



IDWeek²⁰²⁰TM

Advancing Science, Improving Care

App Opportunities

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

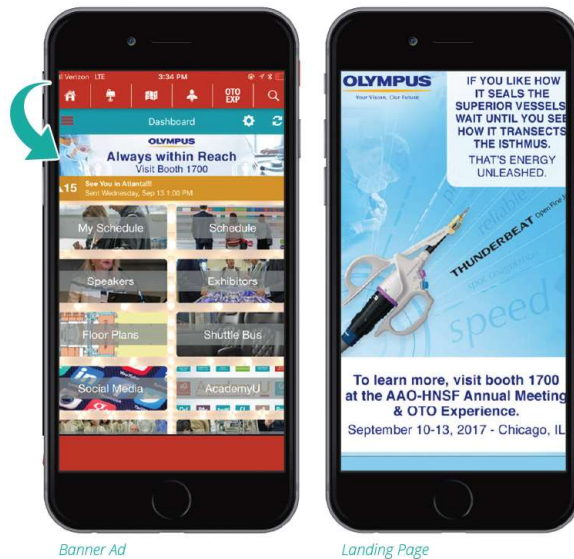
Dashboard Banner Ad – 8 available in rotation - \$6,500

- 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**



Banner Ad

Landing Page

App Opportunities cont'd

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

320Wx418H pixels

640Wx1008H pixels

1536Wx1920H or 768Wx960H pixels

1408Wx1408H or 704W704H pixels

1080X1920H or 2160X3840H pixels

.jpg or .png format

300 dpi

Suggestions:

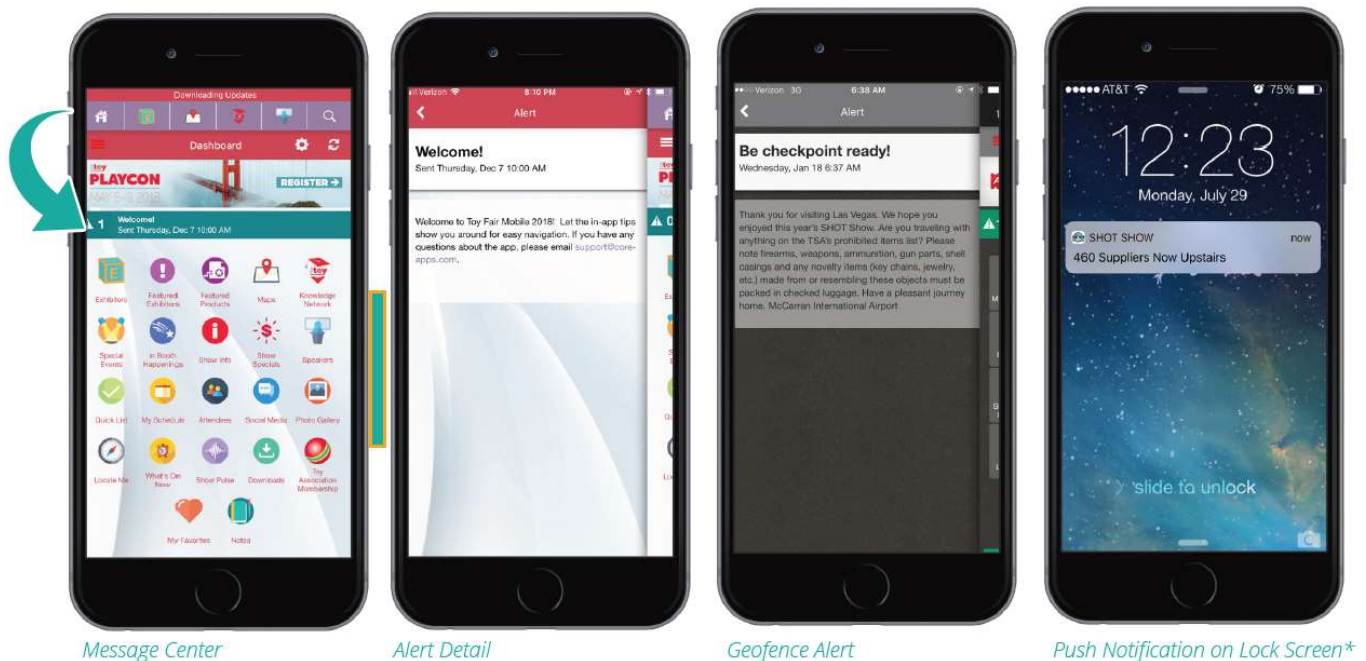
- 3 **CREATIVE TEXT** keeps the user attention
- 4 **COMPELLING IMAGERY** that is consistent with your brand identity or product
- 5 **CALL TO ACTION** to elicit a click through response or drive traffic to your booth
- 6 **BRAND AWARENESS** for quick and memorable brand recognition



App Opportunities cont'd

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**



App Opportunities cont'd

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**

Phone specs:

640Wx960H pixels

640Wx1136H pixels

.jpg or .png format

300dpi

No links or hotspots

No visible outside graphic borders

Tablet specs

2048Wx2048H pixels

2048Wx1536H pixels

1536Wx2048H pixels

1920Wx1080H pixels

1080Wx1920H pixels

.jpg or .png format

300dpi

No links or hotspots

No visible outside graphic borders

Important: supporting specifications attached separately for 2048x2048 image

SUGGESTIONS

- 1 **BRAND AWARENESS** for quick and memorable brand recognition

960x1136



2048x2048



App Opportunities cont'd

Personal Schedule Watermark – 1 sponsor - \$8,000

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



My Schedule Watermark

MY SCHEDULE WATERMARK LOGO

320Wx88H pixels, .png only, 300 dpi, with transparent background



Reservations

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

Creative Services Available from Core-Apps at \$150/hour.

Ask to be connected.