

# Trade Show Internet

## WiFi Network Sponsorship

### Description

Provide a premium WiFi Network Sponsorship opportunity to offset the cost of supplying event-wide WiFi to thousands of attendees at a trade show or conference.

### Company Background

WiFi at events is no longer a 'nice to have'. Reliable WiFi is a critical must-have productivity tool. Our company was founded to solve Internet and WiFi challenges at events. We provide network consulting services including professionally engineered event-wide WiFi networks for trade shows, conferences, outdoor events, and corporate training. We've provided Internet connectivity solutions to Access Intelligence, Aerospace Medical Association, In-Store Marketing Institute, MMA World Expo, National Association for Homecare and Hospice, North American Prospect Expo, Tarsus Advon, and many other nationally recognized organizations.

### Solution Overview

Fast, free WiFi is a highly valued and prized service by attendees and exhibitors alike. When you have a professionally engineered WiFi network, a company who sponsors the service receives a unique opportunity to get their product/brand in front of all attendees at the event. The sponsor is seen as forward thinking, innovative, sensitive to customers' needs, and high tech. The WiFi Network Sponsorship opportunity can be included as part of your Silver/Gold/Platinum sponsorship packages or offered as an A La Carte sponsorship opportunity.

### At Your Event

Wireless users will learn about your WiFi network in the event brochure and via event signage. Using a mobile device, iPad, or laptop, a quick search for nearby networks will produce your sponsor's branded WiFi network name. The network can be open or password protected. Next, users will see a "splash page" and/or be redirected to your sponsor's website. From that point on, they will be able to check personal email and surf the web.

### Economics

If your event provides free WiFi to attendees, offering TSI's WiFi Network Sponsorship allows you to transform your existing WiFi service from a cost center to a profit center. TSI suggests you offer WiFi Network Sponsorship as an A La Carte opportunity for a single sponsor for the entire event. There will be no additional cost to setup and manage this sponsorship program as it will be part of your total Internet package provided by TSI.

### Metrics and Reporting

Sponsors want to know how many attendees saw their brand to determine their return on investment (ROI) and analyze key performance indicators (KPIs). TSI will measure and track engagement in real-time with our software. At the end of your event, you'll receive a report showing how many people accessed your sponsor's network, what types of devices they used, and other valuable data to help your sponsor justify their investment.



● Notebook: 132 (2.33%)	● Phone: 3,540 (62.47%)	● Player: 145 (2.56%)
● Tablet: 614 (10.83%)	● Unknown: 1,236 (21.81%)	

## Branding and Sponsorship

### Custom WiFi Network Name and Password

Branding your WiFi network creates awareness of the sponsor, actively engaging your attendees with the sponsor's brand.



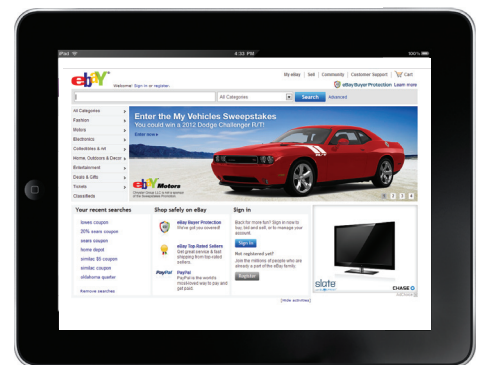
### Custom Splash Page

A splash page is the first thing attendees see once they connect to your network. Use a branded splash page to create a memorable first impression. This page can be designed by the client or by TSI.



### URL Redirect to Sponsor's Website

A URL redirect can automatically send your attendees to your sponsor's website or event page. This tool can be employed with or without a splash page.



### Social Engagement

Connect with your attendees and hand them a megaphone. Get social by infusing your splash page, sponsor website, or event page with your social media links.

