

# KBIS Mobile App Sponsorship Opportunities for Exhibitors



# KBIS

ORLANDO  
JANUARY 9-11  
**2018**

**A growing trend:**  
200% increase in banner  
clicks in 2017!

The KBIS Mobile App boasts advanced planning tools and interactive maps that makes it easier for buyers to learn about your company, your featured products, your show news – and direct them straight to your booth.

**It's time to guarantee your visibility  
in the KBIS mobile app now!**

**Contact your sales team to reserve  
your placement today.**

# WHY ADVERTISE IN THE KBIS MOBILE APP?

- To be seen by potential buyers before, during and after the show
- Standout from your competition
- Show case your company and product features right in the palm of their hands

## IMPROVEMENTS MADE TO THE 2017 MOBILE APP CONTRIBUTED TO A **HUGE GROWTH** IN ENGAGEMENT:

- 200% increase in banner clicks
- 40% increase in overall page views
- 60% increase in Sessions page views



The **KBIS 2018 Mobile App** is marketed to and used by attendees YEAR ROUND, providing brand exposure before, during and after the show.



BEFORE

DURING

AFTER



Research you and your products



Manage their schedule



Review missed opportunities



Add favorite exhibitors to their list



Get directions to your booth



Follow up with you



Book appointments with you



Take notes



Use as an industry directory

# STANDARD LISTING

EVERY EXHIBITOR RECEIVES A KBIS 2018 MOBILE LISTING AT NO ADDITIONAL CHARGE.

## STANDARD LISTING INCLUDES

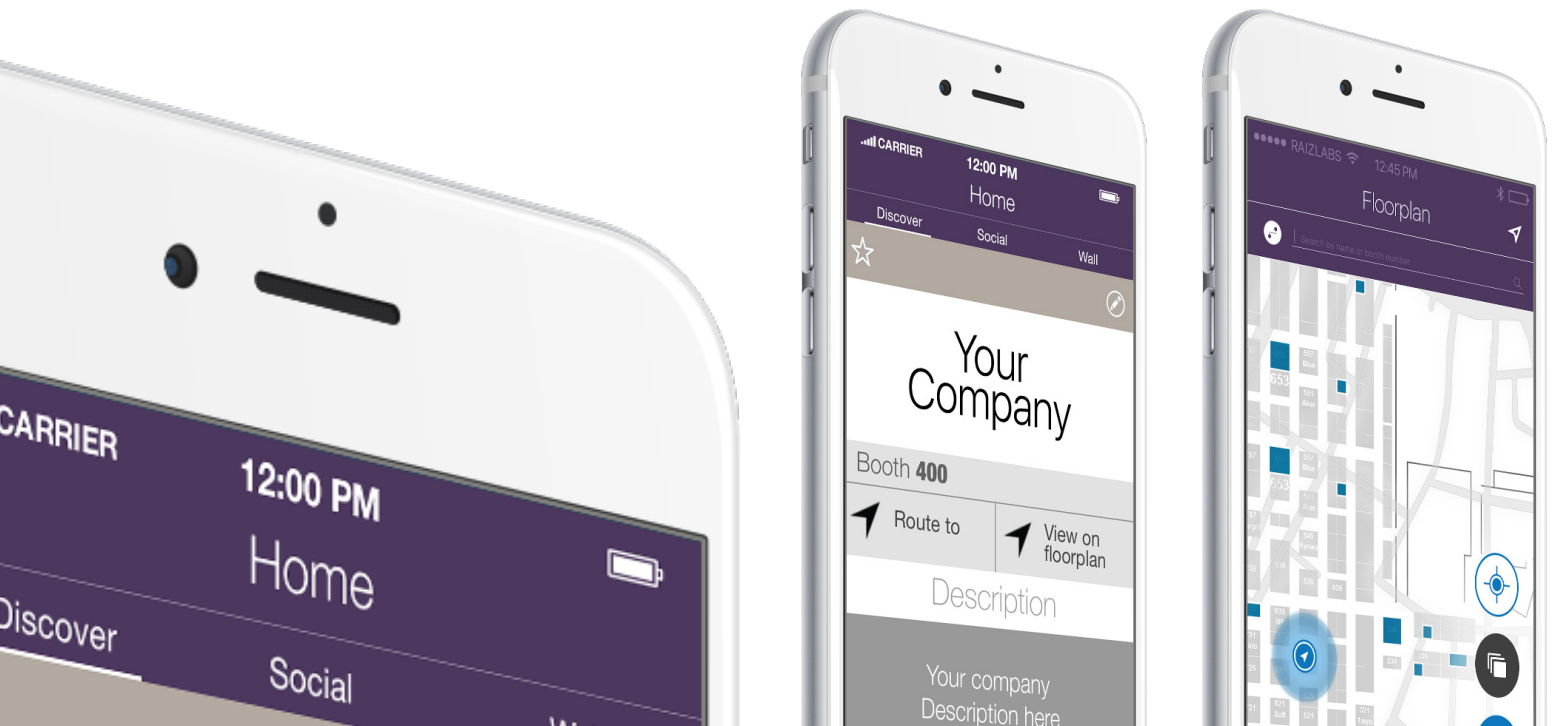
- Company name
- Booth number
- Description
- Product categories
- Company logo
- Full contact information with phone and email address
- Company website address

# UPGRADE YOUR VISIBILITY

You have an option to upgrade your Standard Listing with additional visibility purchased on the "A2Z Exhibitor Console".

Visit [www.kbis.com/site-files/uploads/kbis\\_2018\\_Enhanced\\_Listing\\_Flyer.pdf](http://www.kbis.com/site-files/uploads/kbis_2018_Enhanced_Listing_Flyer.pdf) to discover how you can enhance your online and mobile visibility.

Upgrades online will also be reflected in the KBIS Mobile App.



\$ 20,000\*

## TITLE SPONSOR

MAKE THE APP YOUR APP  
AND REAP **BIG REWARDS!**

Become the **KBIS 2018 Mobile App Title Sponsor** & bolster your presence at the show.

Get maximum exposure within the App as well as in all communications related to the App! Keep your company in the spotlight the whole show cycle and always a touch away!

### THE TITLE SPONSOR PACKAGE INCLUDES

- Logo on Splash (loading) page of the App
- Full Screen Ad on App load
- 1 Home Page Banner
- 1 Map Banner
- 2 Rotating Banners
- 5 Category Banners
- 1 Full Screen Ad
- 1 Special Announcement per day
- 1 Push Notification per day
- Featured Exhibitor package
- Officially recognized as the **KBIS 2018 Mobile App Title Sponsor**
- Your booth highlighted on the map in your company colors

\* This item is sold





\$ 4,000

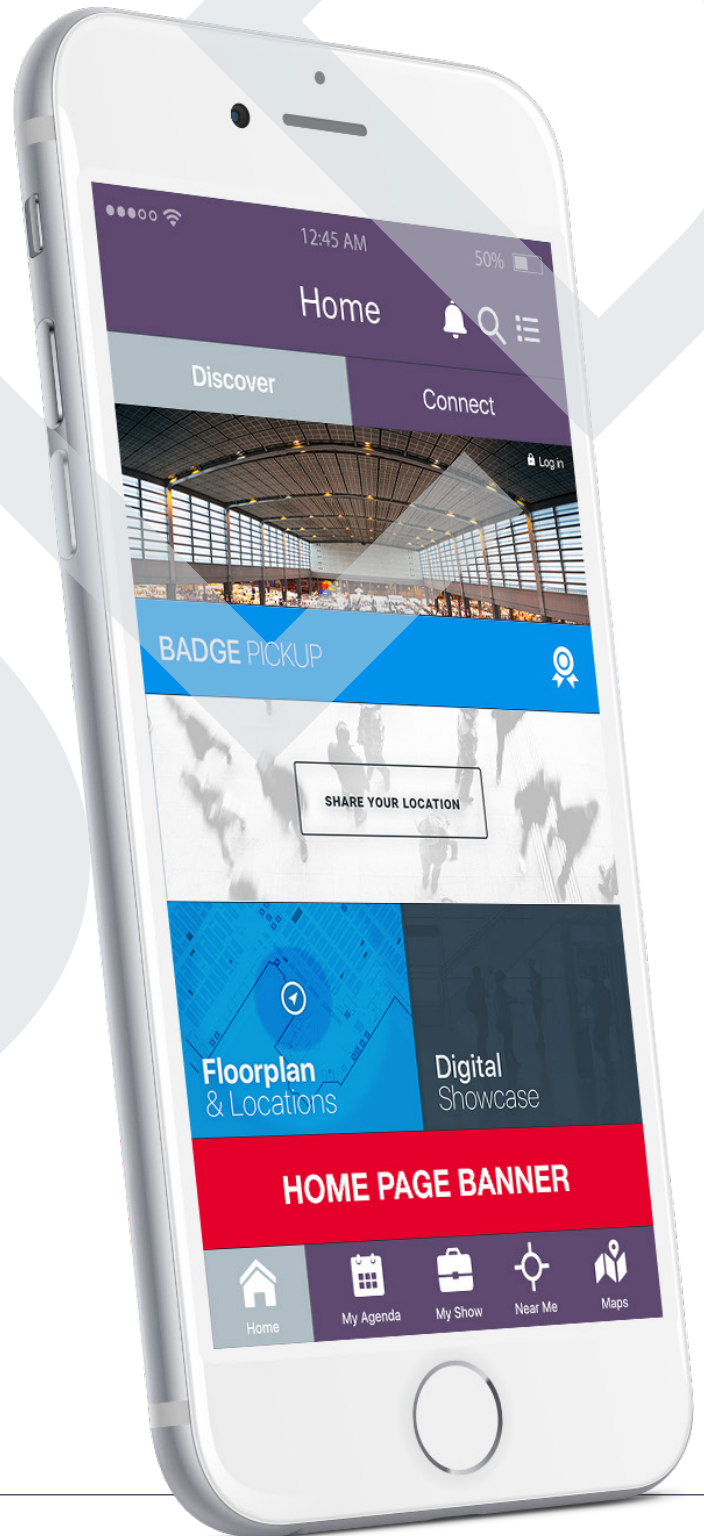
## HOME PAGE BANNERS

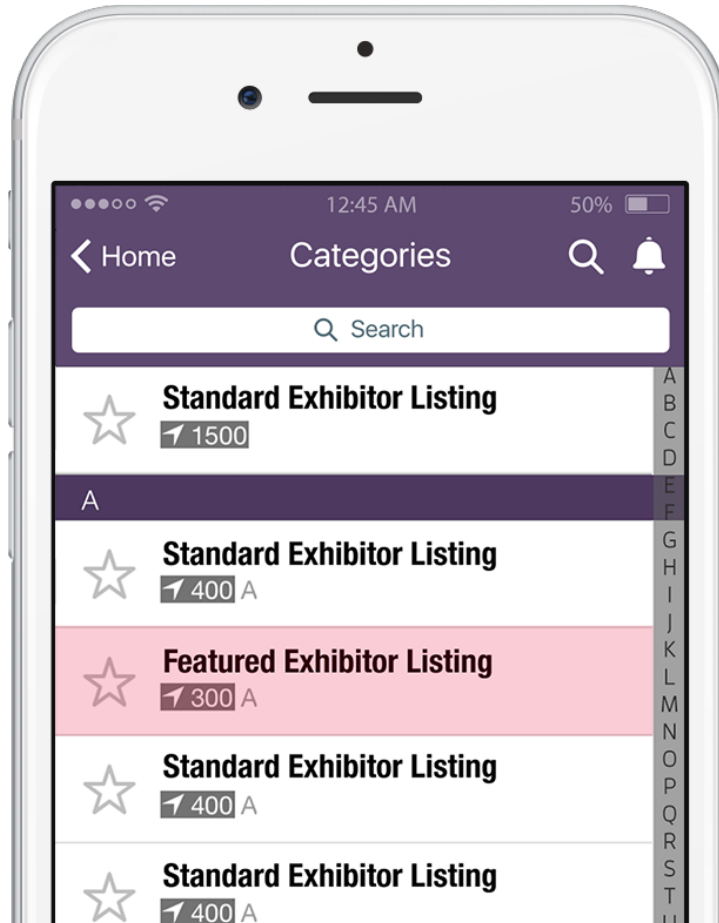
OUR MOST EXCLUSIVE VISIBILITY

Home Page Banners are displayed on the KBIS Mobile App home page and limited to only four companies. Your brand message will be viewed by 100% of users who open the App.

### BENEFITS

- Highly exclusive: limited to 4 companies banners displayed in rotation
- One-touch access to your listing or website
- Very visible, high click-through rate
- Quick access to your booth location on the map
- Dramatic increase in the number of visits to your listing





\$1,000

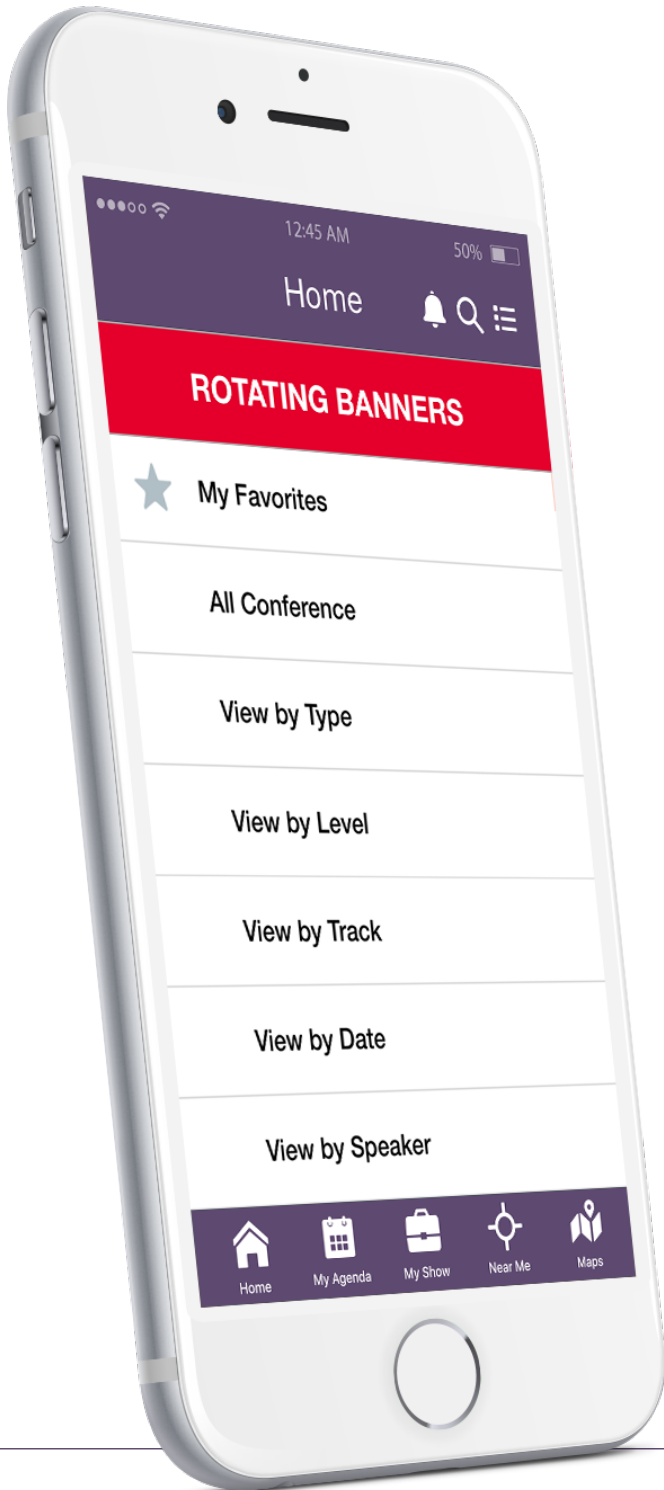
## PRODUCT CATEGORY BANNERS

### STAY ON TOP OF YOUR CHOSEN PRODUCT CATEGORY

Product Category Banners allow you to reach customers who are looking for your products and services. Be the first company seen in your chosen category: limited to a maximum of three companies per Products Category to ensure high visibility.

#### BENEFITS

- Attract the attention of highly targeted buyers
- Highly exclusive: limited to three banners on rotation per product category
- Your company's banner stays at the top of your chosen product category
- One-touch access to your booth location on the map
- Dramatic increase in the number of visits to your listing



**\$3,000**

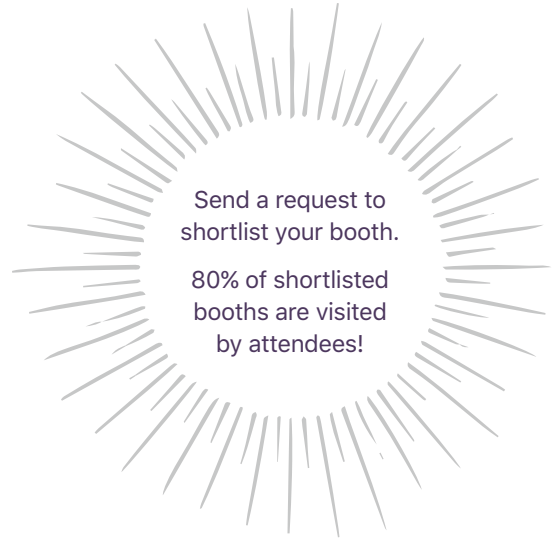
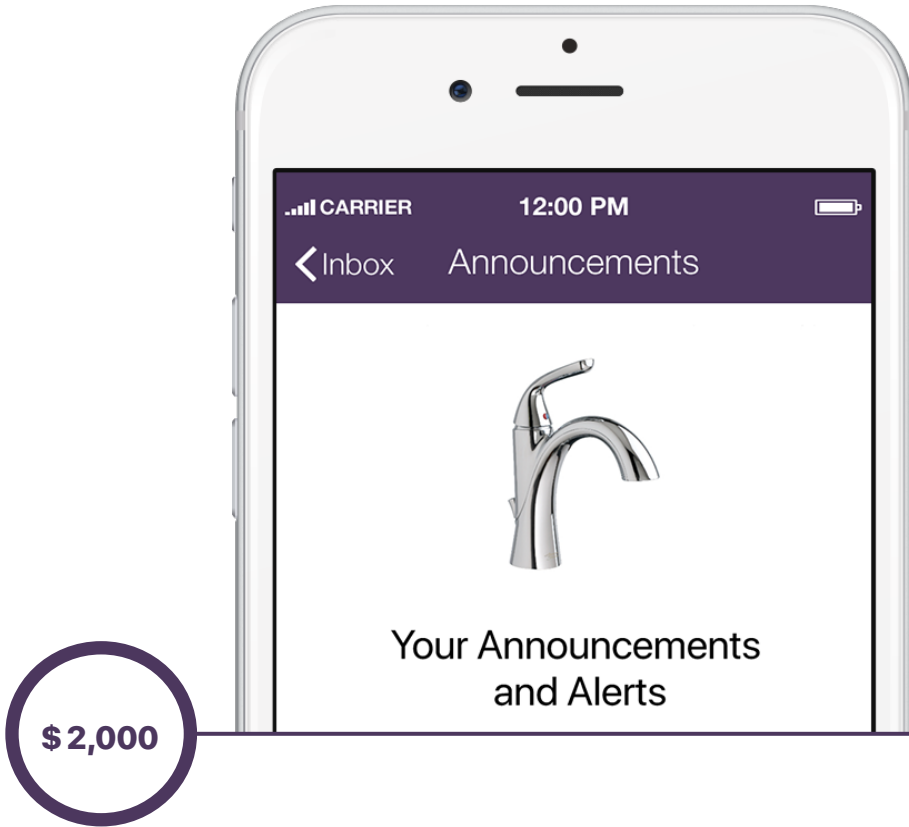
# ROTATING BANNERS

AFFORDABLE EXPOSURE  
HIGH VISIBILITY

Rotating Banners provide you with maximum coverage throughout the App, as they appear at the top of most pages.

**SIGNIFICANTLY DRIVE MORE TRAFFIC TO YOUR LISTING.**

- Limit of 12 (in rotation) - **Only 6 remaining** - Act fast!
- Banner displayed in multiple locations for maximum exposure
- One-touch access to your listing, your website or your booth location on the map
- Dramatic increase in the number of visits to your listing



## SPECIAL ANNOUNCEMENTS & NEW PRODUCT ALERTS WITH PUSH NOTIFICATIONS

### REACH A WIDE AUDIENCE WITH MOBILE ALERTS

Product Alerts and Special Announcements are displayed in the user's Inbox within the App. Plus, as an added benefit, your announcement or alert will also be broadcasted via a push notification - reaching users whether they have the App opened or not.

#### **BENEFITS**

- Limited to four messages per day
- Goes into the attendees Inbox with alert on home screen
- Push notifications reach users even when the App is not open
- Very high open rate
- In App message can include a photo, description, and link to your virtual booth
- Send an event wide announcement or target a select audience



**\$2,000**

**ONLY 1 of  
2 ADS left**  
- Act fast!

## FULL SCREEN ADS

Upgrade your Featured Exhibitor Listing further by getting a Full Page Ad in the App.

Advertise in full color and with full impact in high resolution with our new Full Page Ads.

### **BENEFITS**

- You provide the design
- No restriction on formatting, design or images
- You can submit a "pre show" ad and a "during show" ad
- Great to advertise a show special or promotion
- Strong visual branding
- Highly Exclusive: limited to only 2 Full Page Ads.



# KBIS Mobile App Sponsorship Opportunities for Exhibitors

## PRICE LIST

Standard Listing .....	FREE
Featured Exhibitor .....	Prices Vary
Title Sponsor .....	<del>\$ 20,000</del> <b>SOLD</b>
Home Page Banners .....	<del>\$ 4,000</del> <b>SOLD</b>
Rotating Banners .....	\$ 3,000
Product Category Banners .....	\$ 1,000
Map Banners .....	\$ 2,000
Special Announcements & New Products Alert.....	\$ 2,000 each
Full Screen Ad .....	\$ 2,000

### COMPANIES A-E, ITALY AND SPAIN

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