

## 6 WAYS AN EVENT APP

### Reduces Event Cost

We all spend a lot of time looking at how much of the budget we're spending. For a more optimistic perspective, here's a look at how much money you're NOT spending when you have an event app that continually checks off your to-do list.

#### 1 Eliminates printing costs (and saves trees!)

**Savings: \$8,000**

**SIGNAGE HERE**



Reduce on-site signage, paper sponsorship collateral, and printed programs.

Even surveys can go digital; they're effective and the app organizes data for you.

Errors are easy to fix; no more running back and forth from the printer!

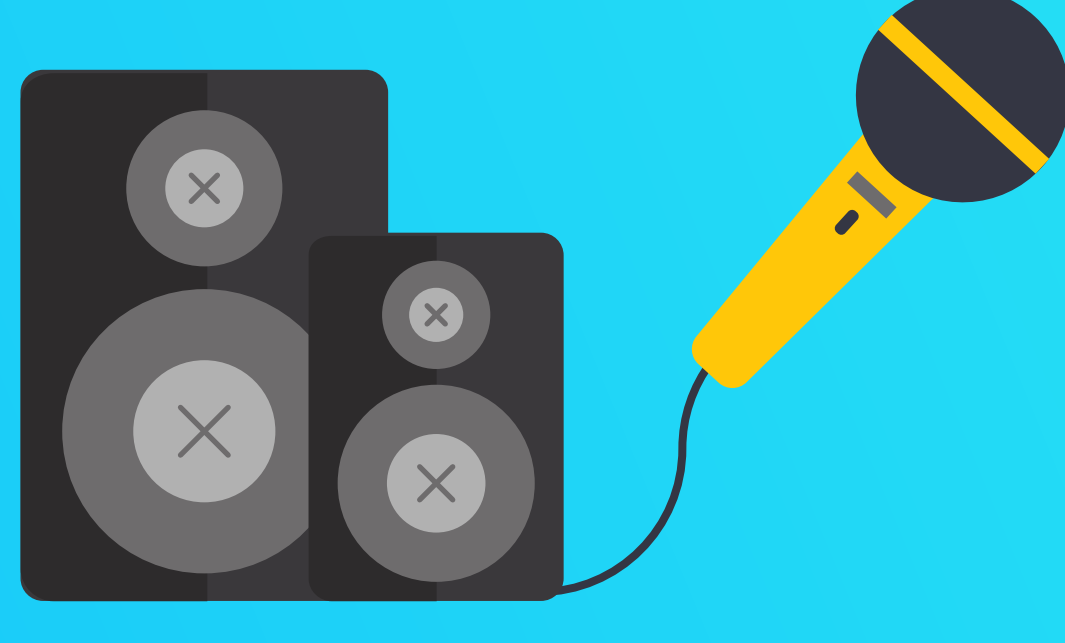


#### 2 Shaves down hardware requirements

**Savings: \$1,900**



Control your Q&A right from the app; no more mic set up in every room!



Do your lead generation with the built-in system. You don't need additional schedule displays; attendees have it in their hands.

#### 3 Reduces work hours through increased efficiency

**Savings: \$3,000 @ \$15/hr**

Cut down the time spent planning, researching, and setting up your event.

The app's central management platform means you can update all your assets at once.

Make live updates at the push of a button. Last minute room change? **Done!**



#### 4 Replaces auxiliary support tech

**Savings: \$12,000**

Creates a centralized content system so you can manage everything with ease.

Your app is an attendee's multi-purpose tool for:

- wayfinding
- scheduling
- one-on-one networking & meeting



Attendees can respond right in the app, with internal messaging or surveys.



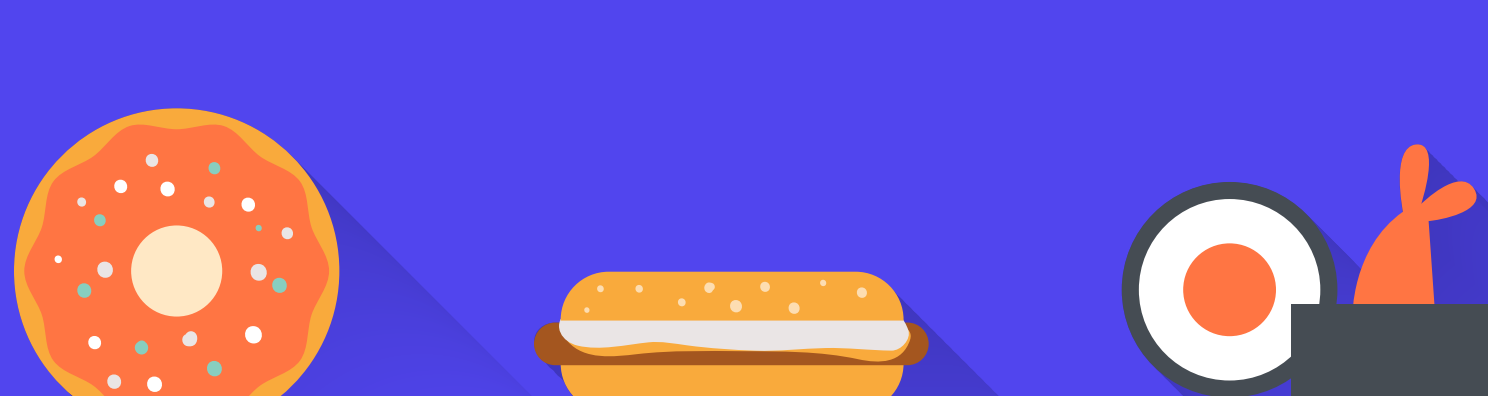
#### 5 Informs venue and catering decisions

**Savings: \$500**



Know your exact numbers for break-outs, sessions, even keynotes.

Pre-event surveys get you information on dietary restrictions and mobility issues early on.



#### 6 Prevents legal & security issues

**Savings: \$52,000**

Gives attendees options to opt in or out of pre, during, and post event communications.

Definable user permissions to give appropriate access to assets.



Secure log-in and security across the event app protects documents.

