

Boosting Your Event Revenue with Mobile Sponsorship



Are You Missing Out On Event Sponsorship?

The rise in sponsorship spending is expected to outpace advertising and marketing spend in 2015.*

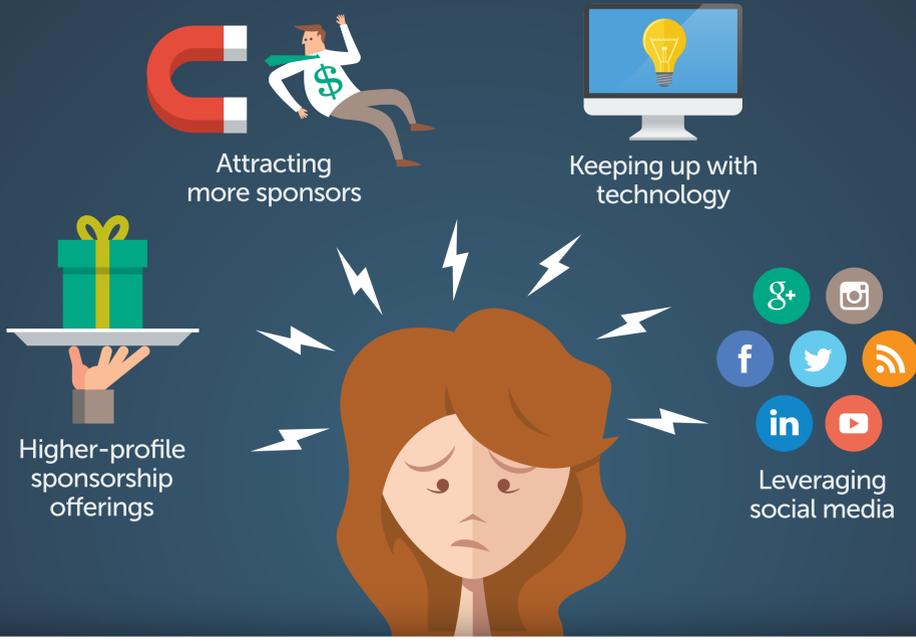
NORTH AMERICAN SPONSORSHIP SPENDING IN 2015 (PROJECTED):*

Festivals, Fairs & Annual Events **1.5% INCREASE**
\$859 MIL

Associations and Membership Organizations **2.8% INCREASE**
\$590 MIL

*Source: IEG, LLC, 2015. Denotes spending across all industries.

CHALLENGES EVENT PLANNERS FACE:



Innovative Mobile Sponsorship Offerings



Banner Ads
 Offer your sponsors a captive audience — before, during and after your event



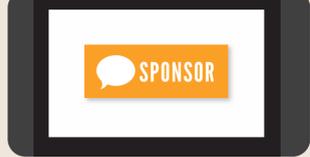
Enhanced Listings
 Give exhibitors the chance to add more information, more products and more downloadable content for a fee.

- Highlight their listings within their chosen category.
- Upsell “Send a Message” and “Schedule a Meeting” buttons for their listing.

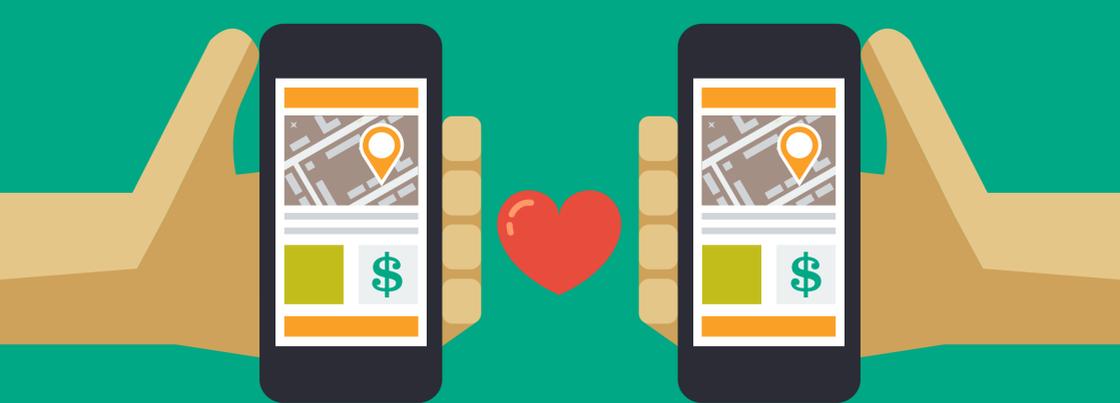


Sponsored Loading Pages
 Premium, full-screen advertisements

Sponsored Push Messaging
 Let sponsors speak directly to your attendees



Your Sponsors Will Love Your Mobile Event App



Sponsors love them because attendees love them. Mobile event apps give sponsors a smarter way to promote their brand — and they're willing to pay for it.

Attendees love mobile event apps because it gives them the information and networking tools they need — right at their fingertips.



60%+ of smartphone owners use their devices at social gatherings and events.

* Event Managers Blog, Event App Bible v.2, March 2014

Lanyon is the industry leader in event management and powerful mobile experiences

Lanyon Smart Events Cloud™ Solution

Smart Events Cloud solution includes these meetings and events products:

From one-on-one sales meetings to large flagship conferences — and meetings of all sizes in between — Lanyon Smart Events Cloud solution provides thousands of organizations around the world with the tools and intelligence they need to better engage their customers, reduce costs and grow revenue.

RegOnline® by Lanyon
 Our easy-to-use, affordable event management software is perfect for your organization or association.

Lanyon Events
 Our comprehensive event management software for all of your corporate and field marketing events and conferences.

Lanyon Meetings
 Save up to 25 percent on all your organization's meetings with our strategic meetings management software.

Lanyon Mobile
 Our leading native Mobile Events App for iPhone, Android and Windows Phone - delivering more engaging content & improved networking before, during and after your event. Lanyon Mobile's innovative sponsorship tools provide valuable revenue generators for events of all sizes.

Lanyon.com
 USA: +1 800 473 6748
 EMEA: +44 20 37 43 3240
 APAC: +65 3158 8740
 sales@Lanyon.com | @lanyon