



19th Annual

ELECTRIC POWER

CONFERENCE + EXHIBITION
Presented by POWER magazine

MOBILE APP SPONSORSHIP \$10,000—Exclusive

MOBILE APP BENEFITS

- Your company name appears every time the app is opened or refreshed (secondary launch page)
- Banner ad at the top of the dashboard (weighted banner ad). As the mobile app sponsor, your ad will rotate more often than any other ads.
- Full screen landing page users are taken to after they click on your banner ad
- Watermark on the schedule of events page (company logo appears in background)
- Highlighted company name in the exhibitor directory
- Company booth highlighted on the exhibit floor map
- Video clipped placed in exhibitor listing
- User metrics post-show will be provided post-show
- Text message alerts (1 push notification per day during the event)

PRE-SHOW

- Company logo in printed conference program
- Company logo in the sponsor index on the ELECTRIC POWER website with reciprocal hyperlink to your company website
- Multiple email blasts promoting the mobile app
- Promotion of the mobile app on the ELECTRIC POWER website

ONSITE RECOGNITION

- Signage promoting the mobile app
- Logo in the show guide
- Logo on the entrance unit
- Ad in show guide promoting the mobile app with your company recognized as the Mobile App Sponsor
- Interactive monitors placed throughout exhibit and conference area onsite with the mobile app streaming through.

FOR THE TEAM

- Your staff will be provided with ribbons identifying them as part of a sponsoring company