

# INTRODUCTION

The Rocky Mountain Chapter of MPI is proud to present MPI's first mobile app at the chapter level. With an estimated 425 member downloads, the MPIRMC Mobile App is the quickest, newest, and most effective portal for reaching the Rocky Mountain five-state region of Meeting Professionals.

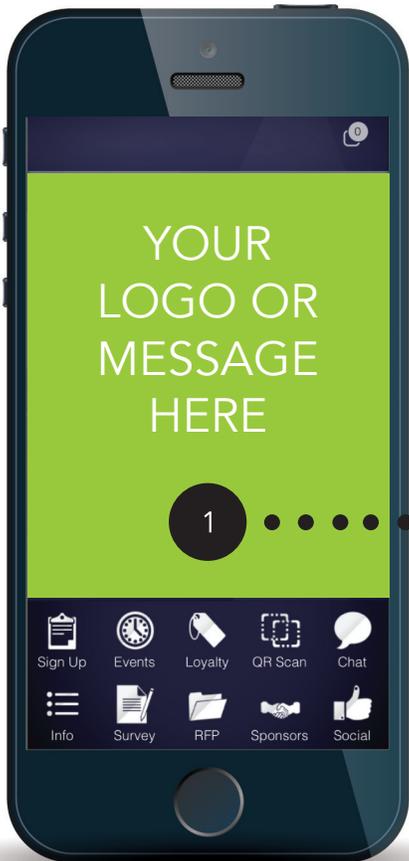
Apps are now becoming more utilized than print, radio, or web based advertising. A mobile app is not only the newest way to reach clients, it's the essential way.

HERE ARE **8** EXCITING ADVERTISING OPPORTUNITIES:

**1.75**  
Billion Smartphones in use worldwide

**89%**  
Of Smartphone users use their Smartphones throughout the day

**85%**  
Of people prefer apps over website platforms



## 1 SHOWCASE YOUR COMPANY (WITH A FULL GRAPHIC SLIDER)

Featured on the Homepage of the App your graphic will be the first thing App Users feast their eyes upon. Choose one image or five, the entire homepage will feature your company! Make the first impression count by taking over the entire page, and place your logo, advertisements, or flyers in the palm of MPI members' hands.

FULL GRAPHIC SLIDER

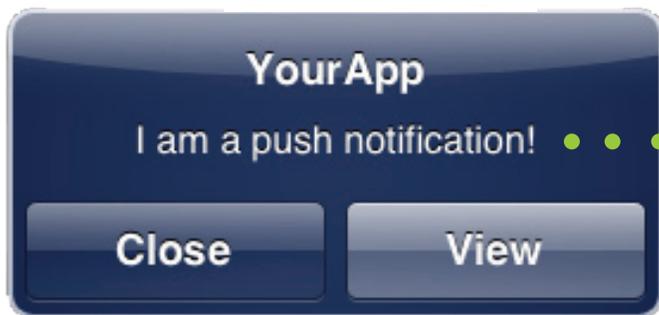
**ENDLESS POSSIBILITIES:**

OUT-OF-THE-BOX TO FULL CUSTOMIZATION

# 2 WHO NEEDS BILLBOARDS? (WE'VE GOT BANNERS)

Banners can be utilized anywhere on any page. Advertising on App Banners is a vastly valuable way to make your brand visible and drive sales with eye-catching advertisements. Put your company in front of your clients by headlining the pages they frequent most within the app; much like a billboard catches attention on the road, banners capture the attention of app users as they browse through their favorite tabs.

# 3 EFFORTLESS, ESSENTIAL PUSH NOTIFICATIONS (TO GET YOUR COMPANY NOTICED)

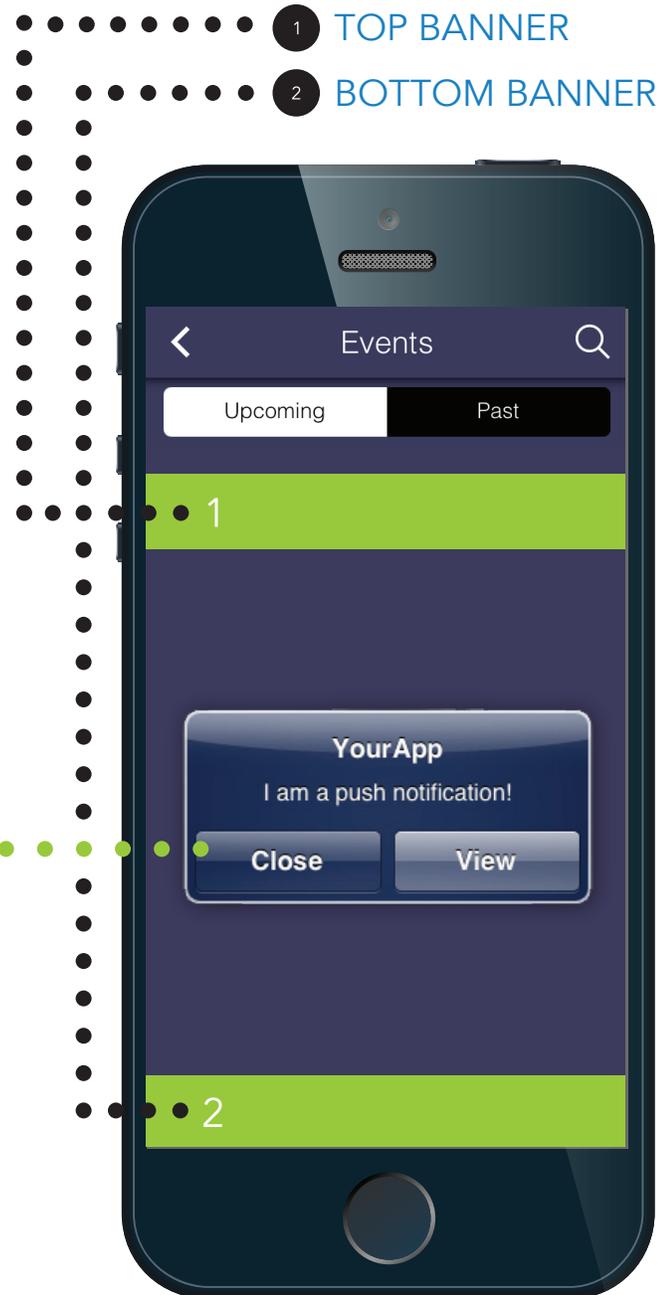


Send the following:

- 1 Text Message
- 2 Image
- 3 Link to any App tab
- 4 Website Link

Push notifications capture App users' attention before they even open the app. With four effective ways to utilize the push notification, your company can have one or four different advertising opportunities within the app.

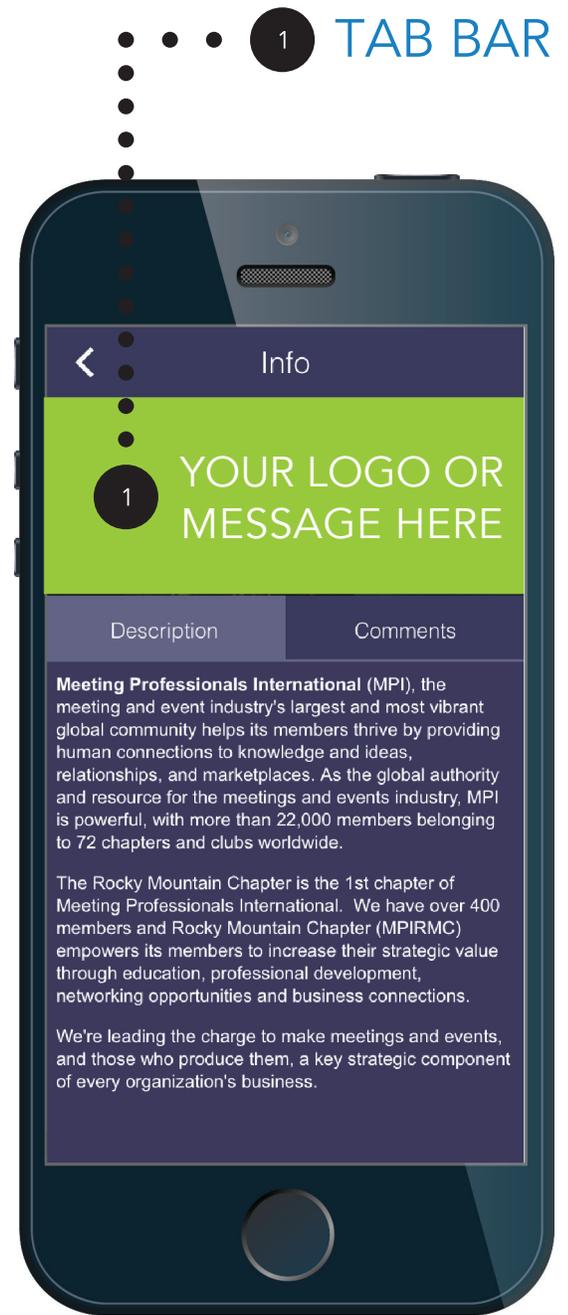
Send a message, a link to your sponsor tab, a link to your website, an image, or all four within one pop-up notification. Much like a text, your notification will initiate the communication, and draw users to your page even when they are not actively using the app.



# 4 YOU'RE ON TOP

(PUT YOUR LOGO OR MESSAGE ON TOP OF EACH PAGE WITH A TAB BAR)

Advertising on the Tab Bar is an austere, yet effective way to make your brand visible. Your logo or message will headline every page within the app, keeping your company at the forefront of users' minds.



# 5 IT'S ALL ABOUT YOU

(CREATING A CUSTOM TAB WITH EVERYTHING BUYERS NEED TO KNOW ABOUT YOUR COMPANY)



Bring all the benefits of your website to the app, with a custom tab. Keep potential clients informed, be easily accessible, showcase your work, and promote your company through a tab that is all about you. Your company will also be featured on the home page with your custom tab logo. The possibilities are endless; highlight your company with a custom tab on the MPI App.

IT'S ALL  
ABOUT  
YOU

# 6 MAKE YOUR MARK (HOW YOUR COMPANY WATER- MARK CAN IMPRINT EVERY TAB)

Dollar bills have one, legal documents have one, and now your company can have one! Make your mark on the pages of the MPI app with a custom watermark of your company's logo. Your custom watermark will be imposed on every tab, staying in front of app users the entire time they are using the app. This subtle, yet effective reminder of your company's presence in the meeting and events world will guarantee that you are never far from your clients' thoughts.



# 7 DON'T FADE INTO THE BACKGROUND (BECOME THE BACKGROUND ON OUR APP TABS)

Placing your company's logo or image in the background of the most frequented tabs causes viewers to subconsciously become aware of your company. Background advertising is effectual for branding your company and gaining App users' attention while they utilize other features of the app. This full screen graphic is a stunning means of subtly promoting your brand.

\$31.1

Billion dollars projected to be spent on mobile advertising by 2014 end

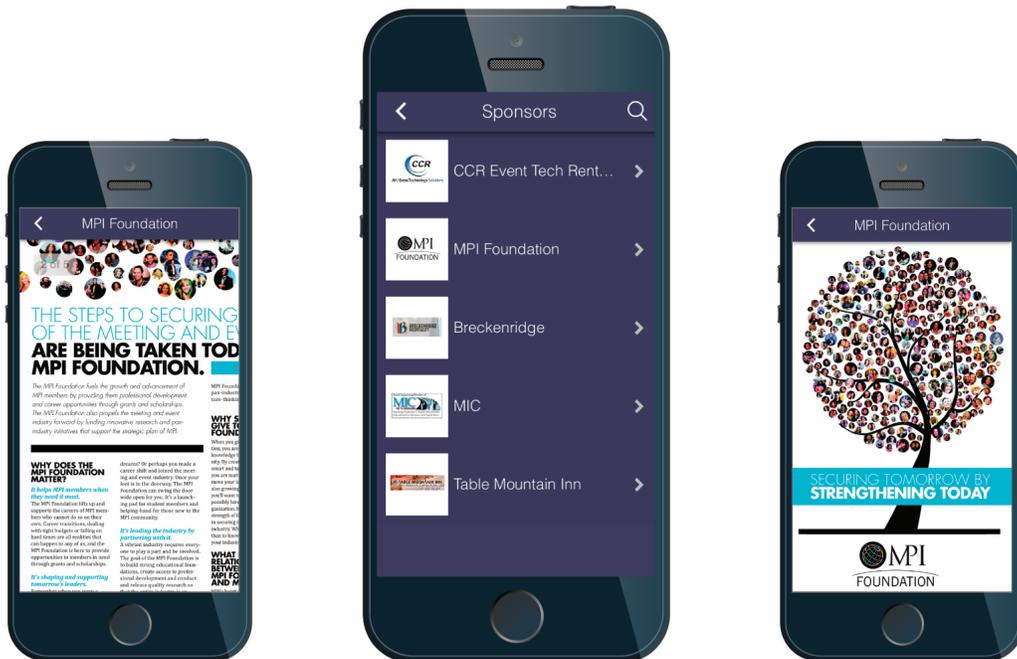
5x

Number of times mobile ads have performed better than online ads

224

Million people use mobile apps on a monthly basis

# 8 ADVERTISING AND SPONSOR TABS (PUT YOUR COMPANY IN THE PALM OF BUYERS' HANDS)



MPI's members know that we couldn't pull off the amazing events we do without our incredible sponsors; furthermore, we often see new and exciting trends at MPI events that we later incorporate into events for our clients. Sponsors make what we do possible, and there is no better way to showcase your company and services than through MPIRMC's latest and most innovative advertising platform. The advertising and sponsor tabs allow members to find those companies they are most impressed by, and contact them via the ads featured within the App. Placing your company on our roster of sponsors is a great way to put your information in the palm of your potential clients' hands.

## ADVERTISE WITH MPIRMC TODAY!

Freddie Templeton  
720-733-8000  
info@mpirmc.org



ROCKY MOUNTAIN CHAPTER

MEETING PROFESSIONALS INTERNATIONAL