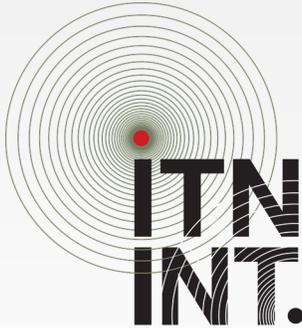


Sponsorship Opportunities

ITN solutions can add income to your event's bottom line



ITN INTERNATIONAL

About ITN

ITN International, the world leader in mobile NFC and cloud-based event solutions, serves corporate event producers, event agencies, tradeshow managers, and exhibitors on six continents.

The clients we serve, not unlike ourselves, are pacesetters within their industries. They include leaders like Amazon, CTIA, EMC, HIMSS, HP, International CES, Microsoft, VMware and UBM.

To learn more, contact ITN today.

+1.801.676.7931
www.itnint.com
info@itnint.com

High-impact sponsorship opportunities

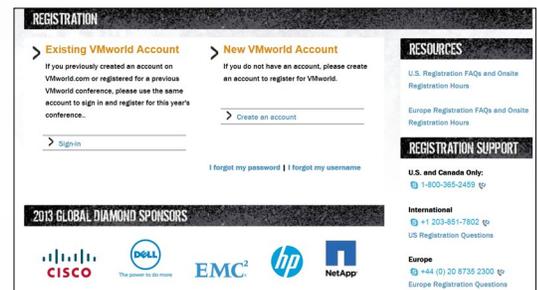
Today's sponsors want more value from their investment in your event. You can deliver that value by leveraging ITN's attendee-facing solutions.

ITN's solutions offer exposure, engagement, excitement and empowerment—key features you can package and sell easily, even to the most demanding sponsors.

Take full advantage of the array of online and onsite sponsorship opportunities made possible by ITN's solutions.

Online opportunities

- **Ads on your registration Website.** Let sponsors make a powerful first impression with registrants. At your event, sponsors' ads can also appear on the Web pages used by attendees for self-registration.
- **Trip Reports.** ITN can produce a Trip Report for every attendee, a personal timeline of touches throughout your event. Sponsors can underwrite the email notification attendees receive, as well as the BCARD Portal they visit to view their Trip Reports.



Add income to your event's bottom line

- **Surveys & evaluations.** Give sponsors the opportunity to underwrite your attendee surveys—before, during and after the event.
- **Mobile event apps.** ITN can provide mobile apps customized to your event—an ideal sponsorship opportunity for companies that want to drive booth traffic.
- **Pods.** Pods are four-sided “tap in” structures stationed at the doors to session-rooms where you want to scan attendees. Pods provide high-visibility sponsorship opportunities.
- **Rewards programs.** Sponsors can reward attendees by writing digital tokens on their badges that can be redeemed for gifts (such as a complimentary coffee) at participating concessions.

Onsite opportunities

- **Badges, lanyards & badge coasters.**

Sponsors' logos can appear on the front or back of your badges. Coasters—available with ITN's NFC paper badge—offer additional “real estate” you can sell.



- **BTAGs.** BTAG is an NFC hotspot that delivers content whenever an attendee

touches it with his or her badge or NFC smartphone. You can sell sponsorships of BTAGs that deliver event-related content, or BTAGs that deliver sponsors' branded content.



- **Badge Access Stations.** You can sell sponsorships to access-control stations that reward every 100th attendee who enters a controlled area.



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