



San Diego Housing Federation 2017 Annual Affordable Housing & Community Development Conference Mobile Event App Sponsorship

At this year's Affordable Housing and Community Development Conference, SDHF will be using an event management app – **Pathable** – in addition to the printed program. This decision come from a concerted effort to cut down our carbon footprint as well as create a program that can keep up with the pace of today's dynamic business environment.

The cost of the sponsorship is **\$5,000** and the sponsor will receive the following:

- 2 tickets to the Conference
- Recognition on SDHF Website
- Logo Placement at Event
- Recognition During Program
- Display on Banner
- Quarter Page Ad
- Materials in Tote Bags
- Social Media Marketing

Aside from the obvious environmental impact, there are many benefits to using an app. Event apps keep attendees engaged and excited about the event. They drive interaction between attendees, speakers, sponsors and exhibitors.

What does an App mean for a sponsor?

It means more exposure and more attendee interaction!

Pathable is much more than just additional ads and messages. Aside from being a billboard in the attendee's pocket, Pathable offers other important features including:

- Branded landing pages for exhibitors and sponsors
- Meeting scheduling
- Sponsor suite Reservations
- Lead retrieval
- Interactive trade show maps
- Collateral hosting
- Embedded logos, photos and video
- Gamification – using games and point system to incentivize positive attendee and sponsor interaction



With Pathable, you not only get an app, but a website as well. This way, attendees can see who has sponsored the event weeks ahead of time, as well as go back to the website after. This means the benefits of being a sponsor don't end when the event ends. Advertisements, information and media will stay active on the webpage long after the event weekend.