



Competitive Carriers Association
Rural • Regional • Nationwide®



Advertising
Opportunities
with Competitive
Carriers Association
Conference Apps

NAYLOR 
ASSOCIATION SOLUTIONS



Competitive Carriers Association
Rural • Regional • Nationwide®

Table of Contents

Promoted Posts	3
Promote sponsors with a post that sticks to the top of the activity feed	
Splash Screen	4
Include your logo on the opening screen	
Menu Sponsorship	5
Put your logo on the main app grid	
Push Notifications	6
Advertisement Pricing Packages	7

Overview

Our mobile event app provides companies the opportunity to connect with attendees in a unique and personal way. The custom-designed, comprehensive mobile app puts all event information in attendees' hands – anytime, anywhere – with updates provided in real-time at the show.

By providing advertising opportunities in and around the app, advertisers have even more avenues to reach attendees. Because the app is free and easy to download, companies can connect with users of the iPhone, iPad, iPod Touch, Android, Android Tablet and more.

2013 Mobile App Statistics:

- 33% of attendees downloaded app
- 60% of users returned to the app 10 or more times
- 18.25 average actions per user
- 270 average taps in the app per user



Competitive Carriers Association
Rural • Regional • Nationwide®

Promoted Posts

A promoted post is a message pinned to the top of the Activity Feed, typically the most accessed part of the conference app. The start and end times for promoted posts can be scheduled in advance of the show to ensure that your brand and message are in front of attendees when they will be most effective: during a key speaker's address, at the show floor opening, or right before the show ends, for example. Use promoted posts to direct attendees to your booth, to announce a flash contest, to tie your product into a session and more.

One post available per hour.

Example: Here is how Google might encourage attendees visit their booth workshop by offering a giveaway. Other ways advertisers can use promoted posts would be to drive traffic to their workshop, or engage attendees with a question.





Competitive Carriers Association
Rural • Regional • Nationwide®

Splash Screen

The splash screen is the first screen users see when launching the app. Typically, it contains the association logo and advertiser's branding.

Available to one company.

Example: This appears every time a user launches the app, an average of 10x per day, per user.





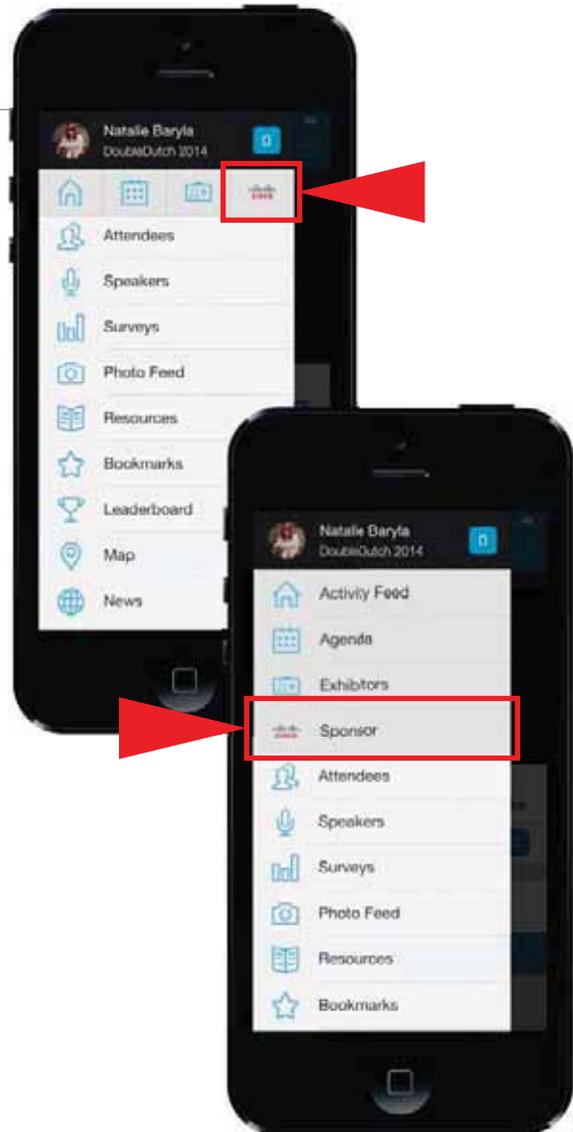
Competitive Carriers Association
Rural • Regional • Nationwide®

Menu Sponsorship

Elevate your brand to the conference app's premier location—as a sponsored logo on the app menu, which attendees will reference nearly every time they open the app. Show attendees your support for CCA while giving them a prominent gateway to your company's offerings.

Limited to two companies.

Example: Here, Vanguard and Wells Fargo have provided their logos and get prime placement within the navigation bar.





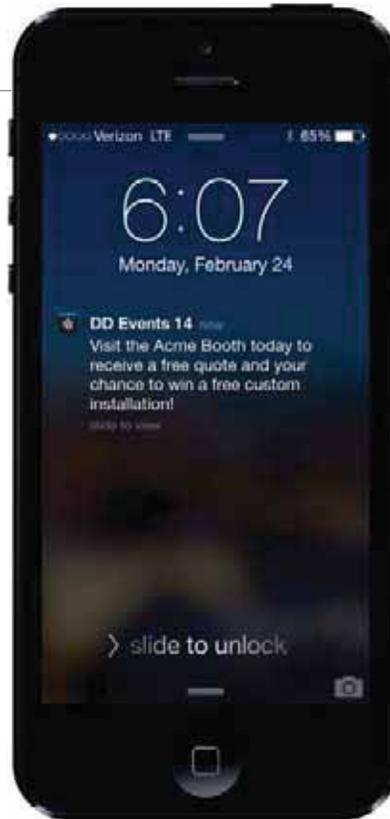
Competitive Carriers Association
Rural • Regional • Nationwide®

Push Notifications

A push notification is a text message that is sent through the conference app (not the device). This powerful, real-time marketing tool encourages activity at the event and commands the attention of attendees when you want to broadcast a message. It is the most directed 140 characters a sponsor can send.

You can deliver a message at a specific time to all attendees, or subgroups of attendees, using the conference app.

Example: Here the Acme Corp. has sent app users a push notification to drive traffic to their booth with a special incentive.





Competitive Carriers Association
Rural • Regional • Nationwide®

Advertisement Pricing

Splash Screen – One Ad Only!	\$4,500
Bundle #1: Includes Splash Screen, one promoted post, one push notification and one digital badge (\$4,700 value)	\$3,600 (one available)
Bundle #2: Menu Sponsorship, one promoted post, one push notification and one digital badge (\$3,600 value)	\$2,500 (two available)
Bundle #3: Push Notification, Promoted Post and Digital Badge (\$1,450 value)	\$1,100
Promoted Post	\$200 per hour

*Naylor charges a \$50 artwork surcharge for artwork creation or changes.
This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*

Specifications

Splash screen: 280 x 340 px

Menu sponsorship logo: 90 x 90 px

Promoted post/Push notification length: up to 140 characters

Digital badge artwork: 128 x 128 px (.jpg or .png)

10 characters max. for badge title

300 characters max. for badge description

Contact

Mike Ross
Project Manager | Naylor, LLC
Direct: (352) 333-3485
Fax: (352) 331-3525
Email: mross@naylor.com

