The app will be promoted to attendees if IDWeek is live in Philadelphia or virtual. Attendees will be able to browse sessions, create a personal schedule, communicate with other attendees, view posters, receive push messages, and visit exhibitors in the app.

**HISTORICAL DATA**
In 2019, 79% of the 8,837 IDWeek attendees downloaded and used the app to receive updates and connect with other attendees.

**Opportunities Include:**
- Rotating Dashboard Banner Ads - $6,500
- Banner Ad Accompanying Landing Page - $3,500
- Push Alert - $10,000
- Splash Screen – starting at $15,000
- Personal Schedule Watermark - $8,000

Specifications and due dates available on the following pages.

**Reservations Contact:**
Dana Johnston djohnston@idsociety.org or 703-740-4789
Dashboard Banner Ad – 8 available in rotation - $6,500

- Highlight your brand, product, services, booth, or show specials.
- Banner ads are shown pre-event, during the event, and post-event.
- Banner ads can link to a complimentary landing page, a booth listing, or an external website.

**Banner Ad Specifications**
- 640Wx110H pixels
- .jpg or .png format
- 300 dpi

Due: **September 9, 2020**
Landing Page – only available to banner ad sponsors - $3,500

- When the sponsor banner ad is clicked this landing page will display full screen in the app.
- Due: September 9, 2020

**Accompanying Full-Screen App Landing Page**
- 320W x 418H pixels
- 640W x 1008H pixels
- 1536W x 1920H or 768W x 960H pixels
- 1408W x 1408H or 704W x 704H pixels
- 1080W x 1920H or 2160W x 3840H pixels

- .jpg or .png format
- 300 dpi

Suggestions:

3. **CREATIVE TEXT** keeps the user attention
4. **COMPELLING IMAGERY** that is consistent with your brand identity or product
5. **CALL TO ACTION** to elicit a click through response or drive traffic to your booth
6. **BRAND AWARENESS** for quick and memorable brand recognition
Push Alert – 5 available (one each day Tues. – Sun.) - $10,000

- Schedule date/time with IDWeek approval.
- Subject line can include up to 29 characters
- Body of message can be scrolled for lengthier messages
- Message can include rich text; bold, italics, hyperlinks, link to your exhibitor listing in the app
- The most recent alert appears at the top of the dashboard page and all alerts are saved in the message center.
- Push alerts due: **October 7, 2020**
Full Screen Launch Graphic (aka splash screen)
- single sponsor - $25,000
- dual sponsor - $15,000 ea.

- Visible for a few seconds when app updates are performed during app launch then leads user to the app dashboard.
- Tentative plan is to show a sponsor graphic each 3rd time the app is launched, switching between two sponsors, if applicable. (This feature is currently in development and testing.) Otherwise, a sponsor graphic will show every time the app is launched.

Due: September 9, 2020
Personal Schedule Watermark – 1 sponsor - $8,000

Sponsor image will show on attendee personalized schedule screen. Due: September 9, 2020

Reservations
Contact: Dana Johnston djohnston@idsociety.org or 703-740-4789

Creative Services Available from Core-Apps at $150/hour. Ask to be connected.