2023_App Sponsor Details

Important Dates
1) **Target App Go Live Date:** April 21, 2023 (subject to change)
2) **Artwork Due:** April 3, 2023
3) **Testing time frame:** Sponsor will be able to preview the meeting app starting on one week prior to general public go live.

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Required assets and specs:

1) **Company Logo**
   a) **Delivery Information**
      i) High resolution image
      ii) Full color with transparent background
      iii) .jpg or .png preferred
   b) Sponsor recognition will be noted on all marketing and signage specifically promoting the ASCRS Annual Meeting app. Recognition will include the company logo and the statement "Exclusive sponsor of the ASCRS ASOA Meeting app"
   c) Sponsor will have an enhanced exhibitor listing with the company logo displayed within the exhibitor map and the exhibitor list.

2) **One (1) Splash Page:**
   a) **Delivery Sizes:**
      i) 640 x 960 pixels
      ii) 640 x 1136 pixels
      iii) 1125 x 2436 pixels
      iv) 2048 x 2048 pixels *(with 1152 x 1152 safe zone, refer to end of document)*
      v) 2048 x 1536 pixels
      vi) 1536 x 2048 pixels
      vii) 1920 x 1080 pixels
      viii) 1080 x 1920 pixels
      ix) .jpg or .png format, no visible borders
   b) The splash page will display Friday - Tuesday
   c) The splash page displays for approximately 2 seconds every 1 out of 6 times the app is opened.
      i) Due to the limited display time, ASCRS recommends a high-level branded image without too much visual detail or text.

3) **Up to Eight (8) Banner Ads**

a) Both Sponsor and ASCRS will have banner ads positioned at the top of the app's dashboard throughout the meeting.
b) Sponsor gets rights to a maximum of eight (8) unique banner ads. ASCRS will have a maximum of five (5) banner ads. All banner ads are rotated constantly and randomly and weighted to ensure sponsor receives at least 50% of display time.
c) **Delivery Size:**
   i) 640x110 pixels
   ii) .jpg or .png format, no visible borders
d) ASCRS suggests each banner ad includes a "call to action" to get users to tap on the banner ad.
e) Each banner ad may be linked to one of the following four options:
   i) Sponsor exhibitor listing *(used in 2021)*
   ii) An embedded video
   iii) An external URL (opens the website in-app)
   iv) In-app "landing page" image:
      (1) **Delivery Sizes:**
         (a) 320 x 418 pixels
         (b) 640 x 1008 pixels
         (c) 1080 x 1920 pixels
         (d) 1408 x 1408 pixels
         (e) 1536 x 1920 pixels
         (f) .jpg or .png format, no visible borders

4) **Two (2) Alerts (Push Notifications)**
   a) Sponsor will be entitled to two push alerts to be sent out through the app over the duration of the 2022 ASCRS ASOA Annual Meeting, Friday-Tuesday.
      i) The two alerts must be scheduled on different days, and outside of regular ASCRS educational session times
      ii) ASCRS develops a detailed alerts schedule that includes up to 6 alerts per day throughout the meeting based on programming and events. ASCRS will propose optimal dates and times for the two Sponsor alerts based on this overall schedule.
   b) **Delivery Information**
      i) Each alert should contain a subject line and body copy:
         (1) The alert **subject line** may be up to 29 characters including spaces
         (2) The alert **body message** of the message may be up to 1,500 characters with paragraph formatting, and is scrollable for longer messages
            (a) The alert body message may contain outbound link(s)
            (b) The alert body message may contain link(s) to the exhibitor listing
   c) Push alerts will be received by any user who has downloaded the 2022 app and has not turned off push alerts in their phone settings.

5) **Post-Event Analytics**

a) ASCRS will report the following metrics to Sponsor within 30 days of the last day of the meeting:
   i) Total number of app downloads
   ii) Total number of unique users engaged with the app during the meeting dates
   iii) Banner ad metrics (per banner ad):
      (1) Total impressions
      (2) Total Clicks
      (3) Click-Through Rate
   iv) Total Splash Screen Views
   v) Alerts Metrics (per alert):
      (1) Total Views
   vi) Exhibitor Metrics:
      (1) Sponsor exhibitor listing viewed
      (2) Sponsor booth locates

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*The 2048 x 2048 graphic requires 1152 x 1152 "safe zone" in the center of the image where the primary content can go, and outside of that should just be background design.

This image is used to display for tablets in both landscape and portrait mode, with a different subsegment of the image displayed based on the orientation of the tablet: