

# Advertising Opportunities

## Link to Specific or All Opportunities

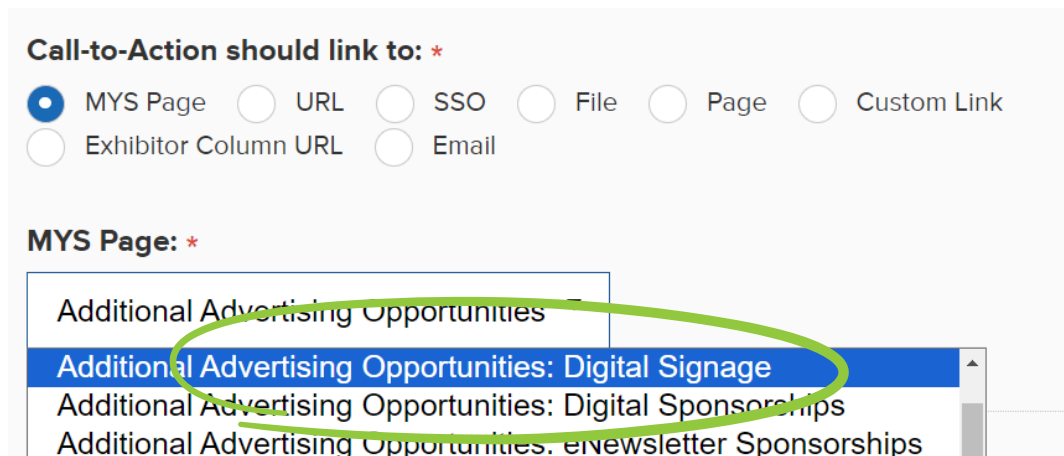
Show management can link to a specific or complete list of their sponsorship items for use in widgets, notifications, etc. The update for linking to a particular item category allows for highlighting specific advertising opportunities.

*\*For Booth Sales shows only*

### Link to a Specific Advertising Opportunity

Use the Call-to-Action (CTA) button on a widget, notification, or page to include links to advertising opportunities.

**1** When creating a CTA, choose 'MYS Page' as the link destination.



Call-to-Action should link to: \*

MYS Page  URL  SSO  File  Page  Custom Link  
 Exhibitor Column URL  Email

MYS Page: \*

Additional Advertising Opportunities  
Additional Advertising Opportunities: Digital Signage  
Additional Advertising Opportunities: Digital Sponsorships  
Additional Advertising Opportunities: eNewsletter Sponsorships

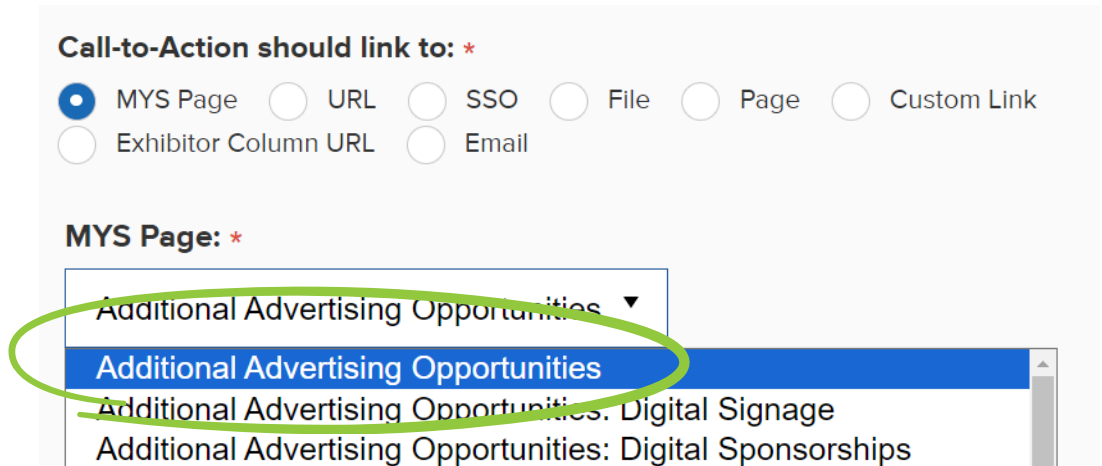
**2** From the dropdown menu, select the specific advertising opportunity you want to highlight.

*In this example, the page would link to a list of the opportunities within the 'Digital Signage' item category.*

# Link to a Complete List of Advertising Opportunities

Use the Call-to-Action (CTA) button on a widget, notification, or page to include links to advertising opportunities.

- 1** When creating a CTA, choose 'MYS Page' as the link destination.



The screenshot shows a configuration form for a Call-to-Action (CTA). The first section is titled "Call-to-Action should link to: \*" and contains several radio button options: "MYS Page" (which is selected), "URL", "SSO", "File", "Page", "Custom Link", "Exhibitor Column URL", and "Email". Below this is a section titled "MYS Page: \*" with a dropdown menu. The dropdown menu is open, showing a list of options. The option "Additional Advertising Opportunities" is highlighted in blue and circled in green. Other visible options include "Additional Advertising Opportunities. Digital Signage" and "Additional Advertising Opportunities: Digital Sponsorships".

- 2** From the dropdown, choose 'Additional Advertising Opportunities' to link to the complete list of their sponsorship items.