



## The world is going digital and so is our upcoming event!

Our event has chosen to use the industry-leading software platform, **Virtual Event Bags®** to provide our participants a digital goody bag. We are doing this to provide a more effective way for you to reach our participants and to eliminate unnecessary waste from plastic bags full of paper.

## Your business is invited to participate in our Event Digital Goody Bag program

### Why should your business participate?

- › 85% of U.S. adults are online every day. Over 50% own a smartphone. That's right, the world has gone digital!
- › Participants save offers, online via a desktop computer or on their mobile device, encouraging redemption.
- › Directly link your message/offer to your company website, online store, social media, etc.
- › No longer incur design, production or printing costs, because you easily build your offer online.
- › Receive a detailed performance report including participant demographics (*age, gender, etc.*).
- › It's GREEN! No more wasted plastic bags, products or paper.

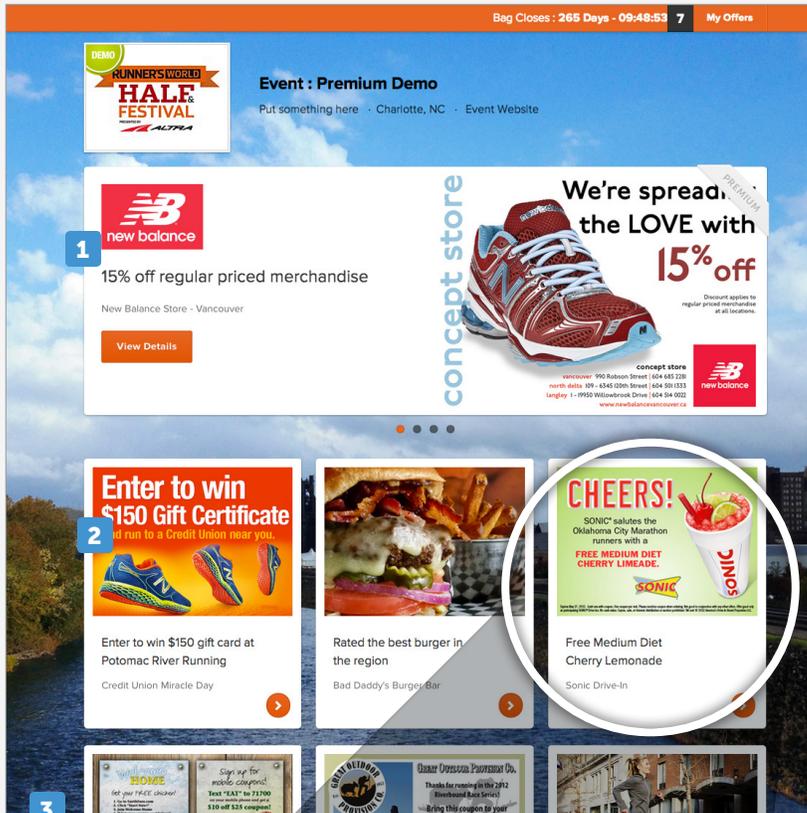
### How does a Virtual Goody Bag work?

- › Participants receive a welcome invitation email with a link to visit their goody bag a few days prior to the event.
- › Participants visit the Virtual Goody Bag, then view, save and redeem offers of personal interest.
- › A few days after the event, participants receive a final invitation email with a link to visit their goody bag.
- › All participants receive access to a personalized bag. The participants can act immediately or save offers for later - which they can use until the offer expiration date passes.
- › Participants receive 1–2 reminder emails to use the offers they have saved in their goody bag.

### Does the Virtual Goody Bag perform?

- › Up to 75% of event participants visit a Virtual Goody Bag! This is 10x typical email campaigns!
- › Engagement rates for individual offers are typically 10%–25% of visitors.
- › The performance of any one offer is entirely dependent on its relevance and quality.



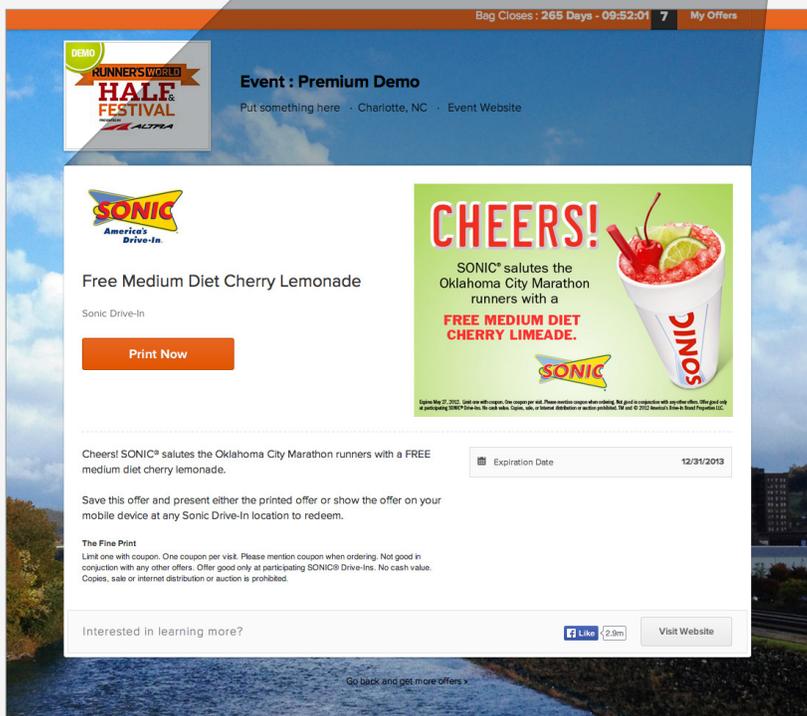


## Anatomy of a Bag

- 1 Premium Placements**  
Limited amount of exclusive placements
- 2 Standard Placements**  
Unlimited placements and messages
- 3 Sponsor Banner**  
Additional exposure for event sponsors located below the placements in the bag

## Built to Perform

- › Desktop and mobile-friendly experience
- › Easy for visitors to review, save and redeem
- › Reminders to redeem saved offers



## Placement Detail View *(example)*

## Benefits of the platform

- › Easy to create and submit your placement
- › Communicate promotion in placement details
- › Professional brand display for your business

## Start The Offer Builder Tool

- You will receive an email invitation from the event with details about the goody bag program and a special link to the Offer Builder.
- Follow the link in your email invitation to Offer Builder where you will get started with building your placement.

## Step 1 Enter Company Information

- Complete a short form with your company contact information.
- The information on the form is used for admin purposes only and does not show or display in your placement.

## Step 2 Select Placement Category

- Choose the category that best describes the placement you are planning to create and submit.
- The placement categories include: **Traditional Discount** (*printed coupon*), **Online Discount** (*online store promo code*) and **Advertisement**.

## Step 3 Build Your Placement

- Complete all the required fields, review your creation and simply submit the placement into the goody bag.
- You will need your logo and placement image. Your offer image can be a custom design or a simple image taken from your smart phone (*see details on next page*).



**Event : Standard Demo**  
December 20, 2013 - Charlotte, NC - Event Website

**Submission Deadline**  
12/11/2013

**Connect directly with event participants**

The Virtual Race Bags® platform enables your company to reach our event participants in an engaging way at the time of their greatest interest.

You have been invited by the event to create an online placement in their bag.

[Start Building Your Offer](#)



**How do I submit my placement?**

In three simple steps you will create and submit your placement. Enter contact information, select a placement category and then create your placement using the builder. With as little as an idea, your logo and an image you can create a stunning placement.

**How does an "online" bag work?**

Companies are invited to create and share placements in the online bag. The bag is filled with various placements from event sponsors and other local companies. Event participants are invited to visit their online bag. Activity reports are generated and shared with companies who have shared placements.



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1  
COMPANY INFORMATION

2  
CREATE OFFER

3  
REVIEW & SUBMIT

**COMPANY INFORMATION**

The first step in creating your placement is sharing your company information. The next step will be choosing the category of the offer you would like to create.

<b>Full Name</b>	<b>Email Address</b>
Jon Doe	jondoe@gmail.com
<b>Company Name</b>	<b>Phone Number</b>
Flip Burger	704-000-0000

Note: This information will not display in your offer. We ask for this information in the event we need to contact you with questions or concerns about your submission.

[NEXT](#)



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**SELECT PLACEMENT CATEGORY**

Choose the category which best describes the type of placement you plan to create and submit.

**Traditional Discount**

The traditional discount creates a coupon which participants print or show on their mobile device to redeem at point of purchase. This placement type is usually used by local retail stores, fitness centers, restaurants or other services who operate in a physical location.

**Online Discount**

The online discount creates a link to your e-commerce website store in which participants can take advantage of a discount using a special promotional code. This placement type is usually used by e-commerce stores or other businesses who sell products online.

**Advertisement**

The advertisement creates a link to a business website. This placement type is usually used



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**BUILD YOUR TRADITIONAL DISCOUNT**

Get started building your placement by completing the form below. You can preview your placement in the next step and return to this page to edit if necessary.

ENTER YOUR PLACEMENT INFORMATION

<b>Title</b>	
Free Appetizer with any Entree Purchase	
<b>Company Name</b>	
Flip Burger	
<b>Description</b>	
A modern burger restaurant featuring a menu that reflects what we've come to think a hamburger should be. In a modern space FUP incorporates elements of fine dining with a creative, raw energy.	
Chef Richard Blas	
FUP's chef, Richard Blas, is one of the country's most innovative chefs and is the winner of Bravo's season 8 Top Chef All-Stars. In addition, he appears on Bravo's Top Chef Challenge and on the Food Network's Top Chef America. He has been featured in various media outlets including Today on NBC, Live With Regis and Kelly, Sports Illustrated, The New York Times and	

**5** **Company Logo**  
Tools automaticall resize to required size

**1** **Free Medium Diet Cherry Lemonade**

**2** Sonic Drive-In

**6** **Offer Image**  
All image sizes accepted and tools crop image to the required size. Designers and agencies see notes below for specifications.

**3** Cheers! SONIC® salutes the Oklahoma City Marathon runners with a FREE medium diet cherry lemonade.

Expiration Date **12/31/2013** **7**

Save this offer and present either the printed offer or show the offer on your mobile device at any Sonic Drive-In location to redeem.

**4** **The Fine Print**  
Limit one with coupon. One coupon per visit. Please mention coupon when ordering. Not good in conjunction with any other offers. Offer good only at participating SONIC® Drive-Ins. No cash value. Copies, sale or internet distribution or auction is prohibited.

Interested in learning more? **8**

Like < 2.9m Visit Website

Go back and get more offers >

## You can easily build your placement in only a couple minutes

Our Offer Builder Tool will help you create a high-quality placement that participants will enjoy.

- 1** **Placement Title**
- 2** **Company Name**
- 3** **Placement Description or Details**
- 4** **Placement Disclaimer**
- 5** **Company Logo**  
Drag and drop. Our tool does the rest!

- 6** **Placement Image**  
Custom design or a simple photo. Our tools help crop and position the image for you.
- 7** **Expiration Date** (*discount offers only*)  
Ideally 15-30 days after the event
- 8** **Your Website Address**

Both the Logo and Offer Image must be .JPG or .PNG file format and be RGB color mode. Files must meet these requirements.

**For Designers and Advertising Agencies:** Native Placement Image Size = 540px by 396px or 7.5" wide by 5.5" tall at 72 dpi. Please note that the offer image will appear in different sizes in the app. This native size is the largest appearance of the image to provide optimal image quality.