

# 8 Ways to Sell In-App Sponsorships

Generate revenue with your mobile event app.

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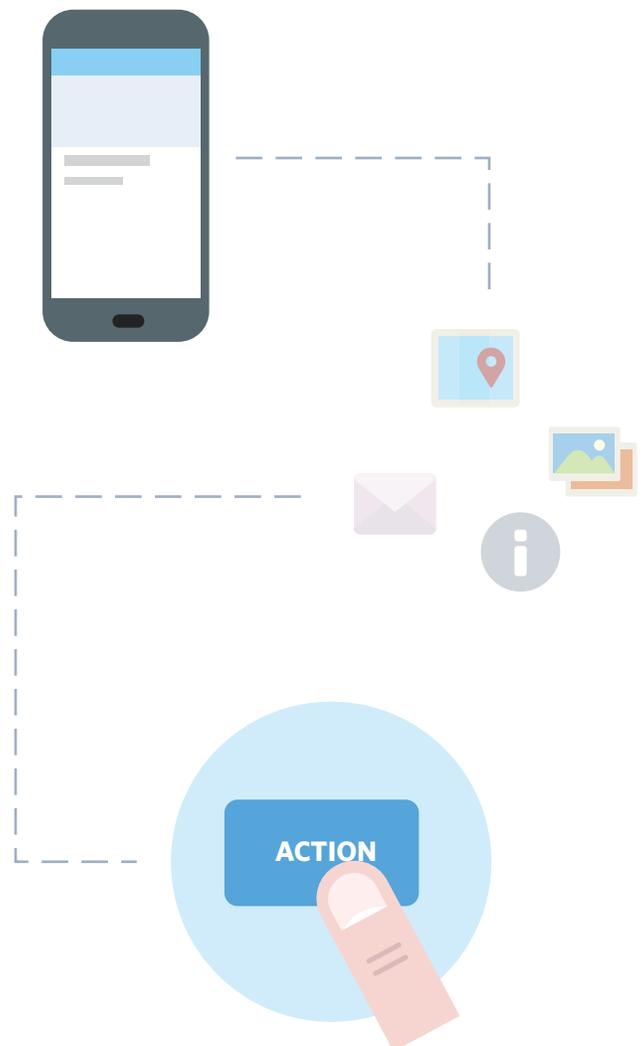


Mobile sponsor ads are dynamic, measurable, and easily editable for last-minute strategy tweaks. We'll show you how sponsors can advertise - right at attendees' fingertips!

### Why mobile ads?

- **It's easy to incorporate a sponsor into a mobile app.** There are no printing costs, no editing costs, and no booth setup fees.

- **It's more valuable to the sponsor.** When an attendee sees an ad in a printed program, she has no ability to get more information or to take action. But if a user see a sponsor banner that catches her attention in a mobile app, she can click on it to get more information about the sponsor, fill out a contact form, follow a map to the booth, or even make a purchase.



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### How much should you sell them for?

We get this question a lot. There aren't any official guidelines for selling in-app sponsorships, and you can sell them for as much as you want. We suggest you consider the real value to the sponsor: unlike other types of sponsorships, mobile ads are clickable, editable and measurable. We've seen them sell for as little as a few hundred dollars (at a small non-profit conference) to tens of thousands of dollars.

➔ **Know your audience!**



**i Tip:** To increase value for the sponsor and to increase your overall revenue, sell sponsorships as part of a **complete sponsor package**. Learn more about sponsor package ideas in this article.

[Read the article!](#)

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So now you know the value of bringing mobile sponsor ads right into your app. Read on for great ideas on how to sell your in-app sponsorships.

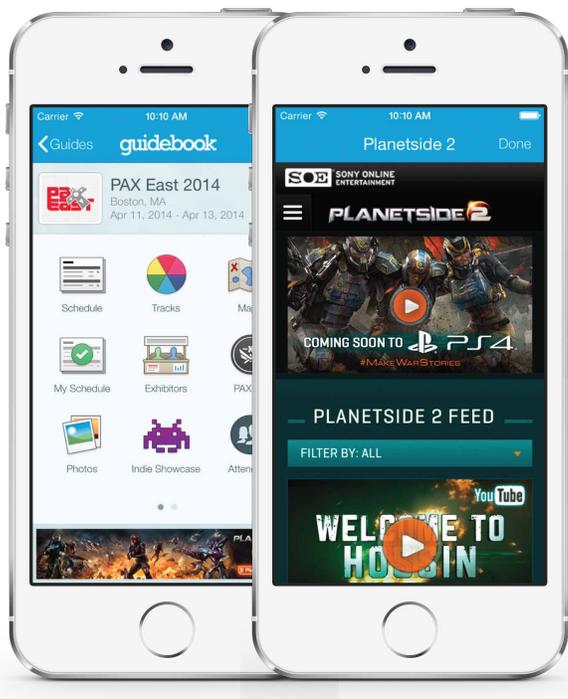
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## 01 | Sponsor Banner

This interactive sponsor banner is located at the 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.

### Running a sponsor banner on Guidebook?



#### What We Need from Each Sponsor:

- Banner advertisement image  
600x110 pixels
- Image & description for sponsor page
- Sponsor website URL or sponsor details in PDF (max 3 pages)

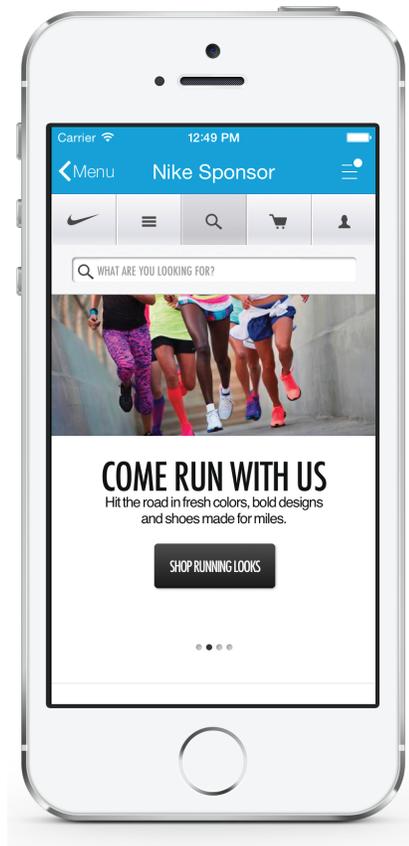
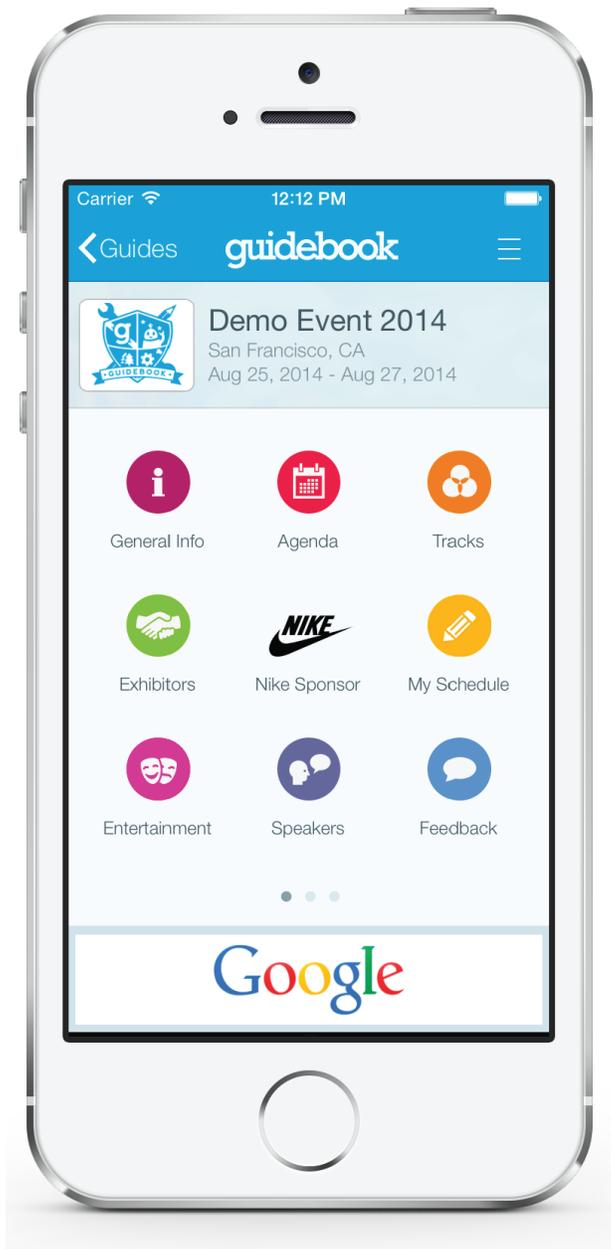
**i** Clicking on the banner ad directs users to a sponsor page with a customizable image, name and description, and a “More Info” link to additional information - a PDF or webpage.

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## 02 | Single Sponsor Icon

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

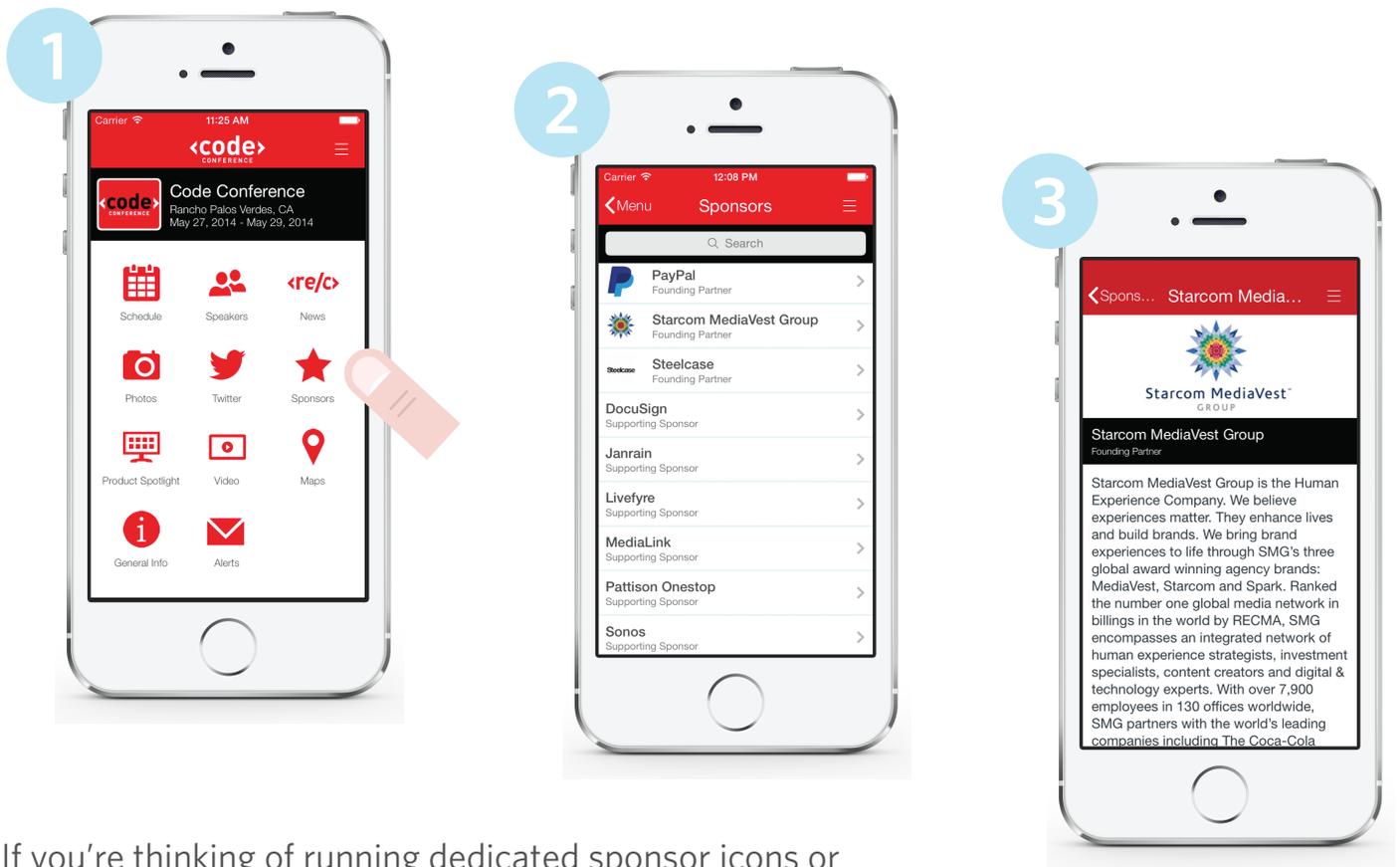
**i** This module can contain any kind of information about the sponsor like a list of products, offers, booth information and more. Customize the module with sponsor logo, description, website and PDF links.



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## 03 | 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.



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



Thumbnail logos

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### 04 | 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.

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

640x240 pixels

Logo



### 05 | Featured Listing

Distinguish your sponsors by placing them at the top of the list of exhibitors!



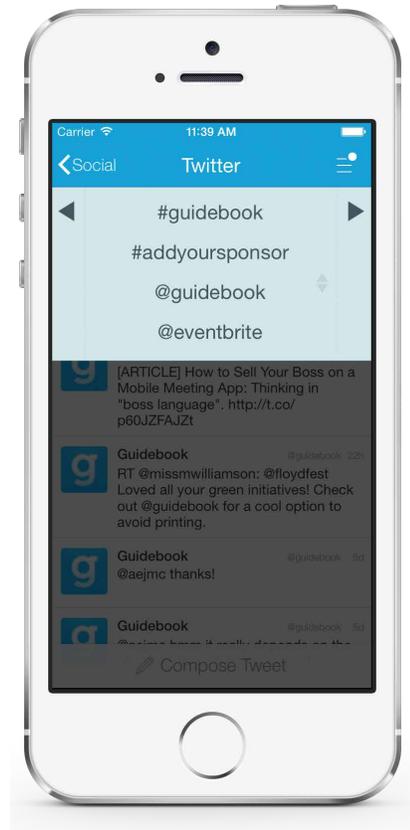
**i** Offer platinum or gold status to your star sponsors to bump up where they appear in the sponsor list.

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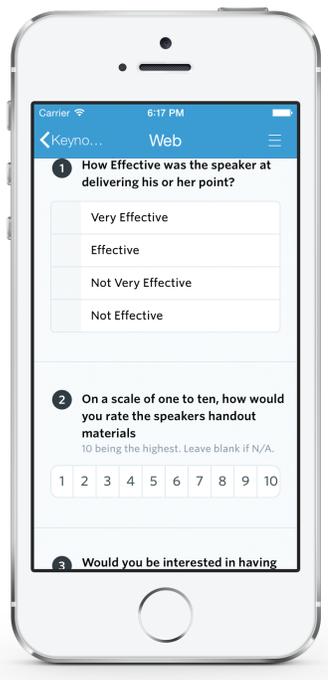
## 06 | Sponsor Tweets

What if attendees' tweets about your event included a sponsor's Twitter handle or hashtag?

**i** 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!**



## 07 | Sponsored Poll



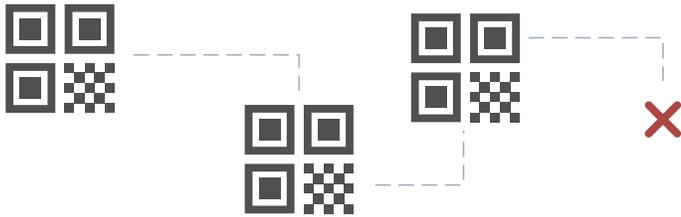
Give sponsors the opportunity to get feedback and gain insights from event attendees through a sponsor-created poll. Or ask users to submit their contact information to be reached by your sponsor's representatives.



**Feedback in real-time is immensely valuable.**

### 08 | 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!



**i** We wrote an article on getting the most out of your event app game. **Check it out here!**

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Selling in-app sponsorships is an easy way to make some extra revenue while making your sponsors happy, and they should be part of a larger sponsor program. If you have more ideas, we want to hear them! [sales@guidebook.com](mailto:sales@guidebook.com) | 650.319.7233