

Mobile Application

IEEE Provides:

- Logo or custom graphic on opening splash page appears immediately when opening the app
- Full-screen app landing page
- Rotating Banner Ad – Banner ads rotate at the bottom of the app's Dashboard page.
- Logo icon in Navigation Menu linking to eBooth.
- Semi Exclusive Rotating Banner Ad for Online Floorplan (1 of 9)
- All the benefits of a Level 2 Enhanced Listing
- Logo inside sponsor's booth in the online Floorplan. (Only for booths that are 20 W x 30 H or larger).
- Sponsorship of the app is for a period of one year and all material will be available for viewing and download during the year.
- Sponsor logo on website and applicable onsite signage.

Sponsor Instructions:

- Mobile App Splash Page Graphic/Logo Deadline: November 18, 2021
- Mobile App Landing Page Graphics: Deadline: November 18, 2021
- Mobile App Banner Ad Graphics Deadline: November 18, 2021
- Mobile App Navigation Menu Logo Icon Deadline: November 18, 2021
- Online Floorplan Rotating Banner Ad Graphic Deadline: January 3, 2022
- Level 2 Enhancement Deadline: February 15, 2021
- Digital Logo Deadline: November 18, 2021
- Upload all files to the IEEE T&D Sponsor Portal - <https://www.ieeet-d.org/sponsorportal>
- Level 2 Package Enhancements can be added at your convenience in your exhibitor dashboard.

Specs:

- Mobile App Splash Page Specs:
- IMPORTANT: Images must have OPAQUE backgrounds, not translucent and be saved in .PNG format. All 8 images noted above are required. NOTE: For all images and icons, interlaced images are not accepted. The standard bit depth for icons and images is 24 bits (8 bits each for red, green, and blue), plus an 8-bit alpha channel. You do not need to constrain your palette to web-safe colors. Although you can use alpha transparency in the icons you create for navigation bars, toolbars, and tab bars, do not use it in application icons
- 1. 640 W x 960 H 2. 960 W x 640 H 3. 1125 W x 2436 H 4. 2436 W x 1125 H
5. 1242 W x 2208 H 6. 2208 W x 1242 H 7. 2048 W x 2732 H 8. 2732 W x 2048 H
- Mobile App Landing Page: Vector logo or Vector logo with booth #
- Mobile App Banner Ad:
 - 480 W x 40 H pixels or 455 W x 80 H pixels
 - PNG or JPG format is acceptable (without transparency.)
 - For all images, interlaced images are not accepted. Images must have OPAQUE backgrounds, not translucent.
 - Specify destination (eBooth or External Web site URL)
- Mobile App Navigation Menu Logo Icon:
 - 200 pixels x 200 pixels
 - Specify destination (eBooth or External Web site URL)
- Online Floorplan Rotating Banner Ad Specs: 205 W x 60 H (.jpg or .png)
- PNG Logo
- Vector Logo
- See Level 2 Enhancement Specs