

LEVERAGING YOUR EVENT APP TO GENERATE REVENUE AND REDUCE COSTS is a smart way to not only pay for your app, but also find new sources of revenue for your organization. Here are 10 top tips for generating revenue with **EVENTSENTIAL**:

TIP 1: OFFER EXCLUSIVE APP SPONSORSHIP. Sole sponsorship enhances visibility and offers high profile branding exposure before, during and after your event.

TIP 2: FEATURE BANNER ADVERTISING. Leverage unlimited rotating ad space and analytics like clicks, views and impressions to maximize revenue.

TIP 3: UPSELL SPONSOR PACKAGES. Include app sponsorship opportunities in your prospectus to increase value and encourage upgrades to a higher sponsorship level.

TIP 4: CREATE A SPONSOR LANDING PAGE. Your app's entry screen is a dynamic place to highlight your most valued sponsor or sponsors.

TIP 5: PROMOTE SPONSORED SESSIONS & EVENTS. Offer sponsorships for specific sessions and events like keynotes, lunches or receptions and identify session sponsors within the description.



TIP 6: USE SPONSORED NOTIFICATIONS. Highlight product updates, giveaway information or exhibit promotions through sponsored posts.

TIP 7: MONETIZE BEACON NOTIFICATIONS. Beacons can trigger proximity-based messaging to event attendees with product reminders, discount codes, and other offers.

TIP 8: HOST A SPONSORED POLL. Solicit sponsors and collect real-time data from attendees that advances your organization while also promoting your partners.

TIP 9: SELL ADDITIONAL PRODUCTS & SERVICES. Use app notifications to promote upcoming events and other association products and services.

TIP 10: OFFER MORE SALES OPPORTUNITIES. Leverage your multi-event app to sell ads and sponsorships across all of your events.

Visit **eventsential.com** or contact the Eventsential team for more tips on making the most of your event app investment.

