

## EVENT TARGETING

# STAND OUT FROM THE CROWD

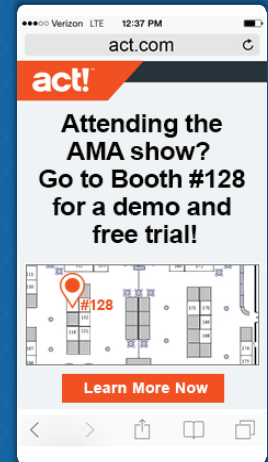
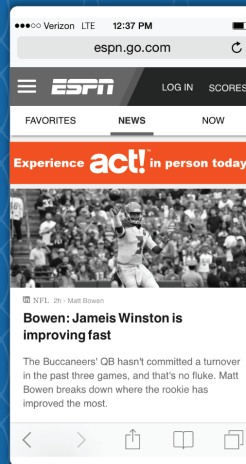
Geo-targeted mobile display performs at 2X the industry average CTR

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Trade shows have long been the holy grail of B2B marketing by attracting a highly qualified and engaged audience of industry professionals – your prospects and customers. You exhibit at the right shows in your industry but so do all your competitors. How can you stand out from the crowd and get more booth traffic? MultiView has the answer. Using our advanced geo-location technology, we can put your brand directly in front of event attendees on their mobile devices. And through deterministic matching, we can match mobile devices to tablets and desktops, increasing your brand's overall campaign reach.

### Benefits

- Your brand message directly reaches prospects attending the event
- Custom ads capture the attention of event attendees and drive them to your booth
- An optional custom landing page provides more details and captures leads
- Limited access to ad inventory improves your share of voice
- You stand out from competitors and increase the ROI from your events



## How it Works

We work with you to review upcoming events and determine ones that have ad inventory available. We setup a custom targeting area encompassing the event venue and surrounding hotels and restaurants where your prospects spend their time. Our in-house design team builds your custom ad for the event with a unique message and that gets noticed and a call-to-action that drives traffic to your booth – for example “Visit booth #128 for a live demo and chance to win an X-box.”

When the event starts our geo-location technology identifies users in the targeting area [event center, hotels, etc.] and displays your ad on their mobile devices as they surf the web and use apps that enable advertising. Devices identified during the event continue to be targeted outside the venue for as long as the event takes place - and then 30 days after the event. And while this solution works perfectly for marketing your presence at key events, you can also use it to get your message in front of attendees at events where you are not exhibiting.

Pricing is dependent on the number of events and utilizes the balance of impressions on your existing contract.

## Considerations

- Event access is based on availability
- In order to maximize value, we are limiting the number of advertisers for each event based on the number of attendees, which correlates with available ad inventory
- We cannot guarantee access to specific events and large events book fast, so book early