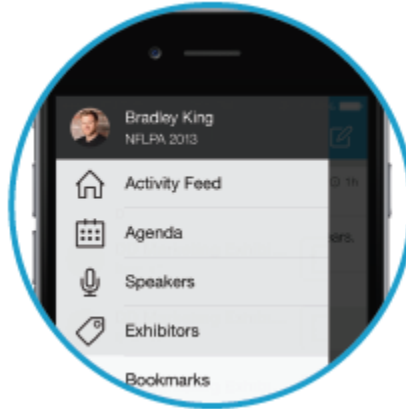


# 5 Ways to Transform Your Event App Into a Money Maker

Your event app doesn't have to be a cost centre. There are plenty of features available for you to enhance the value of your event sponsorships.

## 1. Sponsored App Sections



This customizable app section gives high-level exposure to key sponsors and can act as a microsite, landing page, and more.

## 2. Promoted Posts



Offer key sponsors prime real estate with Promoted Messages that pin to the top of the Activity Feed for a set amount of time.

## 3. Push Notifications



Segment attendees by interest to deliver tailored Push Notifications that drive traffic to sponsored booths and sessions.

#### 4. Targeted Offers



Enable exhibitors to create promotions on the fly that appear only for a target audience that they create.

#### 5. In-App Lead Retrieval



Ditch the clunky lead retrieval hardware and enable exhibitors to scan leads directly through their mobile device.

Information provided by Double Dutch.