RESNA 2018
#ingenuityATwork

Annual Conference

Pre-Conference: July 11-12
Conference: July 13-15
AT Exhibit Hall: July 12-14

The RESNA 2018 App

At our Annual Conference, July 11-15, at the Hyatt Regency Crystal City in Arlington, VA. each attendee will be directed to the RESNA app, which replaces the paper program.

The app is native to iOS, Android, and features an HTML5 web-version. The App will provide opportunities to advertise for sponsors, exhibitors, and even speakers. It will allow engagement with users without disrupting their conference experience.

Reach decision-makers right in their pocket.

App Features

Drive traffic to your booth and reinforce your brand. With this app, you'll be able to to better reach and engage with attendees. This will feature in-hand advertisements based on timed ads over the duration of the conference.

Ads are based on the space reserved on the attendees device, time allotted per ad, and occurrence per day, including:

• Featured sponsors information
• Featured exhibitors information
• Timed advertisements.

With the app you'll get:

• Real-time analytics for sponsorship and advertisements.
• Lead retrieval and quantifying engagement, including contact information
• Monitoring activity and building a rapport by directly reaching out to schedule one-on-one conversations.
• Identify and feature influencers while analyzing real-time data on exhibitors and content viewed.

RESNA App Opportunities

The App offers several advertising opportunities...

- **eCommerce** - Offer attendees a discount code and access to your online store

- **Gallery** - Introduce a new product or share a visual experience with attendees in a photo gallery on the timeline

- **Social Ad** - A sponsored, 5-second post on the homescreen, with an action button

- **Sponsored Session** - Introduce your sponsors' speaking slot or promote one of your sessions

- **App Download** - Direct attendees to your mobile app to download in the iOS or Google Play store

- **Helpful Tip** - Feature a splash screen while the app loads

  If you would like a specialized advertising package opportunity, please contact conference@resna.org to customize your RESNA 2018 attendee engagement.

RESNA will continue to promote sponsors and exhibitors to registered attendees and through our growing social media presence, including recognition in the RESNA 2018 app, at plenaries, and at conference social events.

Visit RESNA's Annual Conference Page to learn more about the conference.

Please email Conference@resna.org if you have questions

Promoting technology solutions for people with disabilities