

Elevate Event Sponsorships

Unlocking revenue with digital signage and wayfinding.



Follow the signs

Digital signage can provide a powerful return on investment for your events, turning sponsorships into revenue-generating attendee engagement.

But how do you do that effectively?

Whether you need practical advice to get started, or are just exploring to see what's possible, we've got some winning ideas for sponsorship success.



It's always best to start out with an overall plan — which means creating a quick sponsorship strategy that aligns with your overall event marketing strategy.

Include these key elements in your sponsorship strategy:

- **Sponsorship objective**—brand awareness, lead generation, revenue
- **Target audience**—specific attendee demographics and personas
- **Budget goals**—revenue, cost mitigation, ROI, etc.
- **Sponsorship levels**— cost, reach, objectives

Pro Tip:

Talk with your event partner about strategy, to ensure that your digital signage solutions are not only seamlessly integrated into your event but also strategically positioned for maximum impact. You can work directly with sponsors and partners to customize sponsored moments/areas that make sense for both the brand and the audience.

[Learn more](#)

Now you're ready to choose which digital signage solutions best fit into your plan.





Connect the right attendees with the right sponsors

Brands with high rates of return are focusing on the quality of leads and whether they are truly engaged (instead of simply stopping by for swag).

This is where digital signage can really shine. Not only does it convey targeted sponsorship messages to attendees, making them feel seen, heard, and valued, but by incorporating digital wayfinding into your event plan, you can make it effortless for the right attendees and sponsors to find each other and make that connection.

Pro Tip:

Incorporate signage that allows for **dynamic content**, which allows for content on the digital signage to be updated as needed to match changes in speakers, schedules, booth info, or other event information.





Plan timelines carefully for maximum effectiveness

Keep these facts in mind when implementing digital signage:

- For dynamic wayfinding solutions, allow 10-12 weeks of lead time for programming and scheduling content.
- For simpler signage, allow at least 4 weeks.
- Digital signs require certain infrastructure (power drops, VLAN drops, or fiber connections for multiple venues), so make sure your venue can accommodate them.

Not sure if you have the budget for digital signage? Our [AV budget checklist](#) will help you get the most out of every dollar, so you can make room for more impact.

Pro Tip:

Ask your digital signage partner about handling the complexities — like power drops, network connections, and last-minute changes — so you don't have to.



Maximize visibility with sponsor loops and mixed content

Plan digital sponsorship opportunities in high-traffic areas such as registration desks, main passageways, or coffee stations.

With a range of digital capabilities that make it possible to employ simple text messages through [AI-infused](#) experiences, sponsors have flexible opportunities to get their message across, effectively and efficiently. Content options also include:

- **Sponsor loops** offer unparalleled control over when and where sponsor content is displayed. Pre-produced content like logos, ads, videos, and multiple sponsors can be featured on these loops, allowing for greater sponsorship revenue in the same space (or consider offering an exclusive sponsor loop at a premium).
- **Mixed content** goes beyond static sponsorship displays by seamlessly integrating sponsor messages with dynamic event elements. By blending sponsorship content with live streaming of breakout sessions, up-to-date event schedules, and even social media feeds, attendees are constantly exposed to sponsor branding throughout the event.
- **Messaging takeovers** give you the ultimate visibility by sharing messages across all monitors at the same time and are a great solution for brand awareness while reaching a broad audience.

Pro Tip:

You can also create opportunities from “dead” space: Put a few comfortable chairs, some charging ports, and a digital sign in an unused area, and now you’ve got a brand-sponsored mini-lounge.



Plug into results

Digital signage can completely elevate your event, allowing you to offer higher-value sponsorships (and more of them), all while making it easier for the right sponsors to connect with the right people.

Ready to boost your sponsorships with the right AV solutions?

Get in touch