



Monetization - inwink

Monetise the website and application
for your event or community

How to monetize your events and communities with your partners ?

Placement	Application	Asset Options	Description	How ? <i>Tips</i>	Average Price
Home Page	Event App Community App Web App Website	Banner Ad	Provide better visibility for a partner's content (partner page, session registration)	By displaying an advertising banner <i>Limit this option to a single partner to maximize visibility and value</i>	1 500 - 5 000€ by partner
Home Page	Event App Community App Web App Website	Logo	Enhance the visibility of a partner's content (partner page, session registration)	By displaying a partner's logo in a dedicated carousel <i>Limit this option to a few partners to maximize visibility and value</i>	500€ - 2 000€ by partner
Partner Listing	Event App Community App Web App Website	Highlight/promoted placement	Propose to your partners to appear higher on the partner listing page	By sorting partners based on a custom field <i>Sort based on the chosen package (e.g., Platinum > Gold > Bronze)</i>	500€ - 3000€ by partner
Partner Page	Event App Community App Web App Website	Rich content	Optimise the presentation page of your partners with richer content and additional information	By displaying new blocks (video, long description...) based on a custom field. <i>Reserve this offer for the highest-tier packages.</i>	500€ - 1 500€ by partner
App	Event App Community App	Push Notification	Provide better visibility for your partners during the event.	By sending a push notification to the smartphones of all participants. <i>Limit this option to a single partner to maximize visibility and value</i>	1 000€ by notification
Mobile Menu / App	Event App Community App Web App	Sponsored content	Provide better visibility for a partner's content (thematic space, session registration, on-site service)	By displaying a partner's logo in the menu. <i>Limit this option to one topic/partner to maximize visibility and provide real added value to the visitor.</i>	1 500€ - 3 000€ by partner
Emailing	/	Logo	Provide better visibility for a partner's content (partner page, session registration)	By displaying a partner's logo in a dedicated carousel. <i>Limit this option to a few partners to maximize visibility</i>	200€ - 1 000€ by partner

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Ad Banner



500€ - 2000€
by partner

- ✓ Event App
- ✓ Community App
- ✓ Web App
- ✓ Website

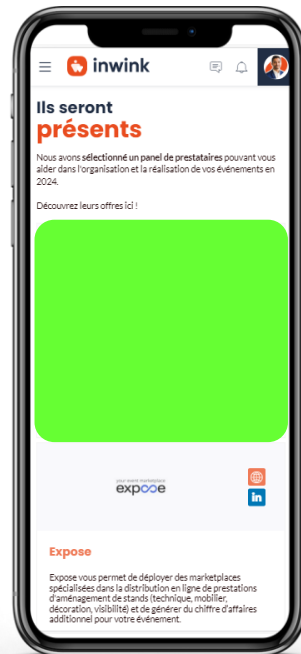
Partner logo on the homepage



1500€ - 3000€
by partner

- ✓ Event App
- ✓ Community App
- ✓ Web App
- ✓ Website

Promoted placement on the Partner Listing



500€ - 3000€
by partner

- ✓ Event App
- ✓ Community App
- ✓ Web App
- ✓ Website

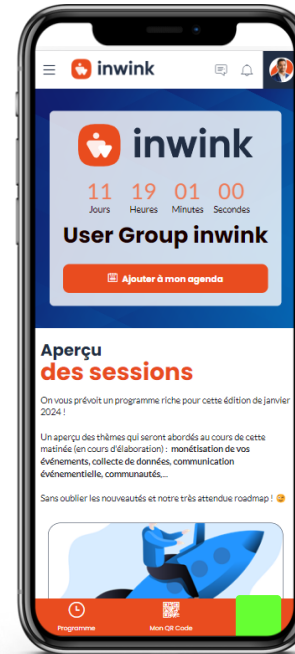
Push Notification



1 500€ - 3 000€
by partner

- ✓ Event App
- ✓ Community App

Sponsored Content



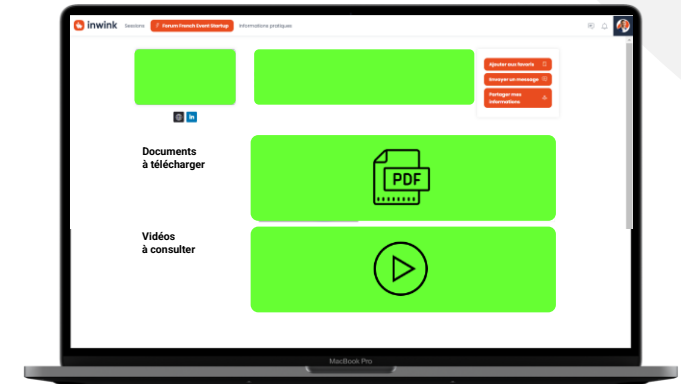
1 500€ - 3 000€
by partner

- ✓ Event App
- ✓ Community App
- ✓ Web App

Additionally, partner logo in:

- Emails (200€ - 1 000€ by email)
- Social content (50€ - 300€ by post)

Additional content on the Partner Page:



500€ - 1 500€
by partner

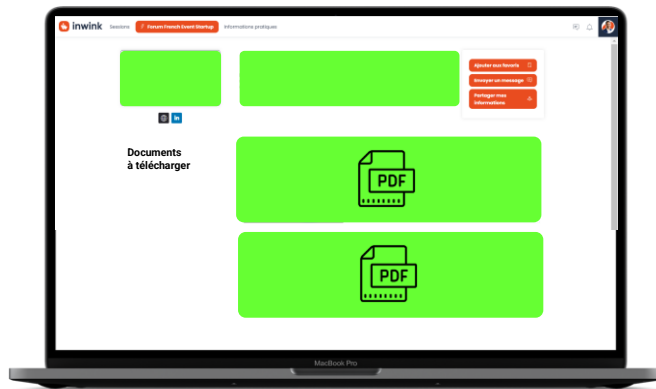
- ✓ Event App
- ✓ Community App
- ✓ Web App
- ✓ Website

How to monetize your events and communities with your partners ?

Zone	Application	Asset Options	Description	How ? <i>Tips</i>	Average Proposed Price
Partner Page	Event App Community App Web App Website On-site	Downloadable content & assets	Offer the possibility to share documents and brochures on the partner's page to enhance the connection with prospects.	By displaying a media gallery based on a custom field. <i>Reserve this offer for the highest-tier packages</i>	500€ - 1500€ by partner
Partner Page	Event App Community App Web App Website	Leadgen Button	Drive lead generation for your partners with a call-to-action (CTA) button for prospects to contact them directly from their Partner Page.	By displaying a button for sharing contact information based on a custom field. <i>Reserve this offer for the highest-tier packages</i>	500€ - 1500€ by partner
Networking	Event App Community App Web App Website	Networking Access	Allow access to the list of registered participants and the ability to communicate through messaging .	By using the Networking module. <i>Reserve this offer for the highest-tier packages</i>	500€ - 1500€ by partner
Partner Page	Event App Web App Website	Meeting Booking	Facilitate face-to-face meetings with qualified prospects	By using the Business Meeting module. <i>Reserve this offer for the highest-tier packages</i>	200€ - 1500€ by meeting slot
Stand	On-site	Badge Scanning	Provide the partner with a dedicated application for collecting qualified prospects	By controlling access to the Leadgen application. <i>Reserve this offer for the highest-tier packages</i>	500€ - 1500€ by partner

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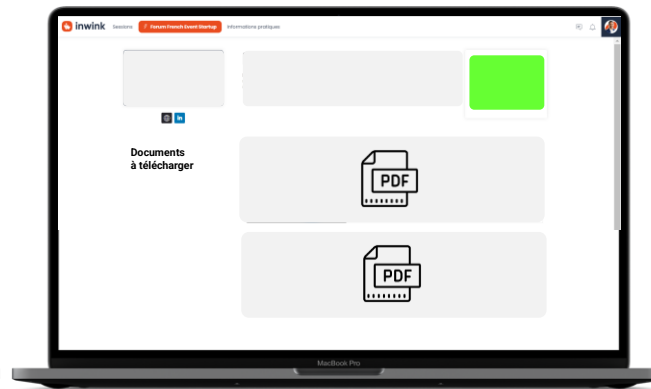
Content Download



500€ - 1 500€
by partner

- ✓ Event App
- ✓ Community App
- ✓ Web App
- ✓ Website

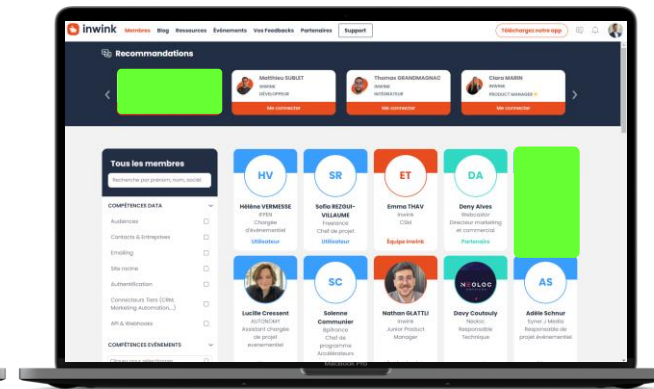
Leadgen CTA Button



500€ - 1 500€
by partner

- ✓ Event App
- ✓ Community App
- ✓ Web App
- ✓ Website

Access to Networking Module



500€ - 1 500€
by partner

- ✓ Event App
- ✓ Community App
- ✓ Web App
- ✓ Website

Additionally:

Meeting Booking

200€ - 1500€ / meeting slot

- ✓ Event App
- ✓ Web App
- ✓ Website



Badge Scanning

500€ - 1500€ / partner

- ✓ On-site

