

eventScribe® App

Sponsor Opportunities



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About the App



ABOUT THE APP

The eventScribe® mobile event app makes it easy for attendees, exhibitors, and speakers to connect. Attendees can access their personal schedule right from the palm of their hand. They can track which exhibitors they've visited, download speaker presentations, and take notes from their smartphone or tablet. To learn more, visit www.eventScribe.com.

Sponsorship Graphics Summary

Sticky Banner and Splash Screen

Sticky Banner

- | | |
|----------|---|
| 1 | 2,048 pixels wide x 200-500 pixels high |
| 2 | 1,536 pixels wide x 150-400 pixels high |

* Can be a .jpg or .png format



Portrait Splash Screen

- | | |
|----------|--|
| 1 | 0.75:1 aspect ratio, 2,048 pixels wide x 2,732 pixels high |
| 2 | 0.56:1 aspect ratio, 1,080 pixels wide x 1,920 pixels high |
| 3 | 0.46:1 aspect ratio, 1,242 pixels wide x 2,688 pixels high |

* Can be a .jpg or .png format



Landscape Splash Screen

- | | |
|----------|---|
| 1 | 1.3:1 aspect ratio, 2,732 pixels wide x 2,048 pixels high |
| 2 | 1.8:1 aspect ratio, 1,920 pixels wide x 1,080 pixels high |
| 3 | 2.2:1 aspect ratio, 2,688 pixels wide x 1,242 pixels high |

* Can be a .jpg or .png format



Sponsorship Graphics Summary

Home Screen Menu Button and Sub Page Banner

Main Screen Menu Button

- | | |
|---|-----------------------------------|
| 1 | 100 pixels wide x 100 pixels high |
|---|-----------------------------------|

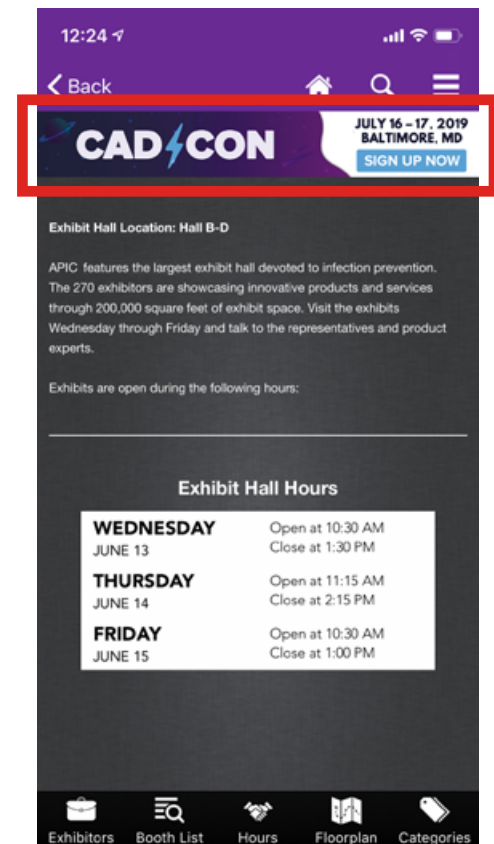
* Text on button can be up to 12 characters
* .png format with transparency is required



Sub Page Banner

- | | |
|---|--|
| 1 | 7:1 aspect ratio, 1,080 pixels wide x 152 pixels high |
| 2 | 9:1 aspect ratio, 1,920 pixels wide x 225 pixels high |
| 3 | 11:1 aspect ratio, 2,048 pixels wide x 180 pixels high |
| 4 | 13:1 aspect ratio, 1,920 pixels wide x 152 pixels high |

* Can be a .jpg or .png format

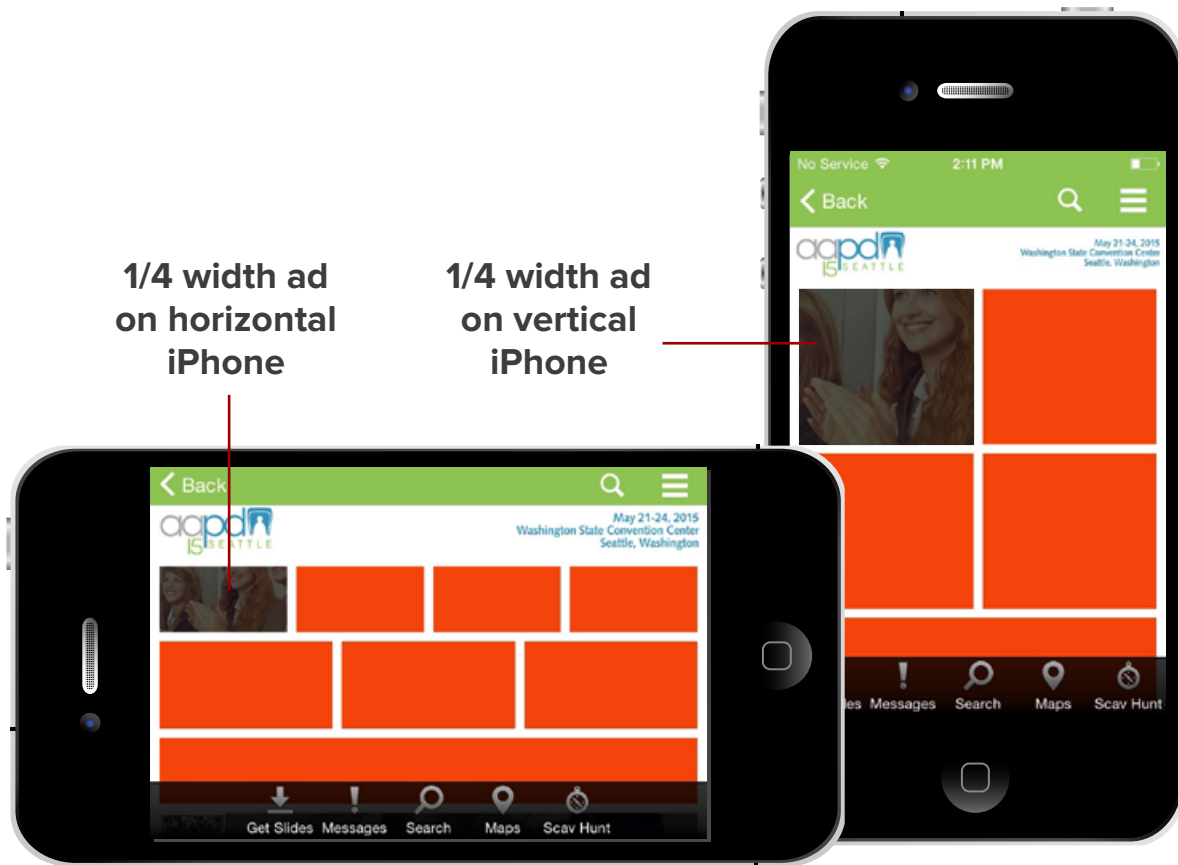


A person wearing a dark and light striped shirt is holding a white smartphone with both hands. The phone is held horizontally. The background is dark and slightly blurred. Overlaid on the center of the image is the text "Express Level Options" in a white, bold, sans-serif font.

Express Level Options

Sponsorship #1:

Main Screen Tiles



Responsive Design Mobile Experience

The app is a responsive design mobile experience. The graphics will adjust how much they show based on the size of the screen and the orientation of the device. Some of your image information will be unviewable on certain devices.

What is The Bleed Area?

The bleed area (red area in the example image) may or may not be displayed in the app, depending on which device it is displayed on. Any background graphics or colors can extend into this area, but important text or images should not.

What is The Safe Area?

The safe area of the graphic will always be visible in the app, no matter the device the app is being used on. All important graphics or text should be included here, but cannot extend to the bleed area.



Sponsorship #1:

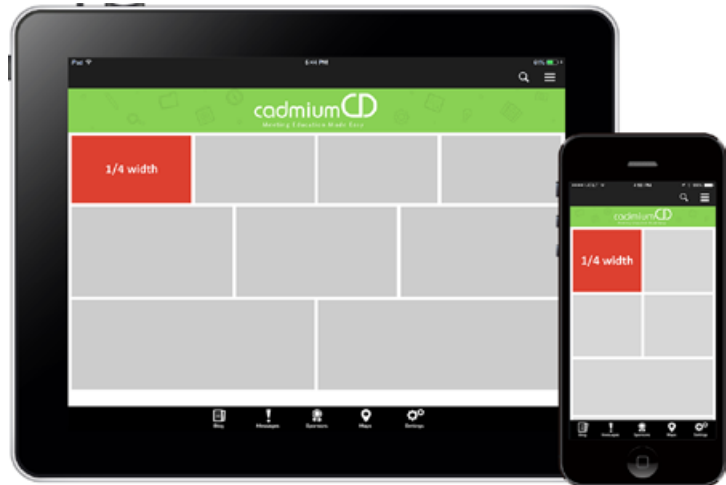
Main Screen Tiles

1/4 Width Ad

Size: 600 pixels wide x 400 pixels high
Format: .jpg or .png

Quick Tips:

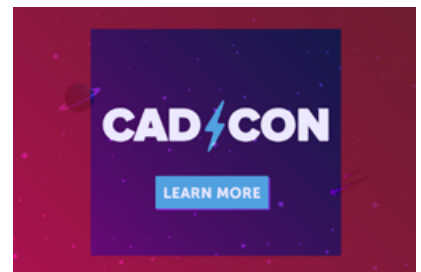
1. We suggest utilizing 1/4 width ads primarily for logos or icons, because you aren't working with a ton of space!
2. Make sure to take note of the bleed area. Edges will be cropped off of some images, specifically when the graphic resizes for smaller devices like a phone.



70px bleed area on top and bottom
DO NOT INCLUDE IMPORTANT TEXT/IMAGES HERE



110px bleed area left + right



1/3 Width Ad

Size: 800 pixels wide x 400 pixels high
Format: .jpg or .png

Quick Tip:

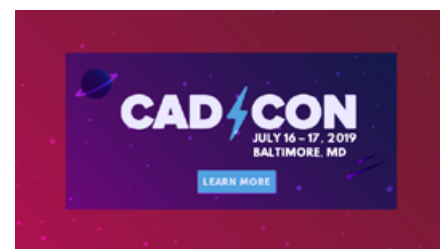
1. Make sure to take note of the bleed area. Edges will be cropped off of some images, specifically when the graphic resizes for smaller devices like a phone.



70px bleed area on top and bottom
DO NOT INCLUDE IMPORTANT TEXT/IMAGES HERE



125px bleed area left + right



Sponsorship #1: Main Screen Tiles

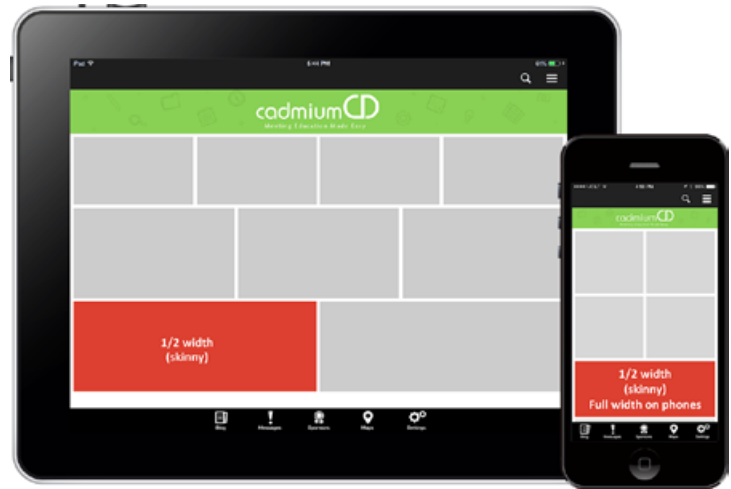
1/2 Width Ad (Long)

Size: 1,200 pixels wide x 400 pixels high

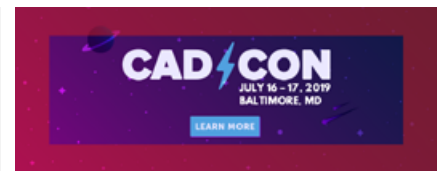
Format: .jpg or .png

Quick Tip:

1. Make sure to take note of the bleed area. Edges will be cropped off of some images, specifically when the graphic resizes for smaller devices like a phone.



70px bleed area top + bottom
DO NOT INCLUDE IMPORTANT TEXT/IMAGES HERE



175px bleed area left + right

1/2 Width Ad (Tall)

Size: 1,200 pixels wide x 800 pixels high

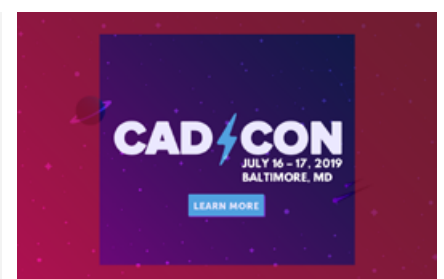
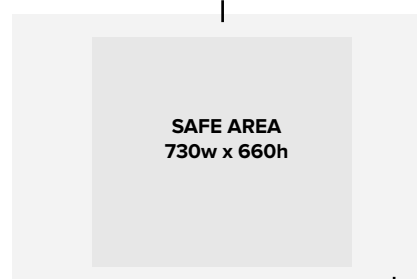
Format: .jpg or .png

Quick Tip:

1. Make sure to take note of the bleed area. Edges will be cropped off of some images, specifically when the graphic resizes for smaller devices like a phone.



70px bleed area top + bottom
DO NOT INCLUDE IMPORTANT TEXT/IMAGES HERE



235px bleed area left + right

Sponsorship #1:

Main Screen Tiles

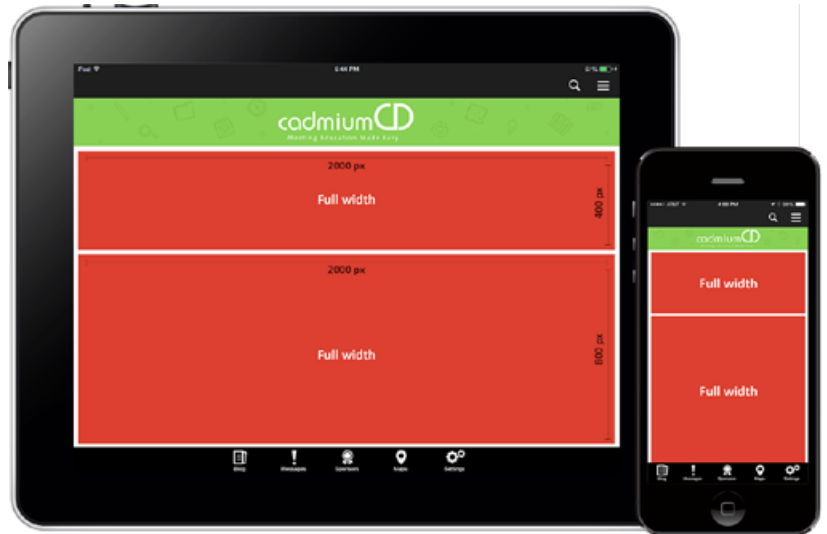
Full Width Ad

Size: Flexible Dimensions

Format: .jpg or .png

Quick Tips:


1. We recommend using 2000 pixels wide x 800 pixels high for a tall graphic, and 2000 pixels wide x 400 pixels high for a long graphic!
2. You can make this ad as tall as you want, The ad will display as tall or short as it is designed. It will scale to fit the available width, so no need to worry about the safe and bleed areas!



*Example of 1,200 x 800 Ad



*Example of 1,200 x 400 Ad

A dark, semi-transparent background image showing two men in business attire. The man on the left is wearing glasses and a striped tie, looking down at a tablet. The man on the right is smiling and pointing at the tablet with a pen. The overall scene suggests a collaborative business meeting.

Standard Level Options

Sponsorship #2:

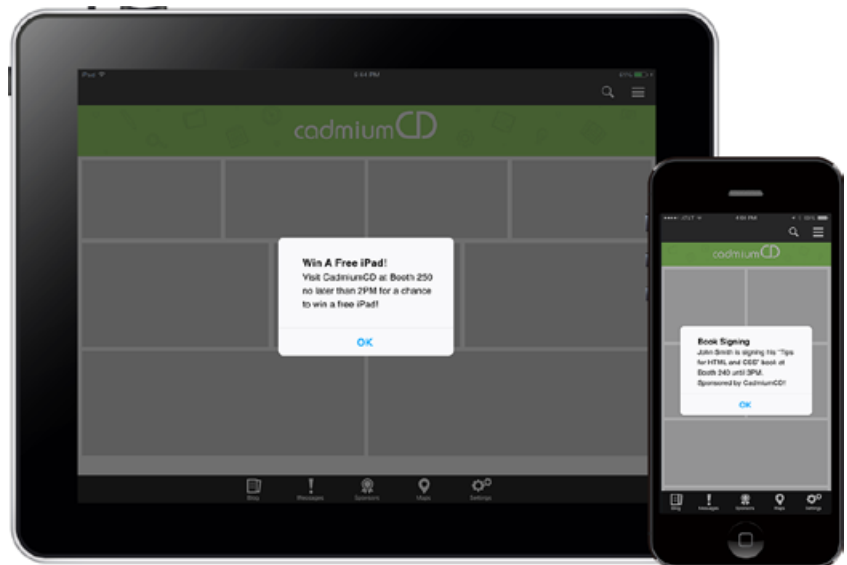
Push Notifications

Push Notifications

Title and Message: 250 max character total

Quick Tips:

1. Push notifications do not support images, links, or HTML.
2. Use push notifications as a place to advertise your sponsors!
3. Try calling attention to a particular booth on the show floor.
4. Thank a sponsor for their involvement.
5. Draw attention to sponsored events.



Push Notification Examples

Show Only Special - Buy One Get One FREE!

Visit Bien Air Dental at Booth #1234 for an ADA 2018 show only special - buy one Restorative and/or Endo products and get one FREE!

OK

Don't Miss Bien Air Show Only Special!

Last day to take advantage of our ADA 2018 show only special - buy one Restorative and/or Endo products and get one FREE! Stop by Booth #1234

OK

Visit Booth 1244

Enter to win a \$500 Visa Gift Card from Lighthouse 360: Patient Communication Made Simple!

OK

Shave Ice Pop Up Stand

Beat the heat and visit the Shave Ice Stand to try a refreshing and popular Hawaiian treat! Open from 12-3pm on the Programs Level at the end of Member Center.

OK

Best of Class Booths 1434-1447

Check out the Cellerant Best of Class Technology Award winners and see what the buzz is about! Stop by for live product demos and ADA 2018 deals.

OK

Sponsorship #3:

Splash Screen

Portrait Splash Screen

Attendees will see a loading “splash screen” when the app launches. It shows for 3.5 seconds.

Format: .jpg or .png

Quick Tips:

1. This is like the cover on a sponsor ad in a program book. This shows in addition after your branded event splash screen.
2. Include a call to action!
3. The splash screen is not clickable. It is simply shown while the event data is loading.



Required Images (width x height)

1	0.75:1 aspect ratio, 2,048 pixels wide x 2,732 pixels high
2	0.56:1 aspect ratio, 1,080 pixels wide x 1,920 pixels high
3	0.46:1 aspect ratio, 1,242 pixels wide x 2,688 pixels high

Landscape Splash Screen

Attendees will see a loading “splash screen” when the app launches. It shows for 3.5 seconds.

Format: .jpg or .png

Quick Tips:

1. This is like the cover on a sponsor ad in a program book. This shows in addition after your branded event splash screen.
2. Include a call to action!
3. The splash screen is not clickable. It is simply shown while the event data is loading.



Required Images (width x height)

1	1.3:1 aspect ratio, 2,732 pixels wide x 2,048 pixels high
2	1.8:1 aspect ratio, 1,920 pixels wide x 1,080 pixels high
3	2.2:1 aspect ratio, 2,688 pixels wide x 1,242 pixels high

Sponsorship #4:

Home Screen Sticky Banner



Sticky Banner

The Sticky Banner only displays on the main tiled screen and attaches to the bottom navigation. It remains stationary while scrolling on the main screen.

Quick Tips:

1. Standard apps can have one sticky banner that links to a website.
2. Pro apps can have rotating sticky banners that can change either daily **or** each time the main screen is shown.
3. Pro apps can have sticky banners that link to content inside the app, like a booth profile, speaker profile, or a presentation.

Sticky Bottom Banner (width x height)

- | | |
|----------|--|
| 1 | <i>2,048 pixels wide x 180 pixels high</i> |
| 2 | <i>1,536 pixels wide x 180 pixels high</i> |

Sponsorship #5: Sponsored Presentations

Sponsored Presentations

Include up to three sponsor logos per presentation!

Format: Format submitted by exhibitors

Quick Tips:

1. Manage the sponsor logos in your Education Harvester
2. Since the logos display on a wide white area of the screen, avoid verticle graphics. Horizontal logos work best in the space where they are displayed.



Sponsorship #6:

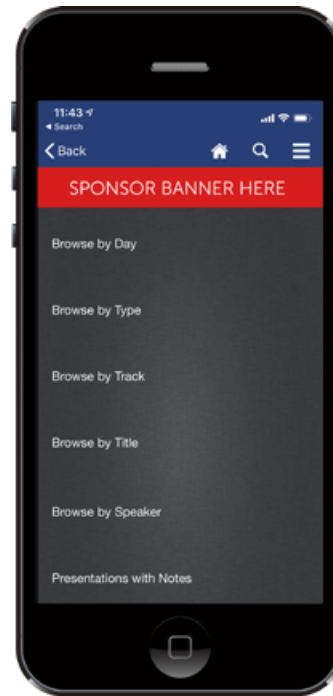
Sub Page Banners

Show Unique Banners In Different Sections of Your App.

Supports random rotating & linking to URLs. Will only show in the following user specified areas: Expo, More Info, People, Posters, Presentations, and Search.

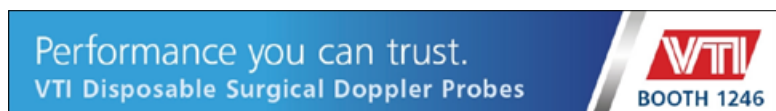
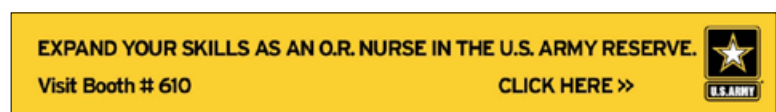
Quick Tips:

1. These banners are an effective way to call attention to particular parts of your event.
2. Each banner has 4 versions in order to support portrait and landscape orientation on both phones and tablets.
3. You can have different banners for different sections of the app (i.e. Schedule, Posters, Expo, etc.)
4. You can have multiple banners that change each time a user enters a page like the Expo Hub page.
5. This option will replace your event banner in the specified location.
6. Will not display on custom coded browsing options.



Required Images (width x height)	
1	7:1 aspect ratio, 1,080 pixels wide x 152 pixels high
2	9:1 aspect ratio, 1,920 pixels wide x 225 pixels high
3	11:1 aspect ratio, 2,048 pixels wide x 180 pixels high
4	13:1 aspect ratio, 1,920 pixels wide x 152 pixels high

Banner Examples





Pro Level Options

Sponsorship #7:

Exhibitor Badges

Badges for Exhibitors

Up to two square graphics called “badges” can be associated with each company. These show on the exhibitors list and do not reflect on the sponsors list, but will show up on both the exhibitor list view and the exhibitor’s individual profile page.

Format: .png with transparency

Quick Tips:

1. Associate these with multiple sponsor levels like Gold, Silver, and Bronze.
2. Highlight your biggest sponsors with special badges like “Preferred Partner”
3. Circular badges are understood best!
4. If using badges, we cannot display the company logo.



Badge Dimensions (width x height)

1	400 pixels wide x 400 pixels high
----------	-----------------------------------

*Transparent background .png

Badge Examples



Sponsorship #8:

Full Screen Sponsor Advertisement



Full Screen Sponsor Advertisement

The Sponsor Splash Screen will appear when clicking on a designated tile and will appear every time that tile is selected. Sponsor ads will automatically rotate depending on the rotation of your device, so the ad always looks great!

Required Images (width x height)	
1	4:3 aspect ratio, 2,048 pixels wide x 1,536 pixels high
2	3:4 aspect ratio, 1,536 pixels wide x 2,048 pixels high
3	16:9 aspect ratio, 1,920 pixels wide x 1,080 pixels high
2	9:16 aspect ratio, 1,080 pixels wide x 1,920 pixels high

* Cannot hyperlink splash screens

Sponsorship #9:

Rotating Main Screen Tile Ads

Rotating Main Screen Tile Ads

Ads will change each time you go to the main screen, or when you rotate the device.

Quick Tips:

1. Main Screen Tile Ads follow the same size requirements listed on Sponsorship #1: Main Screen Tiles (Pages XX-XX)
2. Pro level apps allow the tile ads to rotate per click or on a certain day and time.
3. Ads can follow sunrise and sunset dates/times, so the tile will appear/disappear when scheduled.



Refer to Sponsorship Section #1 (Pages XX-XX) to review specs for main screen tiles.

Sponsorship #10:

Home Screen Menu Buttons

Requirements for Bottom Menu Icon

Attendees will see an icon as part of your app's five bottom menu navigation items.

Format: .png with transparency

Quick Tips:

1. Use something simple, like a logo mark or simple icon. It displays very small, so excessive detail will be lost.
2. Make sure you don't use any background colors – Only an icon on a transparent background!
3. Keep your icon to one color.



Icon Dimensions (width x height)

- | | |
|---|-----------------------------------|
| 1 | 100 pixels wide x 100 pixels high |
|---|-----------------------------------|

* Text up to 12 characters

Example of Bottom Menu Image



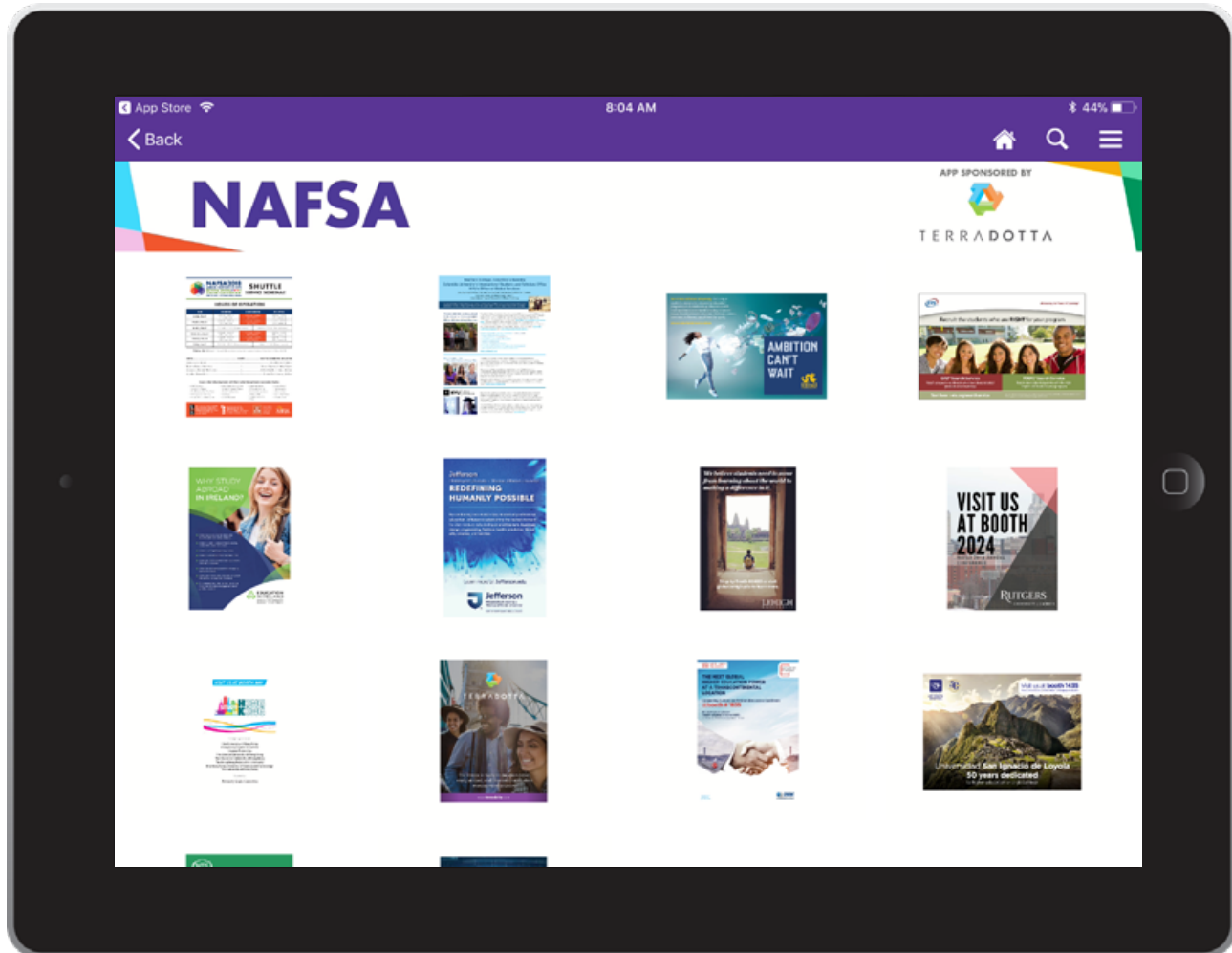
Your transparent icon



How it appears in App

Sponsorship #11:

Digital Grab Bag



Digital Grab Bag:

Let your exhibitors shine by showcasing their promotional PDFs in the App Grab Bag!

*Work with your graphics team to keep PDF sizes small. (Keep each PDF no more than 1.5 megabytes, and total grab bag size to about 15 megabytes.) This helps avoid excessive Wi-Fi consumption on site.

Sponsorship #12:

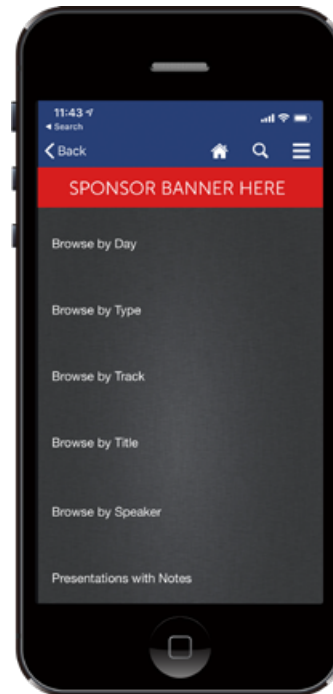
Rotating Sub Page Banners

Have Your Sub Page Banners Rotate on Specific App Pages.

Supports rotating & linking to URLs. Will only show in the following user specified areas: Expo, More Info, People, Posters, Presentations, and Search.

Quick Tips:

1. These banners are an effective way to call attention to particular parts of your event.
2. The difference between Standard Sub Page banners and Pro Sub Page banners is that in Pro, you can rotate multiple banners on each sub page in the app.



Required Images (width x height)

1	7:1 aspect ratio, 1,080 pixels wide x 152 pixels high
2	9:1 aspect ratio, 1,920 pixels wide x 225 pixels high
3	11:1 aspect ratio, 2,048 pixels wide x 180 pixels high
4	13:1 aspect ratio, 1,920 pixels wide x 152 pixels high

Banner Examples



Sponsorship #13:

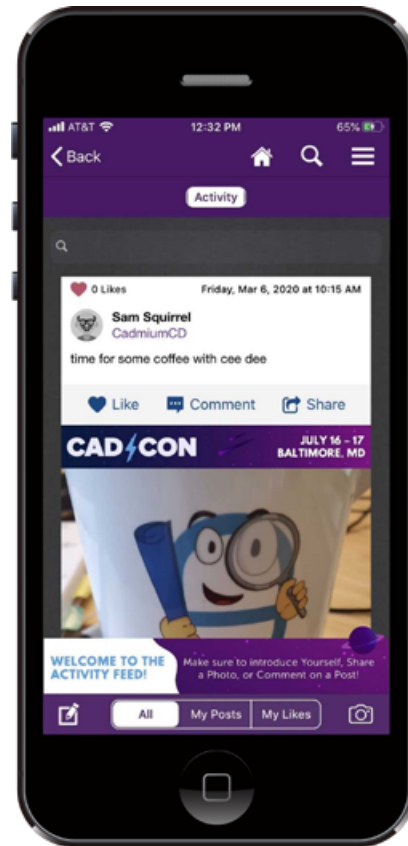
Activity Feed Sponsor Banner

Display ads where your attendees are active.

Will display as a sticky banner at the bottom of your Activity Feed. Supports .png and .jpg files.

Quick Tips:

1. These banners are an effective way to highlight a sponsor, or promote things like events, downloads, and more!
2. Play with image transparency to make a banner that stands out!



Icon Dimensions (width x height)

- | | |
|---|-------------------------------------|
| 1 | 2,000 pixels wide x 180 pixels high |
|---|-------------------------------------|

Banner Examples

**WELCOME TO THE
ACTIVITY FEED!**

Make sure to introduce Yourself, Share
a Photo, or Comment on a Post!



**Looking for More
Resources for your
Virtual Events?**

[View Resources](#)

eventScribe
LIVE

Live stream your keynotes, general sessions,
breakouts, and more with CadmiumCD's live
streaming platform. Engage attendees from
around the world.

[Learn More](#)

COVIDIEN



COVIDIEN/Medtronic product
can be identified by its
distinctive orange color?

Use your conference app to answer the

Knowledge Hunt question



Include 2016 Content
at Online, and \$50 - \$100

ADD-ON

Expo Scavenger Hunt Sponsor Opportunities



Endless Sponsor Possibilities with the eventScribe® App!

Allow your sponsors to interact with attendees using the eventScribe Scavenger Hunt. Attendees will be encouraged to visit booths to answer questions. It's a win-win!

CAD CON

CadCon Sponsorship Portal | Log Out

Task Progress | Cad



EVENT INFORMATION

More Information: [Website](#)
Location: Baltimore, Maryland
Dates: 7/16/ - 7/17

[Contact the Event Organizer](#)



YOUR PROFILE

Michael Doane

Logins: 0

[Log Out](#)

[View/Edit Full Profile](#)



TASKS (you have 4 tasks left to complete out of a total 9 assigned tasks)

CadmiumCD

Upload Company Logo (completed 7/10/2019 PM)

Showcase: Product Listing Image (task is due 6/21)

Showcase: Product Images (task is due 6/21)

Showcase: Product Video (task is due 6/21)

Showcase: Product PDFs (completed 7/11, 11:12 AM)

ADD-ON Product Showcase



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★ Favorite Tweet This Locate this booth Request Information

Event Apps Education

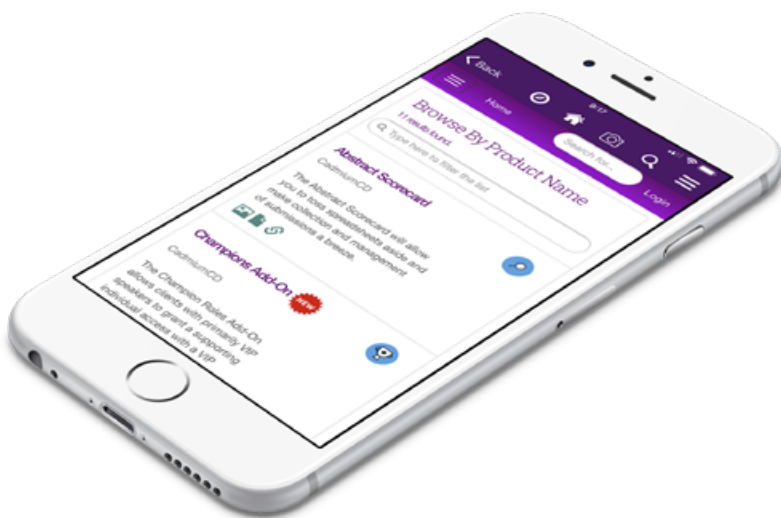
CadmiumCD eventScribe App NEW

CadmiumCD

Other products: CadmiumCD Abstract Scorecard

Perfect for Planners, Made for Attendees The eventScribe App works for your educational meetings, trade shows, and conferences. Note taking in sessions, surveys and evaluations, floor plans, and social networking features make eventScribe the most robust app on the market. Attendees can download eventScribe Event Apps on Apple, Android, or use the mobile responsive version on their laptop or Windows phones.

Video Image PDF



Let Your Exhibitors Highlight Their Products to Attendees!

Link to your Product Showcase in you App! Attendees can browse and filter product images, videos, and PDF brochures. Every Product Showcase has a “Request Information” so attendees can contact product owners!

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