



## WALTER E. WASHINGTON CONVENTION CENTER



## The Walter E. Washington Convention Center Now In The Palm of Your Hand

The WEWCC's mobile apps are indispensable to convention center visitors. Visitors rely on them to get around the facility, locate merchants, dining and hotels in the neighborhood, check flights or traffic alerts and more. ***Now you can make our apps your own!***

## Your Apps. Ready To Go. Just Customize Ours With Your Content.

The WEWCC now offers the best-in-class customized mobile apps for your Washington DC event.

Forget about complicated mobile development from scratch—start with the WEWCC's existing apps and just add our content. Our apps easily become yours when you add your session schedule, show floor, exhibitors, sponsors, branding and more. Your apps will deliver impressive performance, measurable results—and enhance the event experience for your attendees.

Building a mobile app for your event has never been faster, easier, less expensive or more convenient. You get a proven tested best-in-class app, the most requested features already built-in and all the customization you need.

**Three upgrades** are available—starting with a **FREE** version! Simply choose your upgrade level and select from the available options to make our apps your own.

Download the WWCC apps now at <http://swiftmobile.com/washington/> or scan the QR code on the left with your phone.



# UPGRADE OPTIONS

## Free

The easiest way to delight attendees. Just let your attendees know that there's now an app for your event.

- ✓ Detailed venue maps and information
- ✓ GPS-enabled local area maps highlighting local merchants and points of interest
- ✓ Transportation information such as flights, shuttle buses, and parking information
- ✓ Favorites—a simple way for attendees to bookmark key information
- ✓ Handy session agenda
- ✓ Info page about your event with a link to your event website
- ✓ Event Twitter (if applicable)
- ✓ iPhone, iPad, and Android
- ✓ Optional: your logo on the start screen of the app during your event (\$750)

## Branded (\$5,000)



BEST VALUE FOR MOST  
EVENTS WITHOUT  
TRADE SHOWS

For stronger branding and sponsor revenues, customize and republish our apps as your own. We need 25 days notice. Additional content includes...

- ✓ Your own branded native apps published in the app stores
- ✓ Custom start page—where you can sell a valuable mobile sponsorship
- ✓ Agenda and individual session pages
- ✓ Other features available for a fee—ask us!
- ✓ iPhone, iPad, and Android

## Premier (request pricing)

A high-performance native event app at the best price available. Add an exhibit floor, sponsorship & advertising inventory, social-networking and more. We need 45-60 days notice to bring your **Premier** app to life.

All the features of our **Branded** app plus many options to choose from:

- ✓ The industry's most sophisticated and diverse selection of sponsorship and advertising inventory
- ✓ Searchable, interactive trade show floor and exhibitor showcase pages
- ✓ Additional platforms available
- ✓ Speaker and attendees profiles, optional social media integration, and special features to enhance networking
- ✓ Surveys and audience polling
- ✓ Advanced privacy controls in the speaker and attendee directories.
- ✓ Many more custom feature options including registration integration, custom analytics, gamefication, and more!



WALTER E. WASHINGTON  
CONVENTION CENTER

<b>Walter E. Washington Convention Center (DC) Feature Matrix</b>			
	<b>Free*</b>	<b>Branded \$5,000*</b>	<b>Premier Call for Quote</b>
<b>Overall Design and Platforms</b>			
	<b>Free</b>	<b>Branded</b>	<b>Premier</b>
Native development for iPhone, iPad, Android	WWCC app platform	WWCC app platform	WCCA platform + others optional
Customized start screen based on your design		√	√
Add event logo to start screen design	\$1,200	Customized start screen	Customized start screen
Start screen menu buttons	6 standard	6 standard	6 standard, 9 optional
Streamlined mobile-web option			optional
Turnaround	under 30 days	30 days	45-60 days
<b>Venue</b>			
	<b>Free</b>	<b>Branded</b>	<b>Premier</b>
Multiple floors maps with pan, pinch and zoom	√	√	√
Search for venue locations	√	√	√
Interactive show floor maps with booths for exhibitors			Optional
Search for exhibitor on map			Optional
Search by sponsor or vendor on map			Optional
Individual rich text exhibitor, sponsor or vendor pages			Optional
Add sponsor, exhibitor or vendor to favorites			Optional
<b>Transportation</b>			
	<b>Free</b>	<b>Branded</b>	<b>Premier</b>
Flight departures feed	√	√	√
Public transit information	√	√	√
Traffic alerts	√	√	√
Directions and parking information	√	√	√
Custom shuttle bus schedules	√	√	√
<b>Nearby</b>			
	<b>Free</b>	<b>Branded</b>	<b>Premier</b>
GPS-enabled Google maps	√	√	√
Local maps highlighting local dining, hotels and points of interests	√	√	√
Filtering by business category	√	√	√
Search for businesses	√	√	√
Add businesses to Favorites	√	√	√
Add local parties or special events to this map	Optional *	Optional *	Optional

<b>Basics</b>	<b>Free</b>	<b>Branded</b>	<b>Premier</b>
Event page with website link, Twitter feed	√	√	√
Custom rich text pages with links and graphics		Please ask.	√
Social media integrations (LinkedIn, Facebook, Google+)		Please ask.	√
<b>Sessions (“Events” in Free Upgrade)</b>	<b>Free</b>	<b>Branded</b>	<b>Premier</b>
List of Sessions by time, date and title	√	√	√
Search sessions	√	√	√
Session can be linked to map to locate rooms		√	√
Attendees can write and save notes on each session		√	√
Each session “drills down” to description page	Optional *	√	√
Session description links to speaker profiles			√
Session can be added to Favorites	√	√	√
Sessions organized by tracks			√
Attendees can email notes to self		Please ask.	Optional
Add session to Calendar (beta)		Please ask.	Optional
Custom filtering			Optional
<b>Twitter Integration</b>	<b>Free</b>	<b>Branded</b>	<b>Premier</b>
Event Twitter feed, tweet from inside the app	√	√	√
Aggregate selected Twitter feeds			√
<b>Favorites</b>	<b>Free</b>	<b>Branded</b>	<b>Premier</b>
Create list of favorites (sessions, exhibitors and businesses, etc)	√	√	√
Attendees add favorites to calendars or contacts		Optional	Optional
Attendees can choose reminders for favorite sessions		Optional	Optional
<b>NetworkMe (social networking)</b>	<b>Free</b>	<b>Branded</b>	<b>Premier</b>
Speakers and attendees can create and update profiles. Profiles can include name, email, photo, title, affiliation, Twitter name, contact information, etc.			√
Customizable and secure privacy settings			√
Option to import public profiles from social media networks			√
Attendee can send in-app email messages			√

<b>NetworkMe (...continued)</b>	<b>Free</b>	<b>Branded</b>	<b>Premier</b>
Take notes on speakers or attendees			√
Add speakers or attendees to Favorites			√
Add to smartphone Contacts (beta)			Optional
Event can preload speaker and attendee profiles			Optional
App can recommend “people to meet” (beta)			Optional
<b>Analytics and Reporting</b>	<b>Free</b>	<b>Branded</b>	<b>Premier</b>
Full access to all Google Analytics			√
SwiftMobile “Quick View” link, aggregates key KPIs			√
Post-event reporting		Optional	Optional
<b>Additional Services (may not be available at every upgrade level. Additional fees apply.)</b>			
<ul style="list-style-type: none"> <li>• Sponsorship and Advertising Package (in-app banner ads, sponsored sessions, sponsor pages, etc)</li> <li>• Audience Response: Live polling during the event with integration with presentation tools</li> <li>• Advanced analytics reporting</li> <li>• Multi-event program consulting &amp; planning</li> <li>• Sponsorship sales support</li> <li>• Surveys package (26 question types)</li> <li>• Advanced custom development</li> <li>• Enhanced Wi-Fi service and support</li> <li>• Gamefication</li> </ul>			

*\*Service fees might apply. All prices subject to change.*

Your Mobile App Is Almost Ready For Your Washington, DC Event.  
Call our partners at SwiftMobile for more information or to get started.



Building a mobile app for your event has never been *faster*, *easier*, *less expensive* or *more convenient*.

Contact [SwiftMobile](#) to request your apps today.

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