



2024 MRS® SPRING MEETING & EXHIBIT

April 22-26, 2024 | Seattle, Washington
May 7-9, 2024 | Virtual

Mobile App Sponsorship Opportunities

Artwork Due
April 8th, 2024



Splash Page & Home Screen Banner Ad Bundle (Exclusive) Investment: \$1,250

Create a memorable impact with your logo! When attendees launch the official MRS Meeting App, your logo will be featured on a 3 second splash page as well as at the top of the app home screen. Please refer to details below for artwork specs.

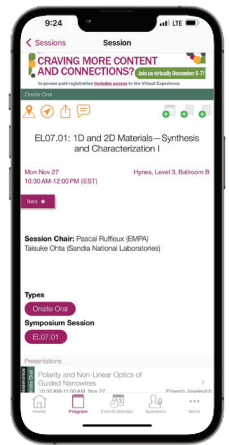
- The Splash page ad will be viewed by each attendee opening the app.
- Specs: 1280 x 1280 png with transparent background over a custom color

Rotating Home Screen Banner Ad (4 available) Investment: \$750

Interact with attendees through a banner ad on the Meeting App Home Screen. Drive traffic to your website or customized landing page to increase engagement.

- Ad has ability to link to a URL of your choosing
- Analytics will be available for click reports

Specs: Png or jpeg 780w x 160h



Session Page Banner Ad (8 available) Investment: \$450

Place your interactive ad on our symposia session pages. The virtual banner changes with each app opening, maximizing exposure to different attendees as they organize their meeting schedules.

- Ad has ability to link to a URL of your choosing
- Analytics will be available for click reports

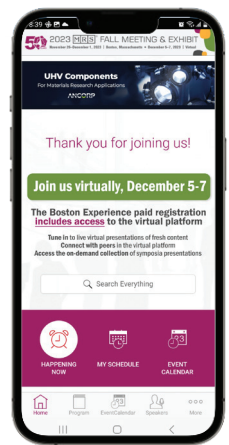
Specs: Png or jpeg 780w x 160h

Push Notifications (limit of 2/day available) Investment: \$1,500

Communicate with our onsite attendees with a short, customized notification through the Meeting App.

Notifications can be scheduled, AM or PM (or both!) on the meeting day of your choice. Your notification will be visible to attendees for 24 hours from the time it deploys.

Push notifications are limited to a Title of 30 characters and Text of 5-7 words.



Exhibitor Registration

Reserve Your Sponsorship Today

mrs.org/spring-24-exhibit

For questions or more information about exhibiting or sponsorships contact:

Jennifer Ibe or Rich Widick
MRS Exhibit and Sponsorship Sales
98 East Chicago Avenue, Suite 201
Westmont, Illinois 60559
mrs@heixpo.com
630.434.7779
Jennifer: x7964
Rich: x7918
fax 630.434.1216

All materials is subject to MRS approval. Please note: Meeting App advertisements are not available to publishers. Contact us today for other sponsorship opportunities.