

WPMA APP SPECS

Hawaii • Idaho • Montana • Nevada • New Mexico • Oregon • Utah • Washington

This free APP may be downloaded by all participants of the **WPMAEXPO**. WPMA provides your company maximum exposure through this Smartphone APP. Plan now to take advantage of this unique promotional opportunity.

WPMAEXPO Exhibitors

Included in each show booth registration fee is the **WPMA APP listing**. The APP listing will boost engagement by allowing attendees to:

- See who you are and what you offer.
- Find you quickly on the trade show floor.
- See all the company's contact information.
- Link directly to your website through a URL hyperlink in the exhibitor directory.

WPMAEXPO EXHIBITOR Directory

WPMA APP Directory

Full Digital Directory included with booth registration.

Specifications / Mechanical / Guidelines for APP

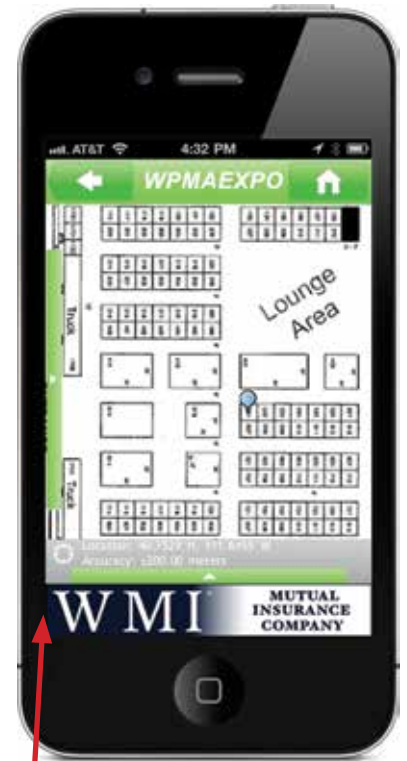
WPMA APP Full Digital Directory

Lists your **Company Name, Contact Name, Address, Phone & Fax Numbers, E-mail, URL, and Company Logo** (approximately 320 X 100 pixels, 72 ppi or higher for best quality in gif, png or jpeg - preferred formats.) Just tap on the company name in the exhibitor list to link to all of this information.

In addition, your Company Name, Logo, and URL will appear on the WPMA website booth map. Clicking on the booth on the WPMA webpage will link prospective clients to your webpage.

You have the opportunity to have the following information listed on the WPMA APP for Smartphones during the **WPMAEXPO**:

- **Company Contact Information**
- **Company Logo**
- **E-mail Address**
- **Company Explanation / Show Specials**
- **URL Hyperlink**
- **Booth Locator**



WPMA APP

download is available to all, giving the app user convenient access to all major sponsor ads, banners, Web links, digital directories, schedule of events, maps of the trade show floor, convention facilities, and scholarship silent auction.

WPMAEXPO MAJOR Sponsor - APP Banners & Full Screen Ads

WPMA APP Sponsorship

RATE

WPMAEXPO Sponsors

(Banner with full ad and Web link) Complimentary with Sponsorship

Specifications / Mechanical / Guidelines for APP (Please provide URL for Linked Advertising)

1. Rotating Banner AD image

- Image Size:** 640 X 100 pixels
- Image Quality:** 72 ppi or higher for best quality
- Image Format:** gif, png or jpeg - preferred

2. Full-Screen AD Image

- (this will be accessed when the banner is touched)
- Image Size:** 640 X 900 pixels
- Image Quality:** 72 ppi or higher for best quality
- Image Format:** gif, png or jpeg - preferred

If providing a URL, it would be helpful if your ad included wording somewhere such as, "**touch here**," since this image on the APP will be linkable to an outside website. If URL is not provided, ad will not have a link.