guidebook

8 Ways to Sell In-App Sponsorships

Generate revenue with your mobile event app.
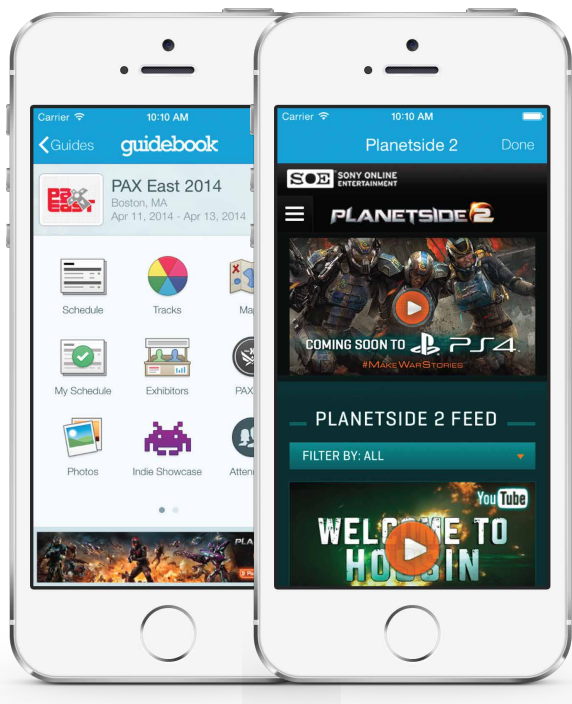
01 | Sponsor Banner

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)

ⓘ 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.
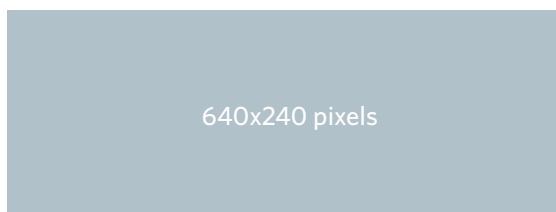
03 | Multiple Sponsor Module

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.
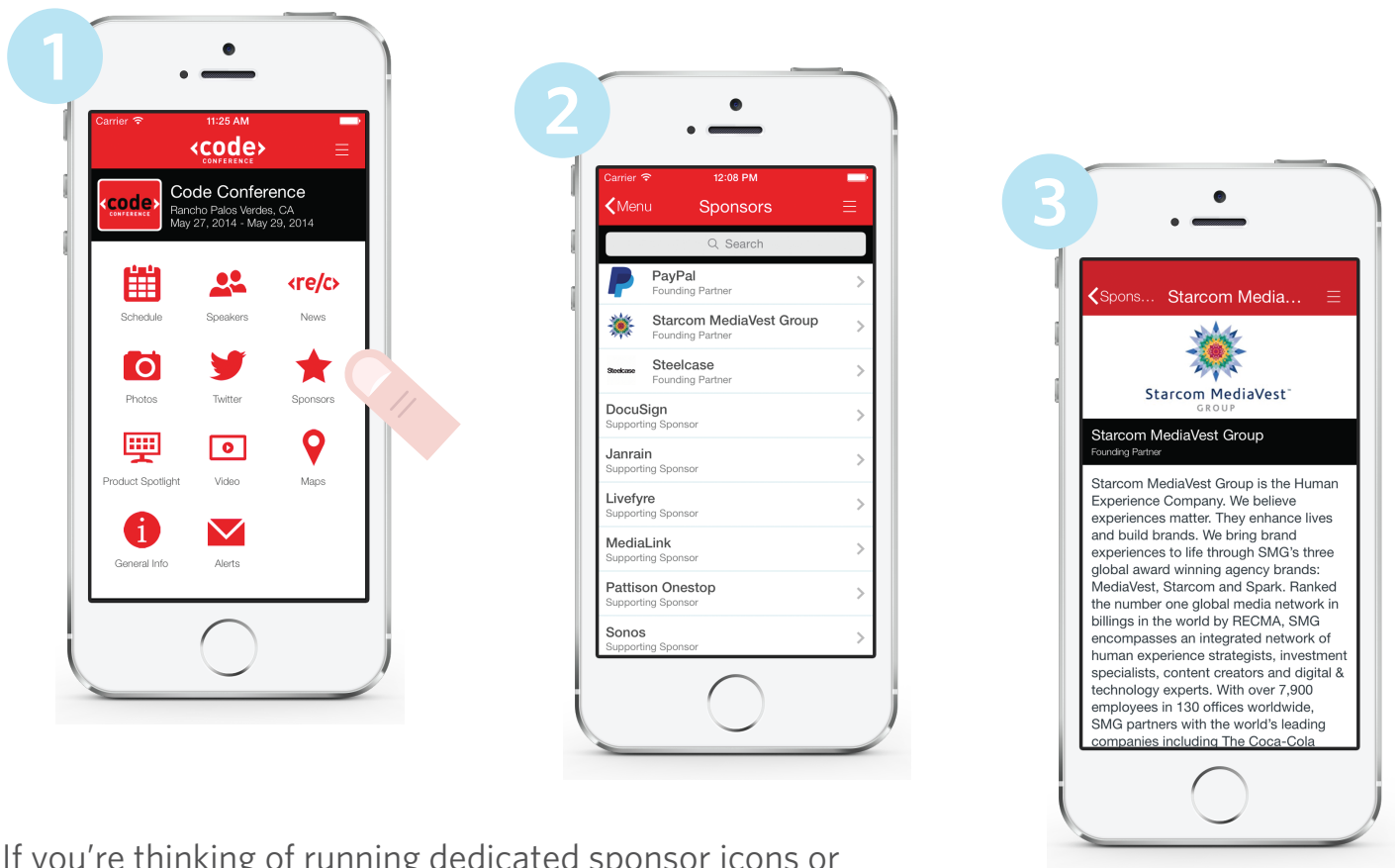
If you're thinking of running dedicated sponsor icons or modules with Guidebook, we'll need large images or thumbnail logos in these dimensions:

640x240 pixels

120x150

Large images

Thumbnail logos

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!

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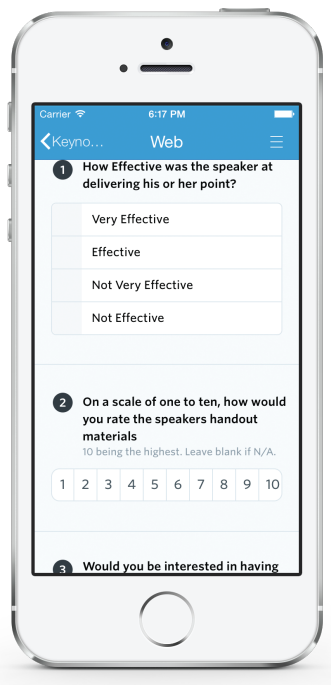
06 | Sponsor Tweets

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

ⓘ 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!**
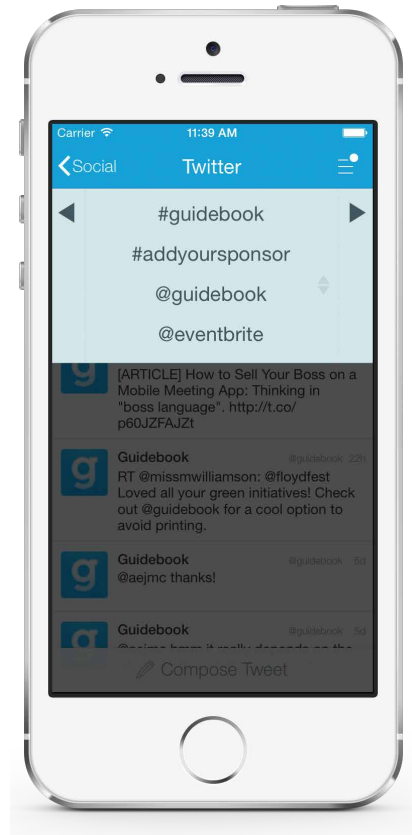
07 | Sponsored Poll

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

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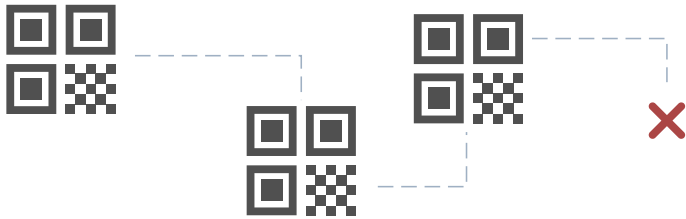
We wrote an article on getting the most out of your event app game. **Check it out here!**

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 | 650.319.7233