

Sponsor the 2018 WasteExpo Mobile App



Only at WasteExpo 2018

WasteExpo's Mobile App puts all things WasteExpo into the hands of attendees and buyers. They rave about this app and use it in droves!

And as a sponsor, you'll expand your reach even beyond the WasteExpo show floor! Not only do we promote the App to our attendee prospect list of 70,000 waste and recycling professionals across the industry, but also on Waste360.com and in our daily enewsletters!

More and more WasteExpo participants continue to use the App each year. The 2017 App delivered:

- 44,316 total visits (up 74% over 2016)
- 250,724 total page views (up 28% over 2016)
- App sponsors were among the top exhibitors searched
- Attendees visited the app more in 2017

GO MOBILE

Attendees use the App for:

- Exhibiting company descriptions, booth numbers and product searches
- Interactive floor plan with booth mapping capability - A go-to for users!
- Breaking news and editorial - Buyers love breaking news!
- Conference program speakers, schedules and descriptions
- Notification of special events - Attendees love these!



2018 WasteExpo Mobile App Upgrade Packages					
Features of Mobile App	Platinum	Gold	Silver	Bronze	Green
Mobile App Start-up Screen	•				
Special Product Announcement with Push Notifications <ul style="list-style-type: none"> • Sponsor messages per show, includes message, photo, and link to virtual booth • Goes to Attendees' inbox with alert on home screen • Very high open rate—notification reaches user even when app is not open 	5	3	2	1	
Rotating Banner Ads <ul style="list-style-type: none"> • Displayed in multiple locations for maximum exposure • One touch access to your listing or website • Quick access to your booth location on the map 	•	•			
Full screen ad that shows when Buyers click on your link	•	•			
Company highlighted in all listings and search results	•	•	•		
Up to three showcase products with photos and descriptions	•	•	•		
Up to three showcase offers	•	•	•		
Full contact information with Company website listing, phone, and email address	•	•	•	•	
Company listed in Featured Exhibitors section	•	•	•		
Booth highlighted on both the print and app show floor maps	•				
Content is fully indexed and searchable	•	•	•	•	•
App Listing with Company Name and Booth Number	•	•	•	•	•
50 Word Description in App	•	•	•	•	•
Product Categories in App	•	•	•	•	•
Post Show Mobile App Metrics	•	•	•	•	•
Publish PDFs to your listing	Unlimited	Unlimited	3	2	1
Other Marketing Assets					
Recognition on WasteExpo and Waste360 website as sponsor of the app	Logo	Logo	Logo	Text	
Recognition included in show directory and Waste360 show issue as an app sponsor	Logo	Logo	Logo	Text	
Recognition on onsite signage as sponsor of the app	Logo	Logo	Logo	Text	
Number of Upgrades Available	1	4	25	100	Unlimited
	\$10,000	\$7,500	\$3,500	\$1,500	\$500

www.wasteexpo.com

Events & Conferences: April 23–26, 2018 | Exhibits: April 24–26, 2018 | Las Vegas Convention Center, Central Halls | Las Vegas, NV USA