

Mobile App Ad Order Form

BROAD AUDIENCE REACH

The IIBEC International Convention and Trade Show mobile app is a popular and highly useful tool for attendees to plan and interact with their event experience. In past years, approximately 65% of all attendees (~1250 total attendees on average) have downloaded the app for use on their mobile devices. With new features and advanced promotion, we are anticipating wider use at this year's event.

AD OPTIONS

In-App Banner Advertisement \$1,500 (net)
Feature your company message as a banner ad that appears at the top of each user's app. Banners appear in rotation for 5-second intervals and can be linked to your company's booth description (and mapped exhibit location) or to a corporate URL.

Push Notification (In-App Text Messages) \$800 (net)
Using push notifications, you can deliver an invitation or product announcement directly to attendees' phones. Include a website link to give recipients access to more information or draw attention to your booth.

AD SPECIFICATIONS

In-App Banner Advertisement
Mobile phone ad specs: 640 x 150 pixels, acceptable file formats are PNG, JPG, and GIF.
Tablet ad specs: 552 x 150 pixels, acceptable file formats are PNG, JPG, and GIF.

Push Notification
Maximum character length is 140. The character count includes the URL, so it's recommended that you use short URLs.

RESERVATION AND DEADLINES

To reserve advertising space, check the appropriate box(s) above, sign, date, and return this form to Arissa Cooper at acooper@iibec.org. Prepayment required. Advertising space reservation and content delivery deadline is February 3, 2023.

COMPANY INFORMATION

Company name: _____
Contact name: _____
Address: _____
City/State/Zip: _____
Phone: _____ E-mail: _____

PAYMENT METHOD:

<input type="checkbox"/> Invoice	<input type="checkbox"/> American Express	<input type="checkbox"/> MasterCard
<input type="checkbox"/> Check (payable to IIBEC - U.S. funds)	<input type="checkbox"/> Visa	<input type="checkbox"/> Discover

Card Number: _____
Exp. Date: _____ Verification Code: _____ Signature: _____
Name on Card: _____

For any additional information, please contact Arissa Cooper at acooper@iibec.org, or call 800-828-1902.

Signature

Date