



A Personal Finance Exhibition  
With a Difference

# Moneysouq 2012

Mall of the Emirates

July 9<sup>th</sup> through 16<sup>th</sup>

**Exhibitors Added Value:**

- Mobile Application -

## Mobile Application

- Consumers will register on the mobile app with essential data capture such as Name – Surname – Nationality – Income – Contact details: mobile number and email, etc
- User friendly Facebook log in integration will be enabled
- Exhibitors participating at the Moneysouq will receive 6 months **FREE** banner advertisement and 3 months of **FREE** contact leads



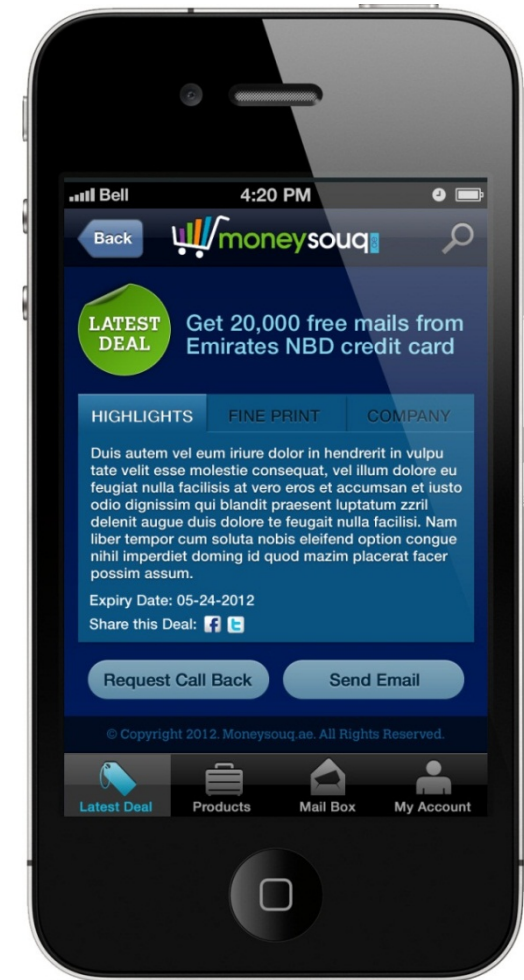
## Mobile Application

- Moneysouq app will have a banner space for exhibitors' advertisement that can be placed in each product section, according to exhibitor target market and product (exhibitors will be given logon access and all uploading instructions, artwork sizes, etc., will be available on Moneysouq Admin Panel)
- Consumers will be able to search from a menu page any deals from a specific product category, or all deals sent from a specific exhibitor



## Mobile Application

- Exhibitors will be able to launch campaigns, deals, promotions, new launches directly into the app and the user will receive a push notification.
- Once the campaign is sent, consumers can request a call back or send an email directly to the exhibitor
- Exhibitors will receive on the Moneysouq Admin panel real time information from any consumer sending an email or Request for Call Back





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THANKYOU

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