



Sponsorship Options

nTAG provides a new source of revenue for your meetings and events. Now you can offer your sponsors and exhibitors opportunities to gain greater market exposure and brand recognition, conduct targeted market research, and generate more leads. Plus, nTAG provides real-time event measurement and post-event ROI analysis to help sponsors determine the impact of their activities and promotions. These features can be included in sponsorship packages or sold as stand-alone items.

Sponsor Promotional Messages

Boost booth traffic via special promotions sent to attendees' nTAGs. Sponsors can send invitations to targeted groups of attendees, such as a message to visit their exhibit booth, attend a session, or visit their website to take advantage of a special offer. If a sponsor is promoting a new product aimed at attendees with a specific job function, such as finance managers, the company could send a special invitation to all attendees who have that job title in their profile. Because attendees receive only a few highly relevant invitations over the course of the meeting, they genuinely appreciate receiving them. Plus, thanks to nTAG's real-time event measurement capabilities, sponsors can assess which incentives are effective and tweak future promotions accordingly.



Market Research Surveys

Conduct valuable market research by including questions on nTAG event surveys. Whether sponsors are looking to refine corporate messaging, develop new product plans, or increase service offerings, surveys provide an ideal way to collect important information and new insights into the markets they serve. Sponsors can include their questions in surveys sent to all attendees or they can target groups that match a specific profile. Because survey results are tabulated and made available in real time, the sponsor organization can share and apply insights right away.





Passport Contest

Attendees can be given extra points for visiting the booths of premium sponsors, driving extra traffic to those booths.



Branding

Sponsor brands can be placed on the face label, the pick (the stylus used to type on the touch-screen), or the My.nTAG web sites.



Real-Time Measurement and Post-Event ROI Analysis

Which sponsorship activities are working? Was sponsorship worth the investment? nTAG makes it easy to answer these questions and more. With nTAG's real-time event measurement capabilities, sponsors know right away which of their sponsorship activities are working. Because they can measure results in real-time, sponsors can often implement on-site changes to improve the effectiveness of various promotions. With nTAG's post-event ROI analysis, sponsors gain a comprehensive understanding of sponsorship pay-back. This understanding helps sponsors make more informed sponsorship decisions and plan future sponsorship activities to increase ROI.