



The Trade Show Planning Guide:

Event Mobile App

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Enhancing Event Engagement: Bridging the Gap Between Attendees and Exhibitors



Brett Glatfelter

VP of Exhibitor Engagement at Map Your Show

When it comes to managing an industry event or trade show, the key to success is ensuring that your attendees and exhibitors are gaining value year after year. One of the most effective ways to engage these unique audiences is by placing a heightened focus on fostering connections across the event.

01

Challenges to Connecting Attendees and Exhibitors

Understanding the challenges that your attendees and exhibitors face before, during and after your event is something every trade show manager has struggled with.

May this be managing engagement throughout the show or utilizing a well thought out follow-up procedure after the show. Without an understanding of your audience and their needs, bridging the gap between attendees and exhibitors is challenging. Here are some of the most frequently encountered hurdles to overcome, which can help improve exhibitor and attendee communication and engagement.



1. Maintaining Engagement

The clearest barrier to overcome is keeping attendees and exhibitors actively engaged with the show at their convenience. Event management teams will need to ensure there are interactive experiences that cater to participants' diverse interests and schedules. This can include

opportunities before, during, and after the show, such as press releases, email templates, and exhibitor video clips. Without it, exhibitors may miss out on potential leads due to ineffective messaging or a lack of messaging altogether. This could be a result of the attendees' lack of interest or poor perception, leading to missed opportunities for both parties. Unless there is an easy and efficient way to plan their experience prior to the show, attendees are likely to miss an exhibitor or session they would've been interested in seeing.



2. Overcrowded Spaces

When attendees are on-site at a trade show or other industry event, they are often surrounded by a lot of activity, which can make it difficult to navigate and find their way around the show. Exhibitors experience something similar. The busier the event, the harder it is to stand out.

3. Booth Visibility

Not every space on the show floor is created equal. Exhibitors are looking for prime spots, such as

booth space near scheduled sessions, stages, or experience opportunities where attendees are likely to flock. However, exhibitors may not always get the space they hoped for and instead will need additional opportunities to stand out in the crowd.

4. Time Constraints

Exhibitors often face challenges in effectively communicating their message within the limited time that attendees must explore the trade show floor. This limited window of opportunity requires exhibitors to find quick and impactful ways to engage with potential clients while making a lasting impression among the hustle and bustle of the trade show environment. Attendees also face time constraints, as they only have so much time to explore the show floor.



5. Follow-Up Procedure

By the time the show is over, attendees have so many business cards that it is hard for one exhibitor to stand out from another. Scarce communication (exhibitor to attendee) and follow-up after the trade show can hinder the process of converting leads into actual sales and business opportunities.



Now that you understand some of the challenges that event attendees and exhibitors may face, it's essential to bring in the right tool to address their needs. In this case, an event mobile app is your key to success. Let's dive deeper into the reasons why a trade show mobile app is crucial for your event's success.



1. Enhancing Attendee Experiences

Each audience member wants to feel like an individual who is a unique and valued member at your trade show. With the right event mobile app and attendee planner ("My Show Planner"), attendees can create a personal agenda where they can browse event exhibitors, sessions, and much more to create their own unique show journey. The app is available to your audience members at any time, allowing for additional engagement before, during, and after the show.

Real-time updates and push notifications keep attendees informed about schedule changes, important announcements, and special offers, enhancing their overall experience. Interactive maps of the event venue available on the app help attendees navigate efficiently and locate booths, sessions, and amenities.

2. Streamlining Communication

When it comes to easing communication, in-app messaging promotes direct communication between attendees, exhibitors, and event organizers, reducing the need for physical information desks and improving response time. Surveys and polls can easily be sent to event audiences via push notifications, allowing organizers to gather real-time feedback and make immediate improvements if necessary.



3. Data Collection and Review

When implementing a trade show mobile app, event organizers can gain valuable insights into attendee behavior. The show app can track interactions to identify the most popular sessions, booths, and activities, providing valuable data for future event planning. Additionally, by analyzing app usage statistics, organizers can measure engagement levels and identify specific areas for

improvement, ensuring that future events are even more successful and engaging for attendees and exhibitors alike. Exhibitors also gain insights from the app, such as attendee information, to stay connected and improve engagement.

4. Sponsorship and Revenue Opportunities

There is no better place to put exhibitor sponsorships than in the hands of attendees. With the right event management technology provider, a trade show mobile app can also be an additional



source of revenue. You can excite your exhibitors with new opportunities, such as push notifications, banner ads on different landing pages or a sponsored loading page, also known as a splash screen ad. Sponsorship sales can also benefit from utilizing a designated team, adding to your show's success.

Go beyond sponsorship sales alone by blending in opportunities for on-site booth renewal and exhibitor training. Unlike some event management companies, Map Your Show works with your onsite team to

improve the current sales process. With Map Your Show's Exhibitor Engagement team, you can bring the best of the best opportunities to your exhibitors.

5. Push for Sustainability

Event mobile apps eliminate the need for printed brochures, wayfinding devices, kiosks, and other electronic devices, as everyone can access information on their phones. This not only reduces paper waste but also contributes to a more sustainable event. By incorporating these features into event apps, organizers can fulfill their commitment to environmental responsibility and minimize the event's environmental impact.

03

Conclusion

At the end of the day, bridging the gap between event attendees and exhibitors is crucial for the success of any industry event or trade show. A trade show mobile app can address challenges such as enhancing engagement, managing overcrowded spaces, improving booth visibility, and streamlining communication. It provides enhanced attendee experiences, streamlines communication, enables data collection, creates sponsorship and revenue opportunities, and promotes sustainability. Ultimately, the use of a trade show mobile app, such as Map Your Show's event app, enhances the overall event experience for attendees and empowers event management teams to gather insights and capitalize on new revenue opportunities.



Selecting the Best Mobile App for Events



Madison Frye

Marketing Associate at Map Your Show

Trade show attendees are always on the move, and so should your event! This is where an Event Mobile App can transform attendee and exhibitor interactions with your trade show. Read on for key questions to ask technology providers when selecting a mobile app for your next event.

Selecting the right trade show mobile app is a crucial decision that can significantly impact your event's success. To ensure you make an informed choice, **consider asking the following questions:**

01 What Features Does the App Offer?

To find the best event application for your show, make sure the app offers key features such as interactive maps, exhibitor directories, session schedules, and tools for networking among attendees. Look out for extra perks like lead retrieval, personalized schedules, and engaging gamification elements.

02 Is the App User-Friendly?

Evaluate the app's interface to ensure it is user-friendly. A well-designed and intuitive layout guarantees that exhibitors and attendees can effortlessly navigate the app.



03

Does It Support Multiple Platforms?

Check to see if the app supports multiple devices and operating systems (such as iOS and Android), as this will ensure that all attendees can access it, leading to a wider reach and greater inclusivity.

04

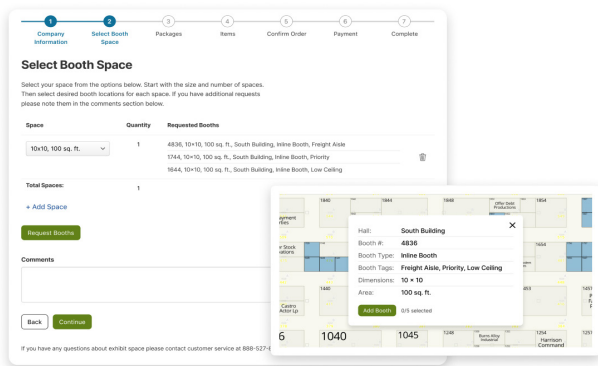
What Level of Customization is Possible?

Ensure that the app provides the flexibility to align with your event's branding by allowing for the incorporation of logos, color schemes, and personalized content.

05

How Does the App Handle Floor Plans?

Evaluate the app's mapping capabilities, including interactive floor plans. Ensure it provides easy navigation, the ability to highlight key areas of interest, as well as real-time updates. This is easily achieved with Map Your Show's Event Mobile App technology.



06

What Analytical Insights Does the App Provide?

Inquire about the app's analytics and reporting capabilities. Understand how it tracks user engagement, popular features, and other relevant data to help you assess the success of your event. This enables your event management team to pivot where needed to continue growth.

07

How Does the App Handle Updates and Notifications?

Check the app's ability to send real-time updates and notifications to inform attendees about schedule changes, announcements, and other important information.



08

What Customer Support is Available?

Inquire about the level of customer support provided by the app provider. Will you be troubleshooting with a support bot or a human? Ensure there is the reliable support you need before, during, and after the event.

09

What is the Cost Structure?

Understand the pricing model, including any additional fees for specific features or customization. Be clear about what is included in the basic package and what may incur extra costs.

10

Can the App Integrate with Other Event Technologies?

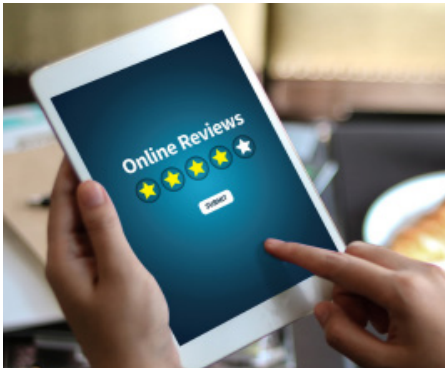
Check if the app can seamlessly integrate with other tools you may be using, such as registration systems, survey platforms, or CRM software, to create a cohesive event ecosystem.

**11**

Is the App CAPTCHA/ GDPR Compliant?

Ensure the app strictly follows data protection regulations, especially if your event attracts attendees from regions with strict privacy laws. It is also important to confirm how attendee and exhibitor data is handled and secured.





12 What is the App's Track Record?

Research the app provider's reputation and experience, including reviews and case studies.

Consider customization options, real-time changes, ease of access to event content, agenda details, session registration, and integration with personal agenda planners when choosing a trade show mobile app.

13 Does the Mobile App Support Industry Education?

Education plays a crucial role in the trade show experience, making it essential to confirm that your mobile app provider also caters to industry education. It should not only handle the trade show element of your event, but also the education and conferencing elements.



This includes access to important details like event schedules, speaker bios, maps, and educational materials. The mobile app should also allow for attendees to create their own show schedule and register to attend sessions all from the app.

Map Your Show's Event Mobile App is more than just a tool; it's a strategic asset that can enhance the overall event experience. Continue reading to discover new and exciting elements that your next show can utilize for your entire audience.





Designing an Eye-Catching Event Mobile App

Map Your Show Design Team

Designing an event or trade show mobile app that captivates your audience's attention requires creativity, unique branding, and behind the scenes planning. Check out our tips to help you create an app that stands out to your audience, as well as advice to avoid common mistakes.

01 Consistent Branding

When branding your trade show mobile app, it is important to aim for “consistency.” Make sure that the visual elements used in the app align with your company's branding guidelines. This is crucial to enhancing the app's visual appeal for end users. You should also incorporate these elements into your show webpage, social media, and advertising to improve brand recognition.

To achieve this level of consistency, we recommend collaborating with a designer with experience in developing brand resources to create the elements that will be used throughout the show. They can assist your team in establishing the foundation for brand colors, patterns, and other elements to ensure a cohesive look and reinforce your event's brand identity. This can help to differentiate your show from potential competitor events and make your app more memorable and engaging to users.

02 Creating High-Quality Visuals

Visual elements play a significant role in capturing and maintaining your attendee's attention. To enhance your app's visual appeal, you will need to use high-quality images, graphics, and icons that resonate with the show branding you have created. As you begin the process of designing the elements to be used within your mobile app, here are the graphics you'll be required to create.

03

Must-Have Mobile App Elements

Splash Screen

The splash screen is the first thing users see when they launch the show mobile app. This image appears as the app opens. A common mistake when submitting a splash screen is that the image submitted does not accommodate a wide range of devices, and artwork or other logos may not always fit within the given “safe area” or “safe zone.”



Pro Tip: What is a “Safe Area”?

The safe area for a mobile app graphic is the center of the screen where the most important content should be placed to make sure that it's visible on all devices, regardless of screen size or resolution. It's important to keep this in mind when designing graphics for mobile apps to ensure a consistent user experience.

App Icon

An app icon is a small graphic that appears on the home screen of a mobile device and serves as a visual for your show's app. It helps users to quickly locate and access the app they are looking for from their home screens. When designing app icons, keep them simple and include your logo with minimal text. Keep in mind that the icons will appear small on phones. They are typically created with a minimalist approach, avoiding any clutter or additional text that could make the icon difficult to read or identify, playing an important role in the overall user experience.



Feature Graphic

The feature graphic is an important creative asset on your Google Play listing, prominently displayed before screenshots. Its primary purpose is to capture the user's attention. Keep text minimal, focusing on the app title and a few descriptive words, such as the event dates and location.

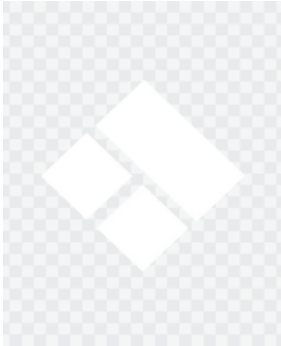


04

Additional Mobile App Elements

Android Notification Icon

An Android notification icon is a small graphic that appears in the notification tray of an Android device. It alerts users of new messages, updates, or other important information. When submitting materials for your trade show mobile app, it's essential to note that your Android notification icon must be on a transparent background



and have a white icon. This is because the icon will be displayed against a variety of backgrounds, so it needs to be easily visible and recognizable. Submitting the visual in this way is a requirement for approval by the Google Play Store. By making sure that your

notification icon meets these requirements, you can help ensure that your app is user-friendly and accessible to all attendees.

Pro Tip:

Android Notification Icons should have well-centered images as the final result shown to users will have rounded corners.



Sponsor Splash Screens

Optional for your show management team, you can choose to utilize a sponsorship opportunity for your mobile app with the splash screen. This opportunity is highly sought after and offers the exhibitor the spotlight whenever a user opens the event app. The right trade show management software can offer both a mobile app and sponsorship services to enhance the experience of your audience.

Resolution for Visuals

One thing that is often misunderstood when submitting visuals for an event mobile app is resolution. "Resolution" refers to the amount of detail that an image contains, measured in pixels per inch (PPI).

Having a high resolution is important because it affects the visual quality of the images, graphics, and icons used within the event app. A higher resolution means that the images will be clearer, sharper, and more detailed, which can enhance the overall visual appeal of the app.

Without high resolution, the images may appear blurry, pixelated, or distorted, which can negatively impact the user's experience and perception of the app. Additionally, low-resolution images can make your app look unprofessional and may give the impression that it is outdated.

Pro Tip:

To check the resolution of an image, you can use an image editing software such as Adobe Photoshop. In Adobe Photoshop, you can open the image and go to the "Image" menu, then select "Image Size". In the dialog box that appears, you will see the resolution listed as "Resolution" with a value in pixels per inch (PPI). Alternatively, you can simply right-click on the image file and select "Properties" (on a Windows computer) or "Get Info" (on a Mac) to view the resolution information.

05

Conclusion

To design an eye-catching mobile app for trade shows, it's crucial to take a thoughtful approach to the show's brand, incorporate high-quality visuals, and design user centric. By following these insights, you can create an app that stands out and reinforces your event's brand identity. Collaborating with a designer can help ensure consistency in branding while incorporating high-quality graphics that can capture and maintain your attendee's attention. These strategies can set your trade show apart and make it memorable and engaging for your audience.





Introducing the All-New Mobile App: Elevating Event Experiences



Thembela Mavuso

Product and Channel Marketing Manager at Map Your Show

Curating the greatest experiences for your trade show audience is the ultimate end goal for event managers. Take these experiences to the next level with the new and improved Event Mobile App from Map Your Show (MYS). Packed with exciting features, MYS event management technology offers a smooth and enjoyable experience for event planners and their audiences.

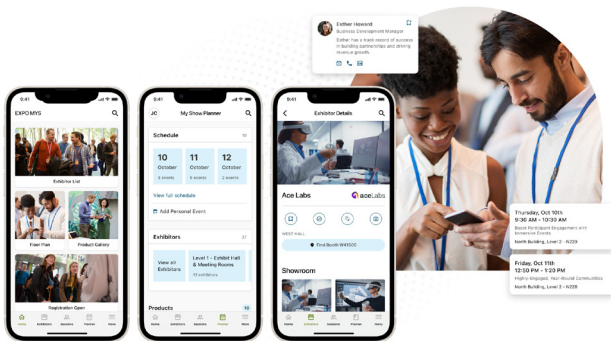
01

Modern Events are Mobile-Friendly

Providing an event mobile app for trade shows, conferences, or other industry events is more than just a trend; it's a strategic move for event managers as audience demographics continue to develop. An event mobile app is a powerful tool that enhances the overall experience of attendees, providing them with all the necessary information they need in one place. This not only makes it easier for them to navigate the event and stay engaged but also enables them to keep track of their schedule, access maps, directions, and exhibitor information, and receive real-time updates and alerts.

Moreover, event mobile apps, such as those created by Map Your Show, provide valuable data and insights to event managers, empowering them to improve future events and enhance attendee engagement at the show or on the go.

Before we dive into the exciting new features, let's take a moment to understand what makes Event Mobile Apps, developed by Map Your Show, stand out. These apps are your ultimate companion for events, designed to elevate event experiences



and help users get the most out of your show. From finding exhibitors to scheduling meetings, accessing maps, directions, presentations, and more, it's all conveniently available in one user-friendly, modernized mobile platform.

02

What's New for Event Mobile Apps from Map Your Show?

Launch and Settings

The new mobile application has a fresh design that has been updated with options for the new Home Page layout. With these new options, you can choose between three different display modes, such as image and text, icon and text, or image-only display on the landing page. This will allow you to customize your experience and choose the display mode that best suits your needs.

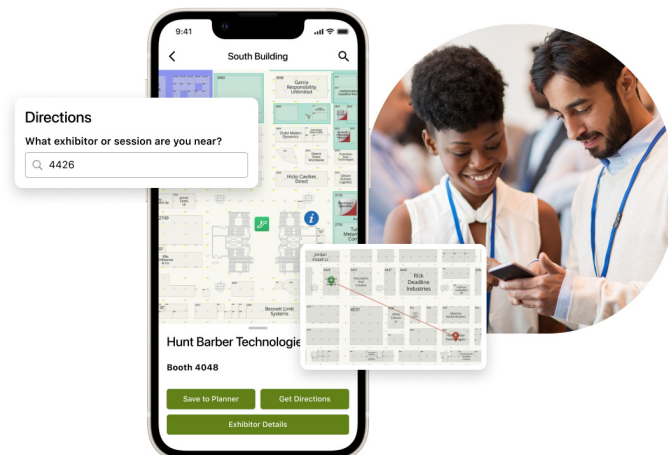
Moreover, show management teams now have the ability to upload and link files directly from the mobile app using the redesigned admin tool. This feature will not only make the process of uploading and linking files more convenient but also save time and effort.

If you are planning to advertise through the mobile app, you will be elated to know that you can now make on demand changes to the sponsor graphic on the branded splash screen without having to resubmit the app! This will allow you to make any necessary changes on the go and ensure that your sponsor graphic is always up-to-date.

Mapping

The updated mapping technology has been specifically designed to improve attendees' experience while viewing the floor plan. The technology is equipped with advanced features that offer enhanced detail and accuracy, helping attendees navigate the event with confidence.

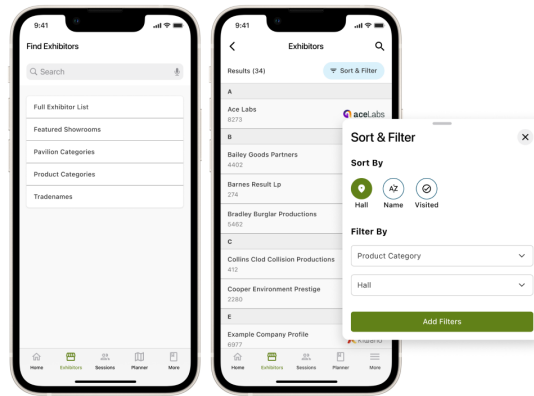
In addition to this, the app also comes with an internal navigation capability that allows attendees and exhibitors to search for rooms, as well as walking directions from an exhibitor booth, meeting or session room, or anywhere on the trade show floor plan. This feature is extremely useful for attendees who are visiting the event for the first time and are not familiar with the venue's layout. It saves time and helps avoid getting lost, allowing them to make the most of their experience at the event.



Search and Filters

The latest update to the MYS Mobile App's search functionality has introduced some exciting new elements. With the new search and filter options, you can now refine your search by selecting specific criteria such as show specials, countries, or states. This will allow you to find exactly what you're looking for with more precision and ease. Moreover, exhibitors who are tagged to sessions now have links that connect the session and their detail pages. This means that you can easily navigate between sessions and exhibitors and access all the information you need in one place.

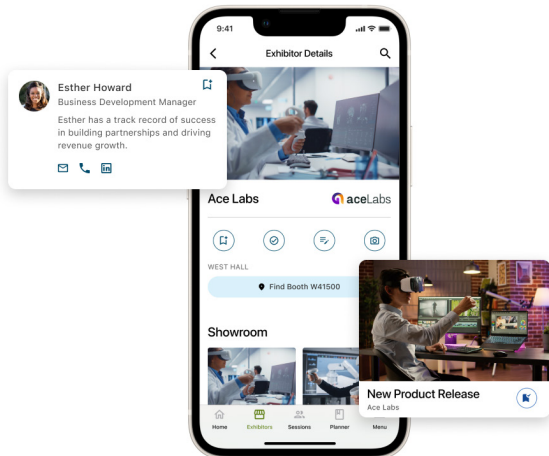
To make it even more convenient for attendees, the search page now has a quick list of session sponsors. This list gives you easy access to the sponsors of the sessions you are interested in.



Exhibitor and Session Pages

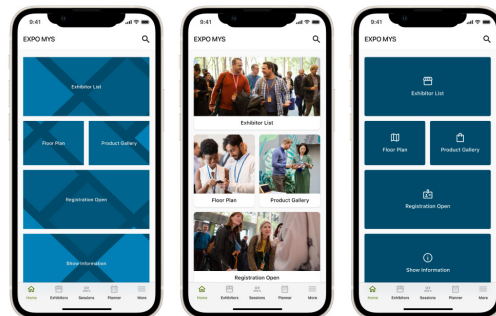
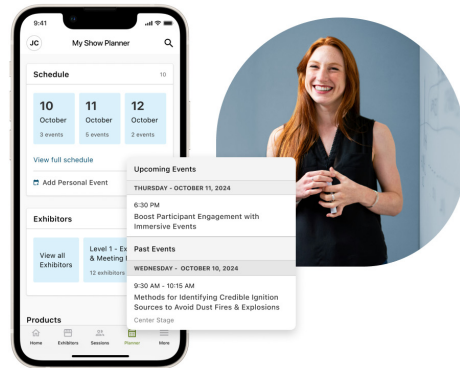
MYS's new mobile app also features an updated design for exhibitor and session pages, allowing attendees to save session handouts, onsite photos, and exhibitor collateral directly to their devices. New options have also been introduced for session surveying that makes collecting feedback a breeze. These options include customizable grading and numeric scales, which allow the survey creator to tailor the grading system to their specific requirements. They can now assign scores to each response option, making it easier to analyze the results of the survey. In addition

to this, the limit on textbox questions has been expanded, providing more room for open-ended feedback. These new options provide greater flexibility and precision in survey design, making it easier to collect relevant data and insights.



My Show Planner

The latest version of the My Show Planner features an updated design that is more intuitive and user-friendly. Scheduled items are now categorized into three distinct sections: upcoming, past, and on-demand. This new design makes it easier for attendees to navigate the planner and quickly find the information they need. The planner works seamlessly with the mobile app, allowing users to access their schedules and other important information from their mobile devices. Overall, these improvements make the planner more efficient and effective, ensuring that attendees can make the most out of their experience. The new mobile app gives show management more tools to customize the mobile experience for their event attendees and exhibitors, creating a better app for users and an enhanced event overall.



03

How Do I Get the New App?

The latest version of MYS's Mobile App is exclusively available for newly created shows, we would love to review the new changes with you and discuss future opportunities available to help you make the most of your exhibitors' and attendees' experience.





Marketing Strategy for Promoting a Trade Show Mobile App



Madison Frye

Marketing Associate at Map Your Show

In the dynamic world of trade shows, staying ahead of the curve is not just a goal; it's a necessity. As innovative technology continues to redefine the event industry, trade show organizers are embracing innovative solutions to enhance the overall event experience. One game-changer is Map Your Show's Event Mobile App, and with its recent updates, the possibilities are more exciting than ever. Follow along as we explore critical tips for marketing an event mobile app.

When creating a marketing strategy for your event mobile app, there are more aspects to consider than what meets the eye. You and your team will need to have a comprehensive approach that goes beyond email notifications alone.

01 Define Your Objectives

Identify Goals

Specify the goals for your exhibition app. These could include increasing attendee and exhibitor use and engagement, streamlining planning and session scheduling, enhancing networking opportunities, or boosting exhibitor ROI. No matter what your goal is, it is important to select these before developing the rest of your strategy.



Set Metrics

Create measurable metrics or SMART Goals to track the success of your marketing efforts. These could include metrics such as the number of app downloads, active users, engagement rates, and even user satisfaction scores from a post-event survey.

Create Brand Guidelines

You have chosen to implement an event mobile app to enrich your audience. To achieve this, it is important to supply your

mobile app designer with well-developed and branded visuals to make it more engaging to the end-user. To do this, we recommend creating thorough branding guidelines for your show.

02 Know Your Audience

Breakdown and Analyze

When segmenting your audience, it's crucial to divide them into distinct segments based on their role within the event ecosystem. This can include attendees, exhibitors, sponsors or partners, and speakers, each bringing a unique perspective and set of goals to the table.

[Free Buyer
Persona Example](#)



[Free Buyer
Persona Template](#)



03

Highlight Key Features and Benefits

Feature Promotion

Develop compelling messaging and visuals highlighting the app's key functionalities, benefits, and UX Design (digital design focused on helping a product provide meaningful and exciting experiences to users). Focus your messaging on how the app can address your audience's pain points and enhance their overall event experience.



Educational Content

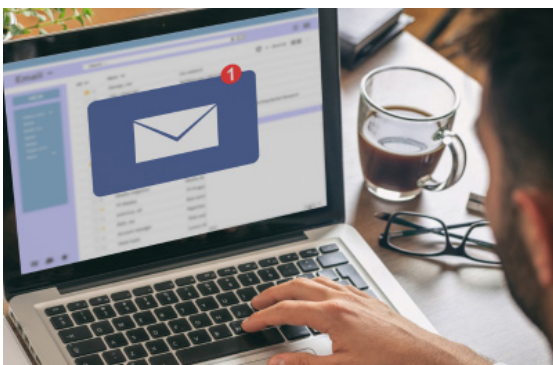
Create many different formats of educational content, such as blog posts, videos, tutorials, or infographics, that explain how to download, navigate, and utilize the app effectively. Provide step-by-step guides and real-life examples to demonstrate its value proposition. Each person within your audience learns differently, so your educational content must cater to multiple learning styles. This can be through video content, written guides, or a webinar on using the event mobile app for show success.

04

Choose Your Marketing Channels

Website Integration

To increase app downloads, include clear call-to-action buttons and dedicated landing pages on your event website that guide users to download the app. Make sure these elements are easy to locate and visually appealing.



Email Campaigns

Craft targeted email campaigns to promote the app to registered attendees, exhibitors, sponsors, and speakers. Personalize your email messaging strategy by segmenting your list based on the specific needs and interests of each audience type or persona.

Social Media Promotion

Leverage your event's social media channels to create excitement around the app. Share sneak peeks of features, user testimonials, behind-the-scenes content, and interactive polls to engage your audience and encourage sharing. Make sure your social media content includes content across various formats, such as photos, videos, or a carousel. The bulk of downloads will occur within a week of the event starting.

Printed Collateral

Incorporate app promotion in printed materials such as event brochures, flyers, posters, and signage. Include a QR code or short URLs that attendees can quickly scan or type to download the app directly. We recommend using no more than one QR code per page on printed materials.

Webinars and More

Incorporate app promotion in printed materials such as event brochures, flyers, posters, and signage. Include a QR code or short URLs that attendees can quickly scan or type to download the app directly. We recommend using no more than one QR code per page on printed materials.



04

Additional Opportunities



Mobile App Sponsorships

To increase app downloads, include clear call-to-action buttons and dedicated landing pages on your event website that guide users to download the app. Make sure these elements are easy to locate and visually appealing.

05

Gather and Analyze Feedback

Gaining Feedback

Establish ways to collect feedback throughout the event lifecycle. This could include post-event evaluations or direct communication channels like a feedback form or emailed survey.

Data Analysis

Analyze the app's usage, engagement rates, user feedback, and other relevant data to evaluate the effectiveness of your marketing efforts. You can then use this data to identify trends, patterns, and areas for improvement to inform future developments to your marketing strategy and the app itself.

06

Conclusion

A great marketing strategy is an asset that can enhance the overall event experience. Incorporating these features into your marketing strategy can create excitement and captivate your audience, setting your event apart from the rest. By choosing Map Your Show's Event Mobile App, you can stay ahead of the curve and shape the future of overall event engagement while providing attendees with a memorable and successful event experience.





Engage Your Attendees

Keep attendees connected and engaged with your event.

MOBILE APP

Map Your Show's (MYS) Trade Show Mobile App seamlessly extends the online directory to a mobile platform and together with the MYS My Show Planner, creates an interactive and engaging show experience for your attendees.

Attendees can find exhibitors, schedule meetings, access maps, get directions, view presentations, and more from one mobile platform.

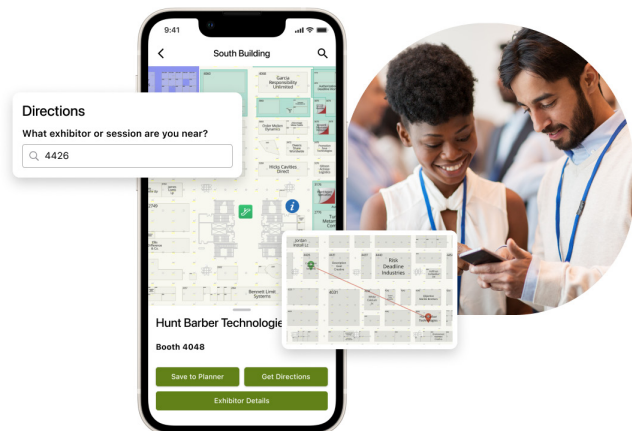
My Show Planner

Seamlessly integrate the MYS Mobile App with a personal agenda planner, allowing attendees to create and build out their schedule with My Show Planner.



Superior Mapping Technology

The MYS Mobile App is designed to help your exhibitors and attendees easily navigate your event. Our mapping technology features high resolution that allows users to view the map with precision and easily locate specific booths, sessions, or amenities within the venue. Attendees and exhibitors can search for rooms and booths, receive walking directions and quickly locate specific points of interest.



Customized Trade Show Mobile App

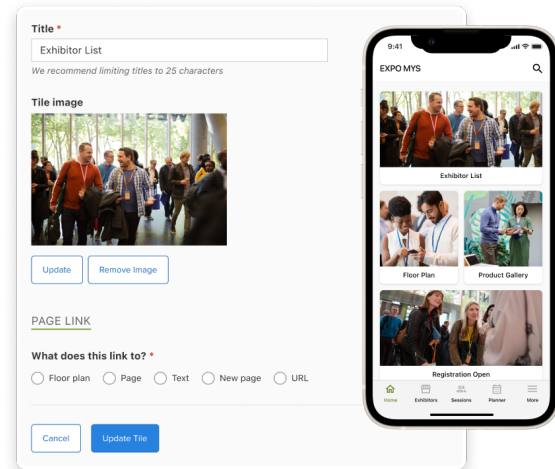
Create a customized extension of your show with the MYS Mobile App. Select branding and personalization options like splash screens and custom content layouts.

Flexible Content Layout and Management

Choose from a number of page layout options from image and text, icon and text or image only display. Upload and link to files right from the mobile app through the admin tool.

Push Notifications

Update attendees before, during and after the event with important show information or announcements, and send friendly reminders all from the mobile app.



Generate Advertising Revenue

Uncover additional show revenue through in-app advertising. Schedule sponsored alerts via push notifications, highlight sponsors on splash screens, or place banners at the bottom of the main content pages to reach thousands of attendees.





Contact Us

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