



SEPTEMBER 4-8 2018 / SAN DIEGO, CALIFORNIA



GO MOBILE

ATTRACT MORE QUALIFIED BUYERS TO YOUR BOOTH!

The **CEDIA EXPO** Mobile App boasts advanced planning tools and interactive maps that makes it easy for buyers to learn about your company, your featured products, your show specials — and direct them straight to your booth.

The **CEDIA EXPO** Mobile App is the next generation marketing tool that helps you.

SHOWCASE YOUR PRODUCTS

- ✔ Be seen by potential buyers
- ✔ Standout from the competition
- ✔ Complement your other marketing strategies



The **CEDIA EXPO Mobile App** is marketed to and used by attendees YEAR ROUND, providing brand exposure before, during and after the show.

CEDIA[®] EXPO

BEFORE

DURING

AFTER



Research you and your products



Manage their schedule



Review missed opportunities



Add favorite exhibitors to their list



Get directions to your booth



Follow up with you



Book appointments with you



Take notes



Use as an industry directory

FREE

STANDARD LISTING

EVERY EXHIBITOR RECEIVES A CEDIA EXPO MOBILE LISTING AT NO ADDITIONAL CHARGE.

STANDARD LISTING INCLUDES

- ✓(Company name
- ✓(Booth number
- ✓(Description
- ✓(Product categories
- ✓(Social media links
- ✓(Full contact information with phone and email address
- ✓(Company website address

You have an option to upgrade your Standard Listing to Featured Exhibitor package which includes everything in the Standard Listing above and additional benefits.

FEATURED EXHIBITOR

STANDOUT WITH THESE UPGRADES. UPGRADES WILL ALSO REFLECT IN THE APP!

PREFERRED PACKAGE / \$75

- ✓ Company logo
- ✓ One (1) product image and brochure upload
- ✓ One (1) show special announcement upload
- ✓ Highlighted and bolded listing

PREMIUM PACKAGE / \$150

- ✓ Company logo
- ✓ Everything included in the Preferred Package, plus...
- ✓ Two (2) additional product images and brochures upload





\$10,000

TITLE SPONSOR

MAKE THE APP YOUR APP
AND REAP BIG REWARDS!

Become the **CEDIA EXPO Mobile App** Title Sponsor & bolster your presence at the show.

Get maximum exposure within the App as well as in all communications related to the App! Keep your company in the spotlight the whole show cycle and always a touch away!

THE TITLE SPONSOR PACKAGE INCLUDES

- ✓(Logo on Splash (loading) page of the App
- ✓(Full Screen Ad on App load
- ✓(1 Home Page Banner
- ✓(1 Map Banner
- ✓(2 Rotating Banners
- ✓(5 Category Banners
- ✓(1 Special Announcement per show day
- ✓(1 Push Notification per show day
- ✓(Featured Exhibitor package
- ✓(Officially recognized as the "CEDIA EXPO Mobile App Title Sponsor"
- ✓(Your booth highlighted on the map in your company colors

\$ 2,500

HOME PAGE BANNERS

OUR MOST EXCLUSIVE BANNERS

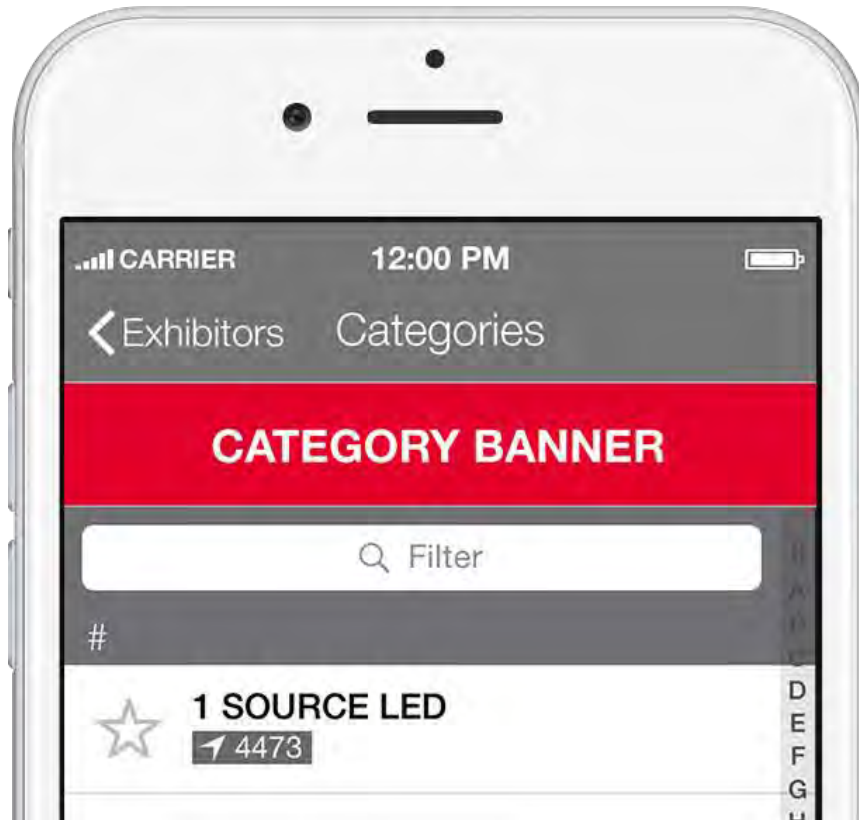
Home Page Banners are limited to only four companies.

Your ad will be one of four banners displayed on the **CEDIA EXPO** Mobile Apps' page. Your brand message will be viewed by 100% of the users who open the App.

BENEFITS

- ✔(Highly exclusive: limited to 4 companies banners displayed in rotation
- ✔(One-touch access to your listing or website
- ✔(Very visible, high click-through rate
- ✔(Quick access to your booth location on the map
- ✔(Dramatic increase in the number of visits to your listing





\$750

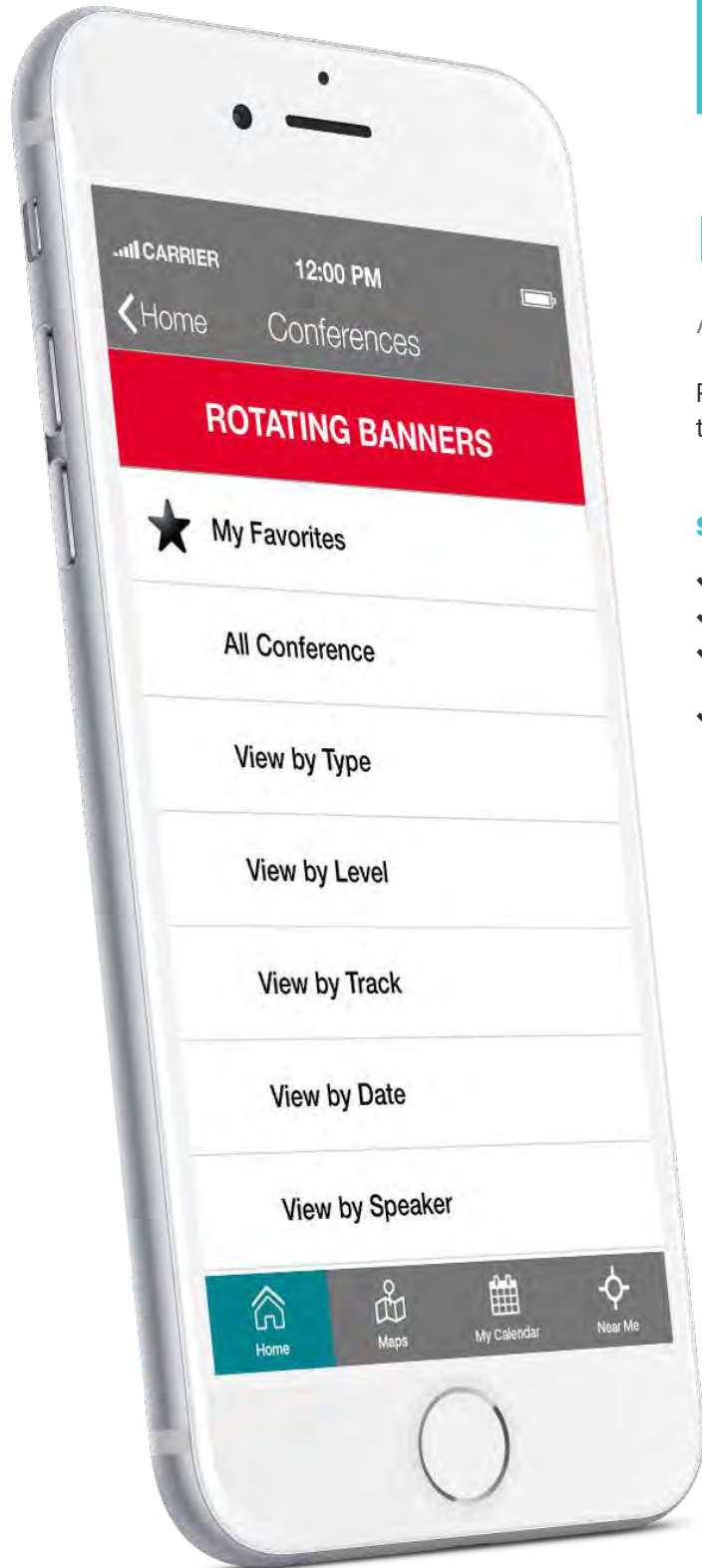
PRODUCT CATEGORY BANNERS

STAY ON TOP OF YOUR CHOSEN PRODUCT CATEGORY

Product Category Banners allow you to reach customers who are looking for your products and services. Be the first company seen in your chosen category: limited to a maximum of three companies per Products Category to ensure high visibility.

BENEFITS

- ✓(Highly exclusive: limited to three banners on rotation per product category
- ✓(Attract the attention of highly targeted buyers
- ✓(Your company's banner stays at the top of your chosen product category



\$2,500

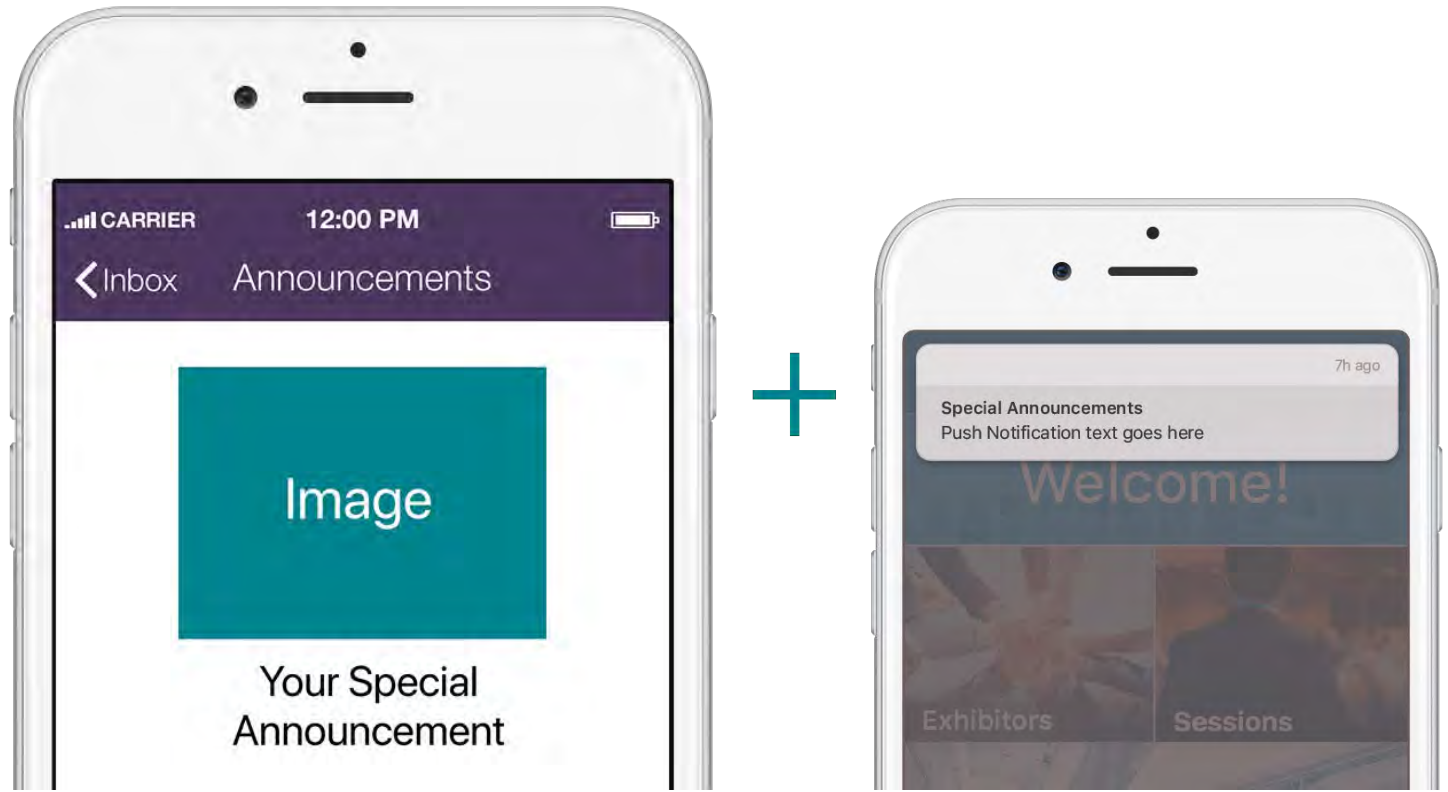
ROTATING BANNERS

AFFORDABLE EXPOSURE HIGH VISIBILITY

Rotating Banners provide you with maximum coverage throughout the App, as they appear at the top of most pages.

SIGNIFICANTLY DRIVE MORE TRAFFIC TO YOUR LISTING.

- ✓(Limit of 12 (in rotation)
- ✓(Banner displayed in multiple locations for maximum exposure
- ✓(One-touch access to your listing, your website or your booth location on the map
- ✓(Dramatic increase in the number of visits to your listing



SPECIAL ANNOUNCEMENTS WITH PUSH NOTIFICATIONS

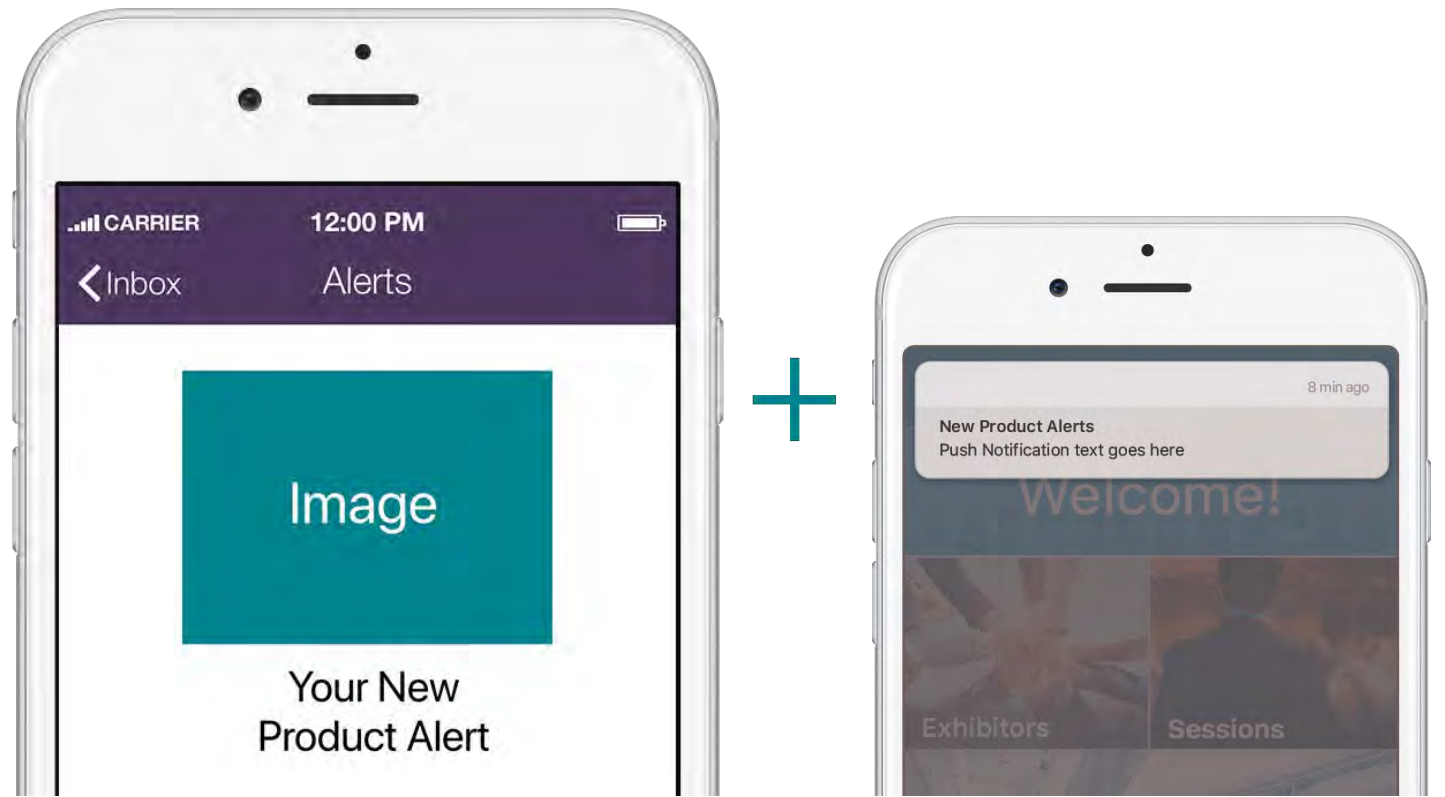
REACH A WIDE AUDIENCE WITH MOBILE ALERTS

Special Announcements are displayed in the user's Inbox within the App. Plus, as an added benefit, your announcement will also be broadcasted via a push notification to be scheduled at the discretion of show management, starting 2 weeks before the event, and including the days of the event on a first come, first served basis. Push notifications reach users whether they have the App opened or not.

BENEFITS

- ✔ Goes into the attendees Inbox with alert on home screen
- ✔ Push notifications reach users even when the App is not open
- ✔ High visibility
- ✔ In App message can include a photo, description, and link to your virtual booth

\$1,000



NEW PRODUCT ALERTS WITH PUSH NOTIFICATIONS

REACH A WIDE AUDIENCE WITH MOBILE ALERTS

Product Alerts are displayed in the user's Inbox within the App.

Plus, as an added benefit, your alert will also be broadcasted via a push notification to be scheduled at the discretion of show management, starting 2 weeks before the event, and including the days of the event on a first come, first served basis. Push notifications reach users whether they have the App opened or not.

BENEFITS

- ✔ Goes into the attendees Inbox with alert on home screen
- ✔ Push notifications reach users even when the App is not open
- ✔ High visibility
- ✔ In App message can include a photo, description, and link to your virtual booth

\$1,000

MOBILE APP SPONSORSHIP

Standard Listing	FREE
Featured Exhibitor	Prices Vary
Title Sponsor	\$ 10,000
Home Page Banners	\$ 2,500
Rotating Banners	\$ 2,500
Product Category Banners	\$ 750
Special Announcements	\$ 1,000
New Products Alerts	\$ 1,000