-character limit
- No images or links



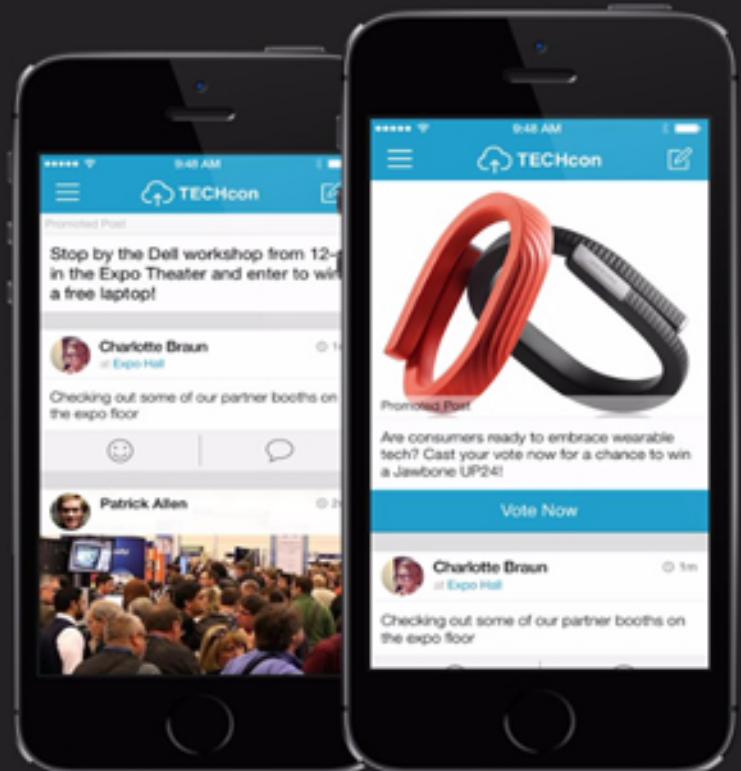
# PROMOTED POSTS

*Make sure your message sticks*

A Promoted Post is a message pinned to the top of the Activity Feed (typically the most accessed section of the app). Beyond being a great communication tool for event organizers, a Promoted Post can effectively place a sponsor's message in front of event attendees.

Specifications:

- 140-character limit
- Link to a website or agenda item
- Embedded images (optional, 600x200px, .PNG)



# CUSTOM BADGES

*Create sponsored badges based on pre-defined behaviors*

It's no secret that exhibitors want their booths filled with attendees and potential business leads. Incentivize attendees to visit key exhibitors with custom, sponsored virtual badges.

What you need:

- Icon Artwork (128x128px, .PNG)
- Badge Name
- Short Description
- Criteria for Unlocking Badge

