

# Sample Program | Trade Expo

## Description

Engagement Period: 2 weeks  
Enrolled users: 112

### Program:

Two Challenges are included. A “challenge” is an engagement, typically one week or less, where users compete to win the most points, and the winners are awarded at the end of the Challenge. This Sample Program consists of one “Pre-Event” Challenge (for the week leading up to the event) and one “In-Event” Challenge for 3 days (i.e., occurs during the event). Add another 6 weeks for development, setup and reporting, totaling 2 months for the project. This Sample Program includes 42 individual deliveries of content. These deliveries are micro-interactions, mostly in the form of quiz questions (“Qs”) – incentivized, measured and gamified. The content is aimed to **engage attendees of the expo so that your targets are excited, informed, and measurably interacting with your material.**

## Price Options

DIY:

**\$1,345**

PREMIUM:

from **\$4,760** to **\$20,103**



*We had hundreds of event-goers engaged; and in the exhibit hall, people stood with their mobile devices, waiting for the next question, and creating a buzz that even drew in gamification naysayers. The daily winners came to our [booth] excited to pick up the prizes they earned.*

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## Scope

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### (1) Pre-Event Challenge

- 7 days of user engagement -- 5 weekdays of Live Qs (Mon – Fri), 2 weekend days of [Solo Mode](#) (where users can catch up on unplayed Qs).
- 15 Questions delivered (avg 3/weekday)
- Basic Incentives Package\*:
  - Give away 1 x \$10 giftcard each day, awarded at random
  - \$45 combined value in giftcards to top three on leaderboard
  - 1 x \$100 value sweepstakes awarded after the Challenge ends

### (2) In-Event Challenge

- 3 days of user engagement – Live Qs delivered over 3 weekdays
- 15 Questions delivered (avg 5/day)
- Basic Incentives Package\*:
  - Give away 1 x \$10 giftcard each day, awarded at random
  - \$45 combined value in giftcards to top three on leaderboard
  - 1 x \$100 value sweepstakes awarded after the Challenge ends

**2 months total project period:** 5 weeks development/setup + 2 weeks user engagement + 1 week reporting and recommendations.

*\*Basic Incentives Package is assumed for a DIY program. Premium Incentive Packages increase the volume and value of prizes and are assumed in the range of Premium package prices.*

## Value

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**Target Goal:** Lead Generation



### Pre-Event challenge:

- Drive enrollment
- Capture interest and data
- Generate buzz
- Build awareness



### Post-Event challenge(s):

- Assess takeaways
- Collect feedback
- Reinforce awareness
- Keep connected between events



### In-Event challenge:

- Mobilize activity with fun
- Drive transactions
- Incentivize inquiry / generate leads
- Socialize awareness

## Engagement Value:

**30** questions

**8** in-app notifications

**4** emails

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**42** engagements with each of **112 users** over 2 weeks

## Pricing Options

	DIY	Premium (range)	
User Fees*	\$600	\$600	\$600 <i>*50% discount for Events</i>
Services	\$375	\$3,450	\$17,613
Incentives/Prizing	\$370	\$710	\$1,890
	<b>\$1,345</b>	from <b>\$4,760</b> to <b>\$20,103</b>	

\*The differences in pricing include variations in hourly rate of service provider, number of hours of services provided in strategy, integration, writing, enrollment marketing, program management and reporting/analytics, as well as the value and volume of prizing/incentives. [Connect with your Ringorang Rep](#) to learn more, or [Generate an Estimate](#).

## Who Buys This?

- Exhibitors
- Event Hosts
- Sponsors

Use Ringorang to...

- Cut above the clutter of traditional sponsorship
- Get into attendee's pockets and engage them in real time!
- Make the experience fun and also informative
- Showcase your cutting-edge mobile communication capability
- Capture data and inquiries from your targets

## Recommendations

**Hot tip!** **If you're an event host**, sell sponsorships with Ringorang, where a sponsor can have significantly more interactions, and more *measurably*, with this customizable engagement app. **If you're a sponsor or vendor**, why pay for the same old sponsorship package? Offer to the event host that you will be the game

sponsor for \$0 in exchange for developing and running a mobile engagement experience that informs attendees about the show and its subject matter.

- ***Put your brand and messaging in attendees pockets.*** Because you'll customize the Ringorang app for the event, you can have your company splashed all over it.
- ***The host provides the marketing*** to all attendees and gets the reputation of having brought the fun to the event; the attendees have a memorable experience; and you get better exposure and generate more interest and inquiries with a fraction of your normal staffing. Win-win-win.
- ***Turn your booth or table into a prize redemption location,*** and watch the smiles as your targeted people flock to you.
- ***Achieve economies and better marketing*** simultaneously by giving away your branded products and services instead of buying prizing/incentives to give away.
- ***Reduce your staff and your attendance fees*** significantly by letting the app do the lead generation work for you, capturing not only the users' attention but important data on what they know and don't know about you.