

The Definitive Guide to

Increasing **Sponsorship Revenue**

With an Event App

www.guidebook.com

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Make money with Guidebook

How mobile apps can add sponsor value

Show sponsors how your app will increase exposure through engaging ad opportunities, data collection, and more.

Increase views and measure success

Your app automatically collects data and organizes it for clear insights. Sponsors can see attendee data like the number of clicks on a banner ad or total page views.



Data that delivers value to sponsors

Here are some of the ways your app collects data:

- **Banner Views** - how many impressions did the sponsor receive
- **Banner Clicks** - how many impressions are converted into interested leads
- **Content Interactions** - how many users interacted with sponsored content in the app
- **Polls + Surveys** - solicited feedback gives your sponsors the unique opportunity to ask targeted questions and collect contact information on their leads

Optimize the sponsorship experience with live attendee feedback

Collecting attendee feedback is the best way to gauge event performance. That information is valuable for sponsors because it helps them create a better attendee experience.



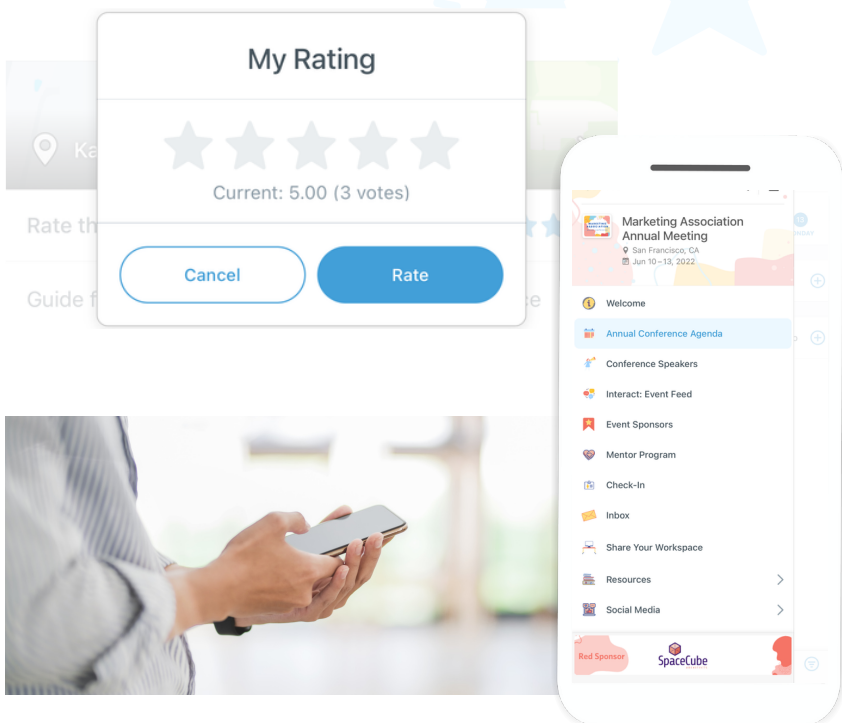
The smartphone screen shows a 'Sponsor Survey' form titled 'Final Conference Evaluation'. The form asks the user to 'Select the option that most closely matches your role:' and provides a list of checkboxes for various roles:

- ☐ Student Affairs Professional
- ☐ Law Enforcement
- ☐ State Agency Representative
- ☐ Prevention Professional - Higher Education
- ☐ Graduate Student
- ☐ Student/Peer Educator
- ☐ Counselor/Mental Health Professional
- ☐ Nurse/Health Professional
- ☐ Other

Below the list is a text input field. At the bottom, there is a question: 'Are you a member of the Central College Health Association?' with a dropdown menu and a '***' icon.

Use the feedback feature in your event's mobile app to prompt attendees to share their thoughts on an exhibitor's promotions, their booth approaches, and the organization of the event as a whole. And sponsors don't have to wait until after the event is over to see what people are saying. Feedback is collected and organized in real-time, making it easy for exhibitors to apply this information while the event is in full swing.

When you share surveys, don't inundate attendees with too many questions. Gather feedback that will help you react to immediate situations and optimize your events in the future.



How much should you charge for an ad?

You can sell them for as much as you want.
So, consider the real value to the sponsor.

For example, a University Career Fair might use banner ads to showcase employers. Companies that will be present during the event could purchase a banner ad package for \$800 to boost visibility.

A real sponsorship package example

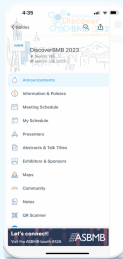
Here's how a biology society with 11,000 members offered mobile app sponsorships at their annual event.



MOBILE APP

\$15,000 *Exclusive Opportunity*

Capture the attention of thousands of laboratory professionals before, during, and after the meeting when they access the Mobile App for information regarding the #DiscoverBMB program. Attendees will see your company branding on the App home page each and every time they launch the App.



MOBILE APP BANNER ADS

\$3,500

Gain visibility before, during, and after the meeting with a banner ad on the Mobile App directed to your corporate website.



PUSH NOTIFICATIONS ON THE MOBILE APP

One \$3,000 and Two \$5,000

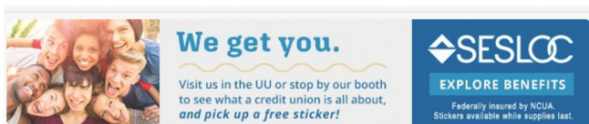
Opportunity available to exhibiting companies only. Reach over 2,500 mobile app users at the conference with your branded message.

Your app can generate revenue too

Mobile sponsor ads are dynamic, measurable, and can be interactive, with features that allow sponsors to contact leads whenever they want. Let's explore nine types of in-app sponsorships available with Guidebook.

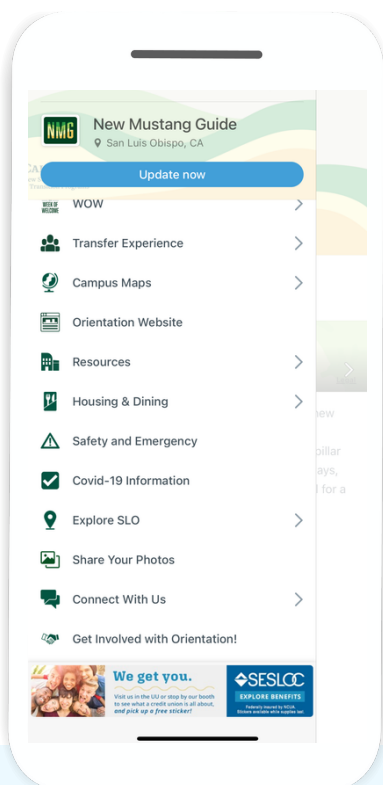
1. Sponsor banner

The interactive sponsor banner is located at the top or bottom of the main menu screen. As users are browsing the app, this ad gets a lot of screen time!



Featuring multiple sponsors? A rotating banner can alternate advertisements for each sponsor, giving them exposure over the course of an event.

Clicking on the banner ad directs users to any link the sponsor chooses. They can use UTM links to track where page traffic is coming from to measure how much traffic is coming from your app.



Guidebook App Ad Requirements

- Small Banner Ads: 600px wide, 110px tall × .JPG or .PNG
- Large Banner Ads: 640px wide, 640px tall × .JPG or .PNG
- Image + description for sponsor page
- Sponsor website URL or sponsor details in PDF (max 3 pages)

2. Single sponsor icon

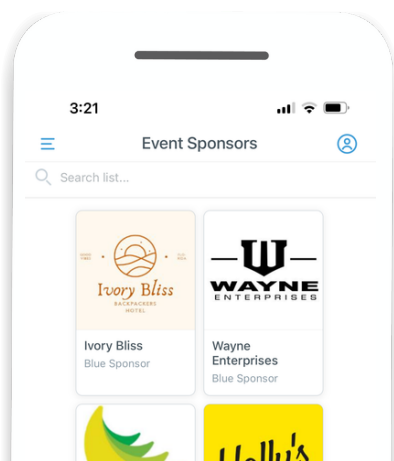
For a sponsor with a lot of content to share, add their icon right into the main navigation of your guide.

This module can contain any kind of information about the sponsor like a list of products, offers, booth information, and more.

With an app powered by Guidebook, you can customize the module with a sponsor logo, description, website, and PDF links.

3. Multiple sponsor module

A group of sponsors can be featured under an icon labeled “Sponsors”. A user perusing this list can see thumbnail logos, then dig deep to find links and information.



Guidebook App Ad Requirements

If you're thinking of running dedicated sponsor icons or modules with Guidebook, we'll need large images or thumbnail logos in these dimensions:

- Large images: 640 x 240 px
- Thumbnail logos: 240 x 240 px

4. Sponsored event sessions

Offer sponsorships to specific sessions like keynotes and lunches (this will go great with those branded cocktail napkins!). For targeted exposure, you can include a sponsor logo at the top of each session or track.

Guidebook App Ad Requirements

If you want to offer session sponsorships using Guidebook, we just need a logo with these dimensions: 640 x 240 px

5. Featured listing

Distinguish your sponsors by placing them at the top of the list of exhibitors! Offer platinum or gold status to your star sponsors to bump up where they appear in the sponsor list.

6. Sponsor tweets

What if attendees' tweets about your event included a sponsor's Twitter handle or hashtag? You can pre-fill a handle or hashtag into the in-app Twitter tool. Users can delete it if they want, but if it's relevant, a large percent of them won't. There's a huge amount of possibility here for extending your sponsor's exposure on social media.



Guidebook @guidebook · Jun 8

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Guidebook would like to thank everyone at @officialCIVSA who made this year's annual conference a success and for everyone who stopped by our table — it was great to meet each and every one of you. See you at the next one!

7. Promoted social feed post

Allow a sponsor to promote their site or content in your app's social feed. This is a great way for a sponsor to engage in conversations that are relevant to your event's audience in a meaningful and highly visible way.

8. Gamified scavenger hunt



Your attendees can engage with sponsors as they scan QR codes placed at sponsor booths and throughout the event to complete a customizable message and win a prize. Best of all, there's little to no work for you or the sponsor – just leave it to us!

We wrote an article on getting the most out of your event app game. **[Check it out here!](#)**

9. Sponsored poll

Give sponsors the opportunity to get feedback and gain insights from event attendees through a sponsor-created poll. Feedback in real-time is immensely valuable. Sponsors can also collect attendee contact information and reach out after the event.

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A graphic of a smartphone screen showing a poll interface. The poll has two questions. The first question is '1. Was the sponsor relevant to your industry?' with a blue checkmark icon in the top right corner. It has five radio button options: 'Strongly Agree' (selected), 'Agree', 'Neutral', 'Disagree', and 'Strongly Disagree'. The second question is '2. Did you find the sponsor's ad engaging?' with a grey circle icon in the top right corner. Below the question is a slider control with the text 'Select a value' above it. The slider has a grey circle in the middle of a horizontal line.

Sell More Sponsorships with Guidebook



Take advantage of all the benefits of an event app with Guidebook for your next event.

We've helped thousands of events of all sizes deploy elegant, engaging apps. And with mobile sponsorship opportunities, you have the potential to subsidize the entire cost of your app.

With Guidebook you get:

- Best-in-class attendee engagement features including live polling, surveys, and a dynamic social activity feed
- Powerful building tools that allow you to customize and brand your app
- Award-winning customer service to help when you need it most

The best part? It's free to start.

Start Now