



Communicate By Design
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APP DEVELOPMENT OPTIONS

High Level Application

This custom application can include the following features, and more depending on client needs:

- Installable Android, iPhone, Blackberry apps
- An mobile website that runs on the iPhone, Blackberry, Android, HP WebOS, Windows Phone 7, Nokia as well any tablet device such as iPad, Samsung and HP
- Interactive attendee schedule which allows users to build and edit their own schedule
- Interactive exhibitor directory which allows users to build and edit their own "must see" list of exhibitors
- Polls and surveys
- Extensive sponsorship and advertising features for monetization
- PDF in-app Floorplans and site maps
- Exhibitor directory
- Collateral requests and auto-fulfillment
- Newsletter signup
- Social media dashboard including support for YouTube, Flickr, Picasa
- Push notifications to get the message out
- Social networking integration including Twitter and Facebook
- Location aware directories—users can view entries "near-by"
- Multi-language support
- Update your app in real-time using secure web-based content management system

Deliverable

Web-based, or App store delivered app. Capable of many custom features, interactivity, and updated regularly by the customer through a web interface.

Hosting and bandwidth requires approximately \$3,600/year. Pricing is dependent on conference size and bandwidth requirements.

Advantage

Highest level of flexibility. Each app is custom built for your organization. It also comes with a micro-site to publicize your newly developed app.

Designed for 30,000+ attendees.

Average Budget Required

\$12,000–17,000

Mid-Level Application

This is a packaged mobile application for Events, Conferences and Trade Shows supporting the Apple iPhone, iPad iOS and Android devices. The Core Application includes:

- App available for distribution through the App Store
- Event Sessions and Schedule Module
- Exhibitor Directory Module
- Sponsor Pages and Ad Bar Module
- Video & YouTube Integration
- Social Network Sharing Integration
- News, Blog, and Twitter Feeds Module
- Push Notification w/Client Admin Module
- Detailed Download and Usage Analytics

Deliverable

Encapsulated iPhone and Android App, with an annual refresh fee of 15–30% of the initial development cost.

Advantage

Fully Interactive Exhibitor Map

Lowest Pricing Tier includes an fully packaged App

Designed for Associations and Conferences with between 1,000–10,000 attendees

Average Budget Required

\$6,000–\$8,500