



The event navigation app that's leading the way

Create detailed micro-maps of your event so visitors can find everything they need and plan their day.

GYDER also creates new revenue streams for organisers and gives access to powerful analytics that show how visitors interacted with your event.



Search for GYDER MAPS in your app store to download



What is GYDER?

GYDER creates bespoke event micro maps which are listed in the GYDER app available on iOS & Android absolutely FREE.



Create a new revenue stream

Event organisers can generate additional income through advertising and sponsorship opportunities with the GYDER branded pins, feature pages and banner ads.



Easily integrate with your current offering

The GYDER app integrates with event organiser's current offering. Integration ensures a seamless and low-cost improvement to their exhibitor and visitor experience.



Show your visitors the way

Gyder gives visitors the ability to find exactly what they need and see where they need to go.

There's no need to worry about mobile coverage, our maps work offline without the need for an internet connection.

View your event analytics

GYDER generates real time insights into how your visitors are interacting with your event. See what visitors like & dislike to improve future shows.



Why use GYDER?

1. **Digitise your event with ease and improve visitor experience**
2. **Create an additional revenue stream with in-app advertising, promotions and sponsorships**
3. **Understand visitor behaviour and improve planning with GYDER analytics**
4. **No need to build and maintain your own app**
5. **Drive more engagement between your exhibitors and visitors**
6. **Be more sustainable by reducing your event's carbon footprint**
7. **Have your say in the development of new GYDER app features**

Why do live events need their own GYDER micro map?

By their nature, live exhibitions and events are temporary. While the overall location may feature on general maps such as Apple and Google maps, the unique and temporary layout of an event will not be available.

Advances in event tech has seen an increase in events transitioning away from traditional methods of advertising such as show programmes, banner displays and website adverts to interactive technologies.

Exhibitors realise the benefits of visitors being able to directly interact with their offers through technology, seeing it as a far more attractive proposition.

Therefore, GYDER fills an important niche that satisfies an ongoing problem for the event visitor – how to find the exhibitor or facility visitors need, while generating additional revenue for organisers through advertising.



How does GYDER work?

Claim your FREE event listing

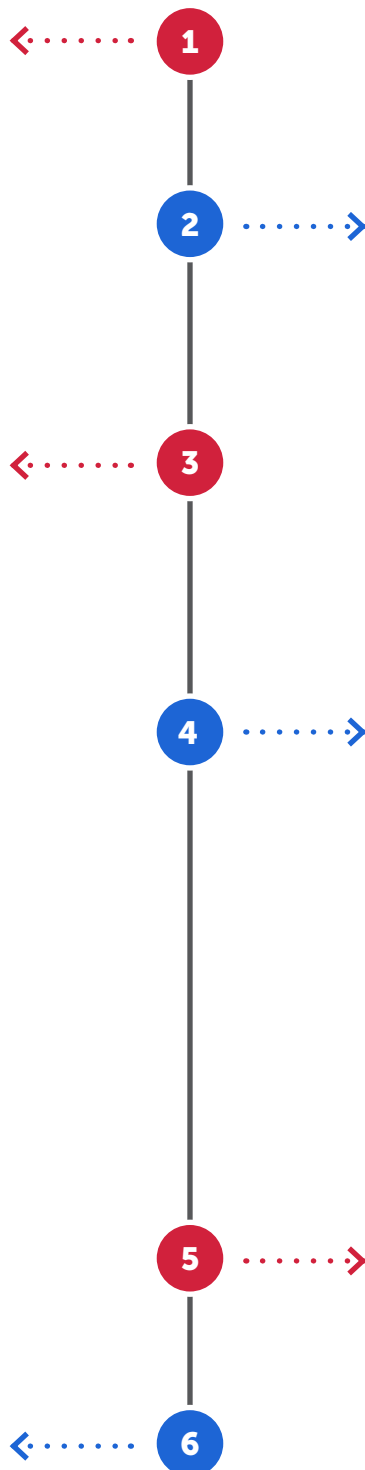
Sign up online and we'll add your FREE listing so your event appears in the GYDER app

Promote advertising opportunities to your exhibitors

- Offer your exhibitors the option to be featured in your digitised event so they can gain more exposure to your visitors.
- We'll give you a contact schedule and email template to send out to your exhibitors so you get the best chance of conversion.
- Exhibitors can purchase 3 options: Branded map pin, Full page exhibitor feature and an in app banner advertisement
- You set the price
- Your exhibitors sign up for their selected options through our online form.

Post-show analytics

After the show, we'll provide analytics to show how visitors interacted with your event



Add your events layout

- Purchase the GYDER base map and we'll create your event layout or import your events CAD layout into the app
- We'll add all points of interest onto your base layout (includes POIs such as toilets, cash points, parking, entrance & exits etc)

Tell your visitors to download the app and prepare for their day

We'll give you a contact schedule and email templates to send out to your visitors so they get the opportunity to download the GYDER app and prepare for their day in advance.

Put your GYDER micro-map live

Choose the date when your event goes live, up to 4 weeks before the start of your event.



Pricing

	Event listing	Event listing + Event map
	Listing your event in GYDER is FREE, your event will be instantly available to view by GYDER users.	Enhance your listing by adding a GYDER map, giving you the ability to create a new revenue and improve your visitor experience.
Your event listed in the GYDER directory	✓	✓
Links to book tickets & event information	✓	✓
Event map layout		✓
Points of interest		✓
Re-seller account Sell branded pins, feature pages & banner ads at a price you set (See re-sale examples below)		✓
App users Average event has 5,000 - 10,000 app users	N/A	Up to 10,000
	FREE	£1000

Re-seller examples

	Cost to exhibitor (You set this price)	Your profit (per item sold after GYDER fees)	Gyder fees breakdown
Pin	£99	£62	£10 intergration fee + 30% commission
Banner	£249	£160	£20 intergration fee + 30% commission
Page	£499	£314	£50 intergration fee + 30% commission
Bundle Pin, 3 banners, page	£999	£629	£100 intergration fee + 30% commission

**Get your own app
that's powered
by GYDER**

Want an app of your own
but don't want the costs to
maintain it?

Talk to us about our white
label option for your event.



Gyder white-label option

Like the idea of your event having its own interactive map, but want to promote your show with your own app? Gyder White-label version could be for you.

We can provide you with your own branded app which contains the power of Gyder maps and sales platform, but under your own brand and colours.

Benefits

- Cut the costs of designing your own app from scratch with our 'off the shelf' product
- Take the hassle out of maintaining content within the app via our subscription service
- Spread the cost of your app with our monthly payment plan (Includes set up fee)
- Generate new revenue streams via our advertising sales platform

What you get

- Own branded app published on iOS and Android
- App tailored to your own branding
- Interactive micro-map of your event, giving your visitors an enhanced experience
- Free listing of your event in the main Gyder app directory to increase exposure
- New revenue streams from in-app advertising opportunities that can provide cost neutral hosting of your app
- Post-event analytics demonstrating what visitors interacted with at your show
- Unlimited content updates including changes to show layouts in your micro-map
- 24 x 7 technical support



Pricing

Initial set up

includes the branding of your app and publication of it on the iOS and Android app stores.

£3000 (one time fee)

Monthly subscription

24 x 7 support in maintaining, hosting of app and content management. Unlimited event map updates and creation of in-app advertising offers (pins, product pages and banner ads)*

£249 p/m

* Reseller commission fees apply



What's next...

Download the app from the Apple app store or Google play store and see for yourself.



Want to find out more?

if you have any questions about how we do things we'd love to hear from you.

Book a demo with us at
calendly.com/gyder

Or if you prefer...

Send us an email at
info@gyder.app

Call us on
0800 086 2345

NEW FEATURE

Event schedules coming soon...

so your visitors never miss the things they want to see.

