



Mobile App Sponsorships

April 18-22, 2020 | Exhibits April 19-22
Las Vegas, Nevada, US
NABShow.com

Mobile App

The NAB Show Mobile App boasts advanced planning tools and interactive maps that make it easier for buyers to learn about your company, featured products, show news and where to find you onsite.

2019 Stats:

Unique App Visitors 21,257

Total App Visits 866,695

Total Screen Views 3,034,002

Avg. Screen Views
per Visitor 138.57

Viewing Breakdown (searches for)

Exhibitors 51%

Sessions 45%

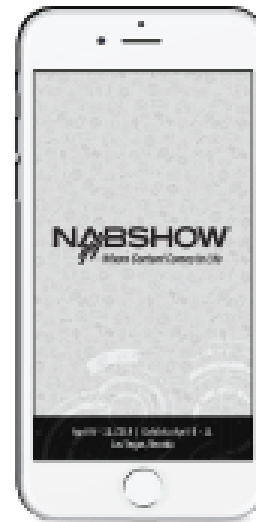
Speakers 4%

Use of the Social feature 96%

of appointments booked
through the App 52,003



Mobile App



BEFORE

DURING

AFTER



Research you and your products



Add favorite exhibitors to their list



Book appointments with you



Manage their schedule



Get directions to your booth



Take notes



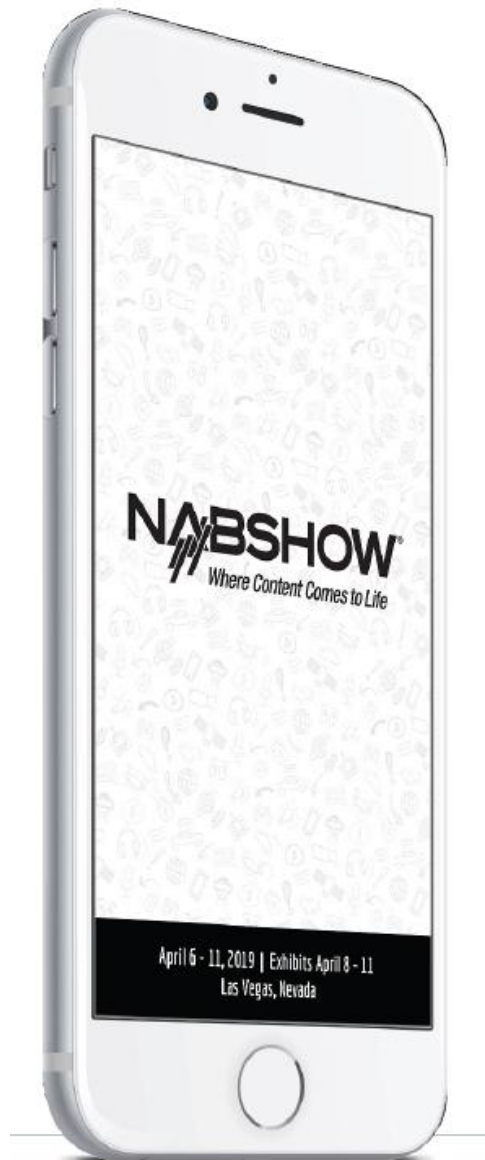
Review missed opportunities



Follow up with you



Use as an industry directory



TITLE SPONSOR (1 AVAILABLE) **\$18,000**

BENEFITS

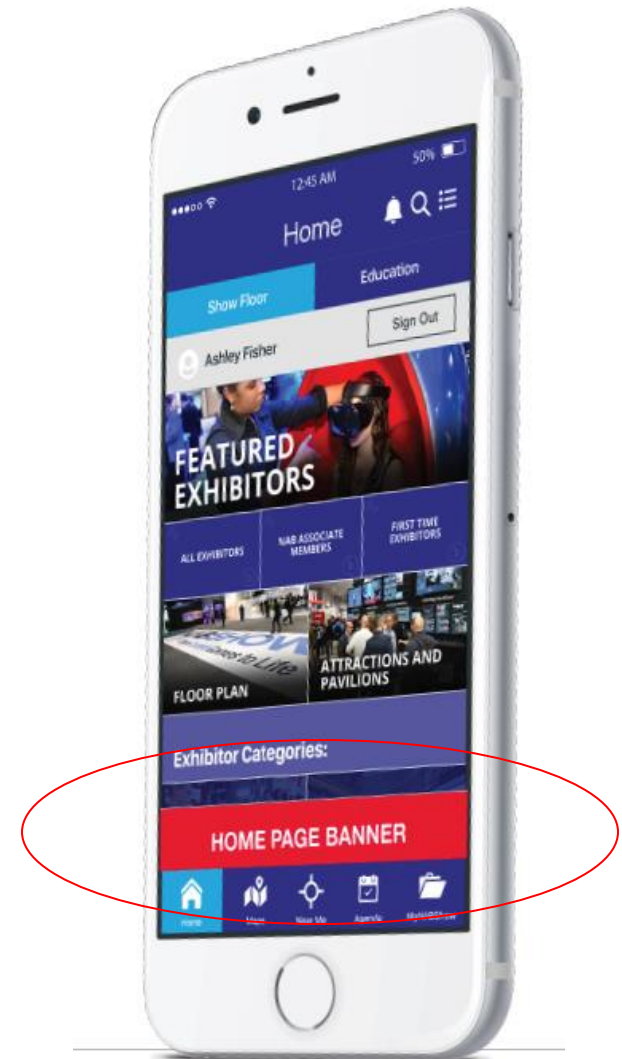
- Logo on Splash (loading page) of the App
- Full Screen Ad on App load
- 1 Home Page Banner
- 1 Map Banner
- 2 Rotating Banners
- 5 Category Banners
- 1 Full Screen Ad
- Inclusion in 1 Push Notification Per Day
- Featured Exhibitor Package
- Title Sponsor Recognition
- Booth highlighted on floor plan in your company color

Home Page Banners (4 Available) \$5,000

Home Page Banners offer the most exclusive visibility as it 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/website
- Very visible, high click-through rate
- Quick access to your booth location on the map
- Dramatic increase to the # of visits to your listing



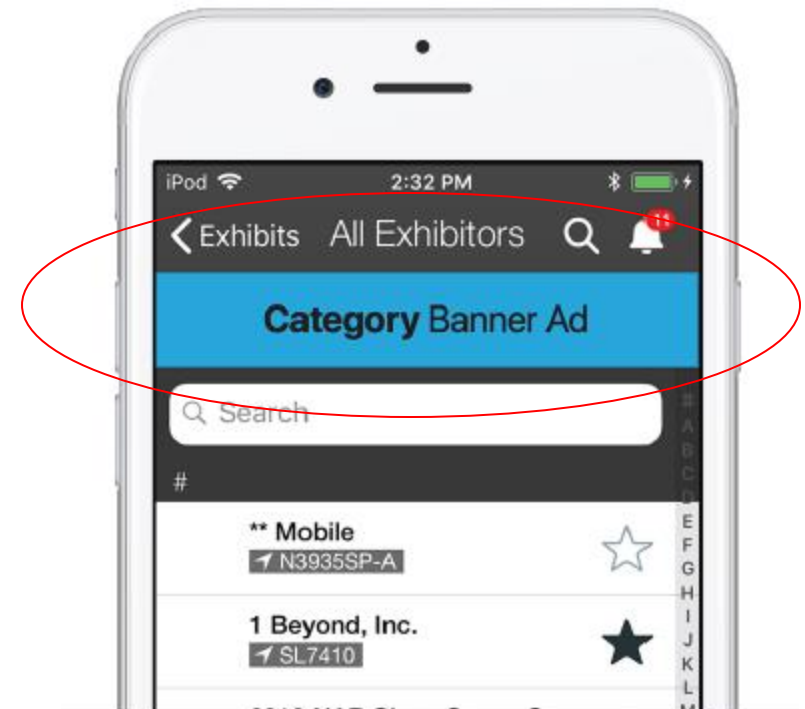
Product Category Banners

\$5,000

Product Category Banners allow you to reach attendees looking for your products and services. Be the first company seen in your chosen category.

BENEFITS

- Attract the attention of highly targeted buyers
- Highly exclusive: limited to 3 banners on rotation per product category
- Your company's banner stays at the top of your chosen product category
- One-touch access to your booth location on the map
- Dramatic increase in the number of visits to your listing



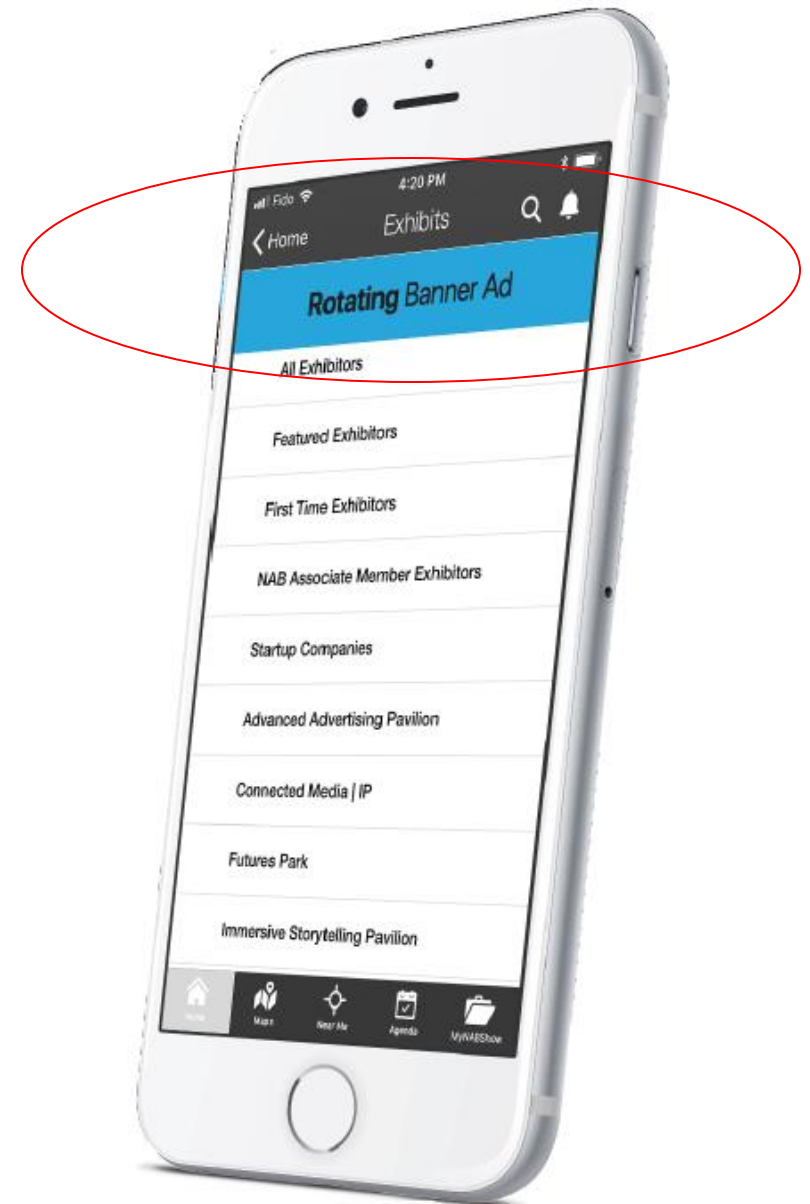
Rotating Banners

\$3,000

Significantly drive more traffic to your listing! Rotating Banners provide you with maximum coverage throughout the App, as they appear at the top of most pages.

BENEFITS

- 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



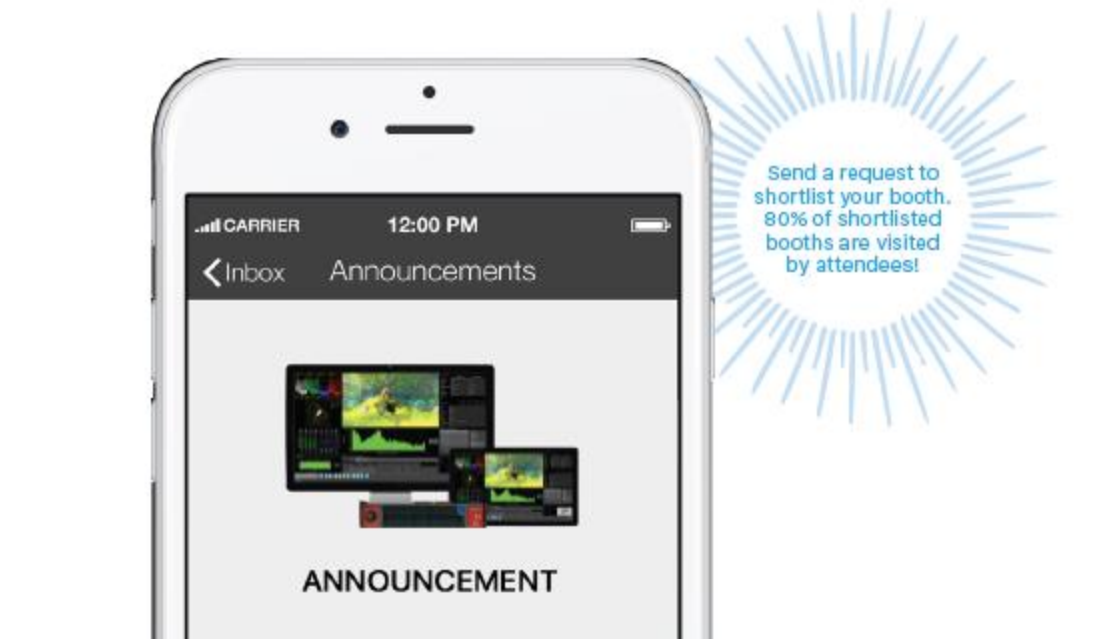
Special Announcements

\$2,000

Reach a wide audience with mobile alerts. Special Announcements are displayed in the Attendee's Inbox within the App. Plus, as an added benefit, your announcement can also be opened via a push notification – reaching users whether they have the App opened or not.

BENEFITS

- Limited to 4 messages per day
- Goes into Attendees' Inbox with an alert on their home screen
- Very high open rate
- In-App message can include photo, description and link to booth



Push Notifications \$3,000-\$4,000

Push Notifications are SMS like messages received by all users whether the App is closed or open. These messages are typically short and highlight important news/event/product/etc.

Send an event-wide announcement or target a select audience

OPTIONS:

- Pre Show \$3,000
- Pre Opening \$4,000
- Show Day \$4,000
- After Hours \$3,000
- Post Show \$3,000

