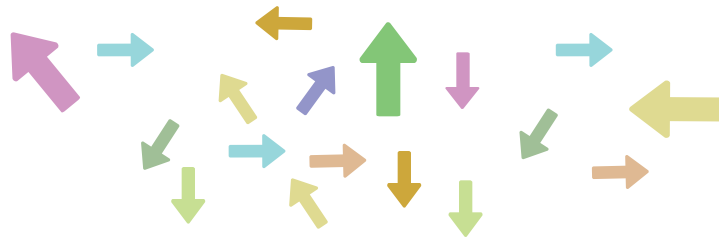




A Package Deal: Tell Your Event Sponsors What to Buy

Design compelling packages that increase value for everyone (4 package ideas!)



Squash Choice-Paralysis

You've seen it: an overwhelming event sponsorship document that resembles a sushi order form. A long list of options and prices, no clear hierarchy, shared with all potential partners. *Oh boy, where do I sign?*

Too many undifferentiated choices can immobilize a buyer. Your sponsors are more likely to stick around—and more likely to be creatively upsold—when you put in the time to make a specific package recommendation. Give them a small number of choices, all centered around general themes. Lasting sponsor relationships depend on customization and a memorable experience.

"When people are given a moderate number of options (4 to 6) rather than a large number (20 to 30), they are more likely to make a choice...[They] are more confident in their decisions, and are happier with what they choose."

Sheena Iyengar

Columbia Professor
The Art of Choosing

Wrap It All Up

Package themes resonate with brands; make it easier for sponsors to see the value, and inspire creativity in your event team. Check out these 4 fully-baked sponsor package ideas.



01 The Audience Interaction Package



QR code scavenger hunt



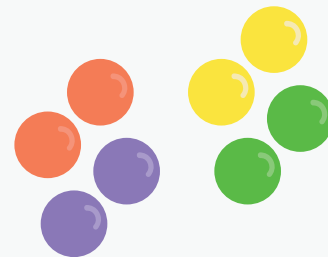
Sponsored sport or challenge

One of the greatest ways to get event-goers to interface with sponsors? Give them a reason to explore the venue. Your mobile event app should support gamification, and a scavenger hunt game is one of the simplest (and most effective) ways to guarantee booth

Post QR codes throughout the venue and challenge your guests to scan them all in exchange for a prize. The Audience Interaction Package assures this sponsor that her booth will be a target for QR code hunters.

A creatively themed “leisure area” can give your sponsors more opportunity to interface directly with guests.

The **2014 Opticon conference** offered a unique sponsorship opportunity: running the rooftop bocce court overlooking a San Francisco cityscape.





Analytics Pros, who sponsored the attraction, took it one step further by running a real-time leaderboard of the top performers, powered by a Kinect that tracked the position of the balls in play. The game generated social buzz, and attendees repeatedly returned to the area to check the leaderboard. It's a pitch-perfect story of sponsor interaction!

02 The "Way to the Heart is Through the Belly" Package



Nibbles at the ping pong table



Tweet for ice cream



Everyone loves a biergarten

Free food triggers a response in eventgoers that can only be described as "extremely positive". Challenge the convention of the sponsored keynote luncheon by offering a sponsor package of memorable treats.

This package gives your sponsor exclusive rights to the most fun and well-coordinated snacks and drinks at the

event. Trays of one-handed foods in the ping-pong will help your attendees unwind and recharge. (You could offer logo-emblazoned paddles too.)

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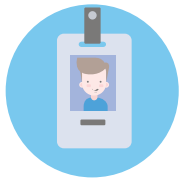


For the ice cream promotion, your mobile app includes an ice cream cone icon - what could be more enticing? - and prompts guests to tweet for ice cream using the hashtag for your event along with the sponsor's name. They get dominion over the ice cream booth as well.



Finally, and this goes without saying: the one with the free beer usually has the most friends. Beer sponsorships - whether it's a "biergarten" with multiple locations around the exhibit hall or a post-session social - are effective and maintain a high perceived value to your attendees.

03 The Ever-Desirable Bling Package



Badge lanyards



Branded wearables

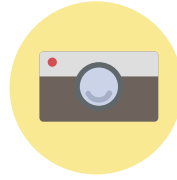


Photo booth



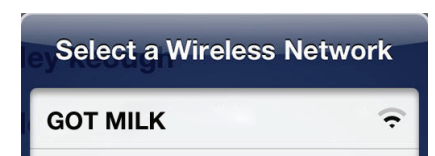
WiFi network

i This sponsor package is all about branding. It's a good candidate for a sponsor with a recognizable logo and color scheme and a well-known slogan.

An old standard, the badge lanyard, is valuable because every attendee and sponsor must wear one (often while promoting their own competing offering). What makes the Bling Package pop, however, is the combined branding power of multiple touchpoints.

A fun, desirable wearable item like crazy Kanye shutter shades are sure to feature in photos taken at the branded photo booth.

And finally, there's no better place to place a clever slogan than right into the air, with a sponsored wifi title. Just make sure the connection is stable to provide a positive brand association.



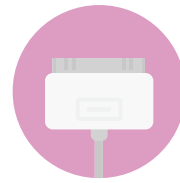
04 The Technophile Package



Mobile banner ads



Interactive walls

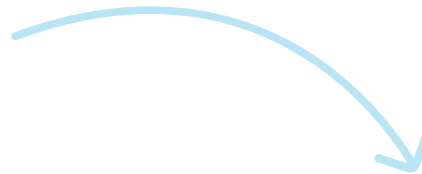


Charging valet

Perfect for a sponsor with a tech edge, this package will wow attendees by putting the brand at their fingertips.

app - clickable to any web destination - gives your sponsors a direct digital way to interact with the event audience.

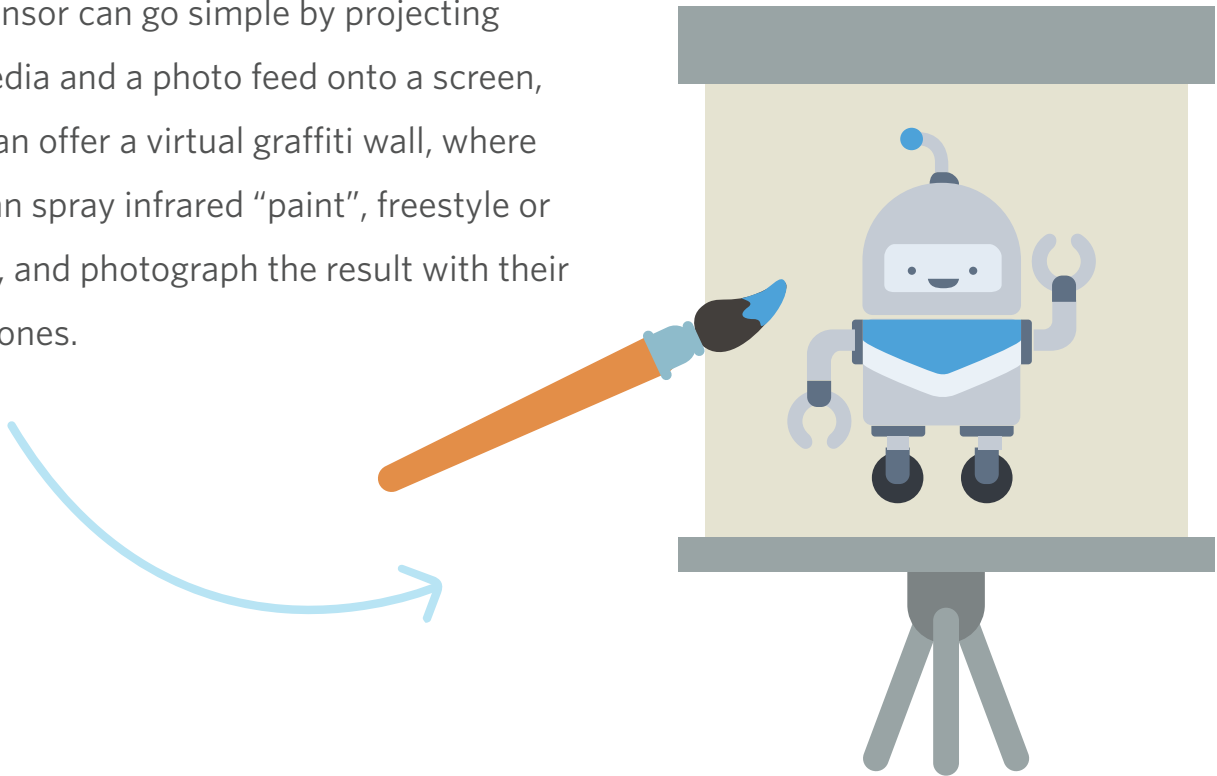
Mobile banner ads are dynamic, measurable, and easily editable for last-minute strategy tweaks. Your attendees are focused on their phones throughout the experience-texting, checking email and using social media. They're navigating the event app to manage to-do lists, connect with other attendees, and check the map. Putting a set of sponsor banners right into the



A Package Deal: Tell Your Event Sponsors What to Buy

Interactive walls are big draws at events, because they're visually eye-catching and they encourage guests to be creative.

Your sponsor can go simple by projecting social media and a photo feed onto a screen, or they can offer a virtual graffiti wall, where guests can spray infrared "paint", freestyle or stenciled, and photograph the result with their smart phones.



When guests' mobile batteries are dying from all this digital fun, your Technophile sponsor can host a charging valet, where attendees can leave their phones to charge - watched over by a guard, of course.

We're the app sponsorship experts. Looking to boost revenue?
Call us and we'll walk you through it. sales@guidebook.com | [650.319.7233](tel:650.319.7233)