

January 12-16, 2019
Town & Country Hotel
San Diego, CA

P L A N T & A N I M A L G E N O M E X X V I I



PAG XXVII Mobile App Sponsorship Package

The PAG XXVII Mobile App allows attendees to access conference information and planning tools from their smartphone before they arrive, as well as from the show floor. Users can browse the schedule, create their own personalized agenda of which sessions, workshops and events they'll attend, and also plan which exhibitors to visit in the Exhibit Hall.



Banner Ad
The Sponsor banner appears at the top of the app Dashboard page & clicks through to a fullscreen App Landing Page.

Mobile App Features for Attendees:

The Dashboard keeps users organized with up-to-the-minute Exhibitor, Speaker, and Event information.

- About PAG keeps all event information in one place.
- My Schedule organizes awith one click.
- Receive important real-time communication alerts from PAG and the app sponsor.
- Access the built-in Twitter feed to follow and join in on the show buzz.
- Interactively locate Exhibitors to visit on the Floorplan Map.
- Connect with colleagues using the Friends feature.
- Find Local Places in San Diego, such as restaurants and attractions.

Available for
iPhone and
Android.

Full Screen App Landing Page

Tell app users more about your product or services — or featured show specials. Buttons can lead users to exhibitor listing or a URL.



Fee: \$12,000

Exclusive Sponsorship Opportunity

The PAG XXVII Mobile App Sponsorship Package provides maximum exposure to one exclusive sponsor and includes:

- ▶ Full Screen App Landing Page
- ▶ Secondary Launch Page
- ▶ Schedule Page Watermark
- ▶ Exhibitor Directory Row Highlighting
- ▶ Exhibit Floor Map Booth Space Background Color
- ▶ Video Clip
- ▶ User Metrics

For more information, call Darrin Scherago
at 201-653-5141 or email pag@scherago.com

App Sponsorship Features

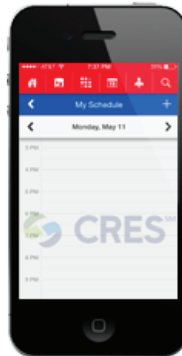
For Exhibitors, the PAG XXVII Mobile App provides the opportunity for a far-reaching, cost-effective way of advertising in this popular medium. The mobile app lives on throughout the year, providing users with an industry reference tool on a device they use daily, right in the palm of their hands.

Secondary Opening Page



Page dedicated to the overall app sponsor. Appears after opening screen.

Schedule Page Watermark



A watermark of the sponsor's logo will appear on all app My Schedule calendar pages.

Rotating Banner Ad



Banner ads rotate at the top of the app Dashboard page, and click through to a full-screen App Landing Page.

Full Screen App Landing Page



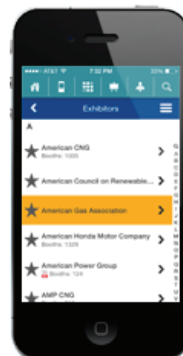
Tell app users more about you product or services or show specials. Buttons can lead user to exhibitor listing or provided webpage URL.

Multimedia Video Message



Sponsor video is downloadable from the Exhibitor Profile.

Exhibitor Directory Row Highlighting



Background color draws attention to the overall app sponsor's listing in the exhibitor directory.

Exhibit Hall Map Booth Background



Sponsor's booth space background is colored on the interactive exhibit floor map.

This Exclusive Sponsorship Package also Includes:

- **Sponsor's ads featured at point of purchase**
- screenshots at Apple App Store & Google Play.
- **Three custom messages with push notification**
- get users' attention, even if they aren't in the app!
- **Sponsor logo on signs promoting the mobile app**
- strategically placed throughout convention center.
- **Sponsor logo on promotion piece in attendee bags**
- great exposure, reaching all conference registrants.
- **Post-show metrics on app downloads and usage**
- receive useful data and quantify your ROI.
- **App sponsorship is for a period of one year**
- materials remain available for viewing/download.