



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.

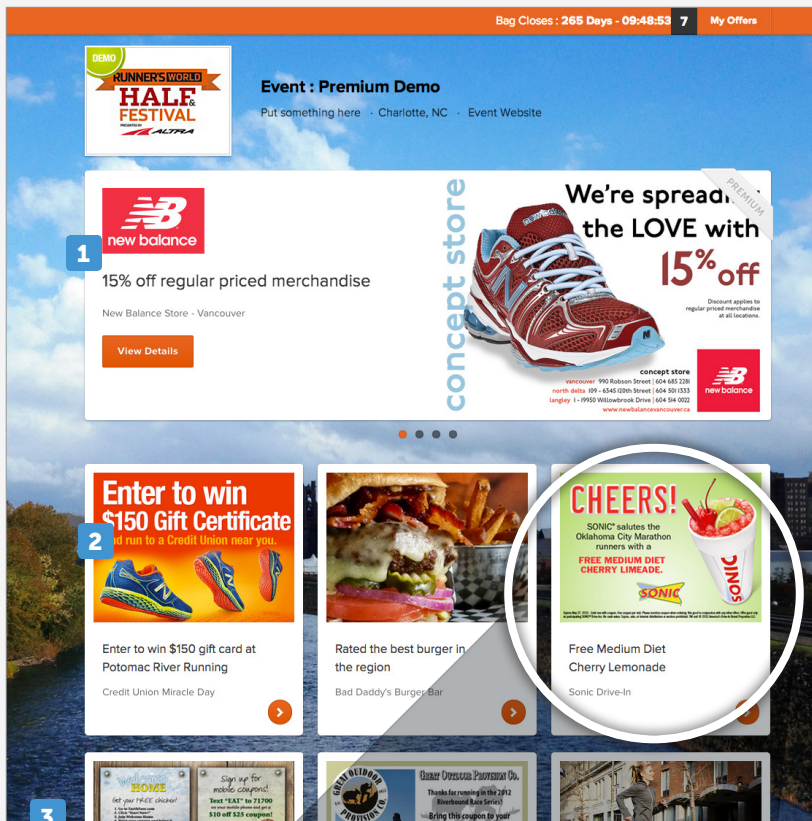
How does a Virtual Goody Bag work?

- › 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.



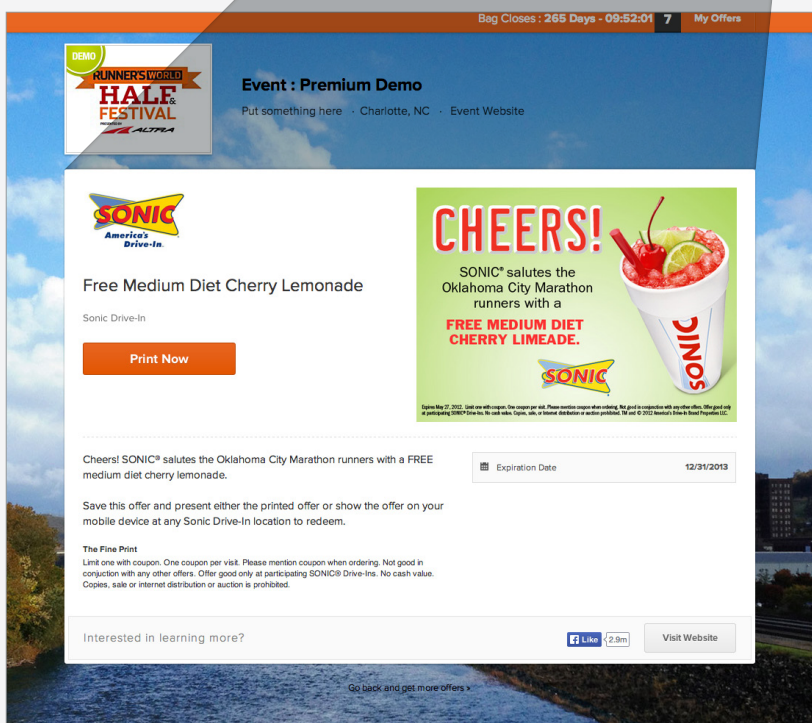


Anatomy of a Bag

- 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

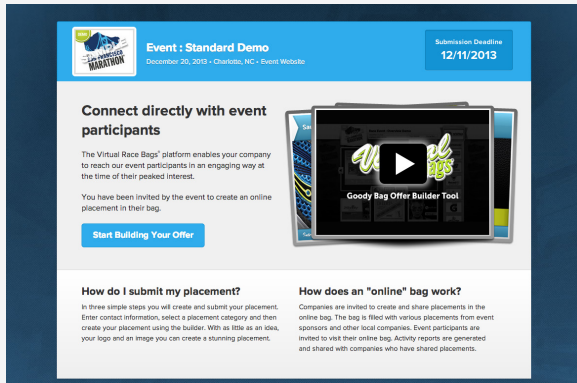
- Complete a short form with your company contact information.
- The information on the form is used for admin purposes only and does not show or display in your placement.

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

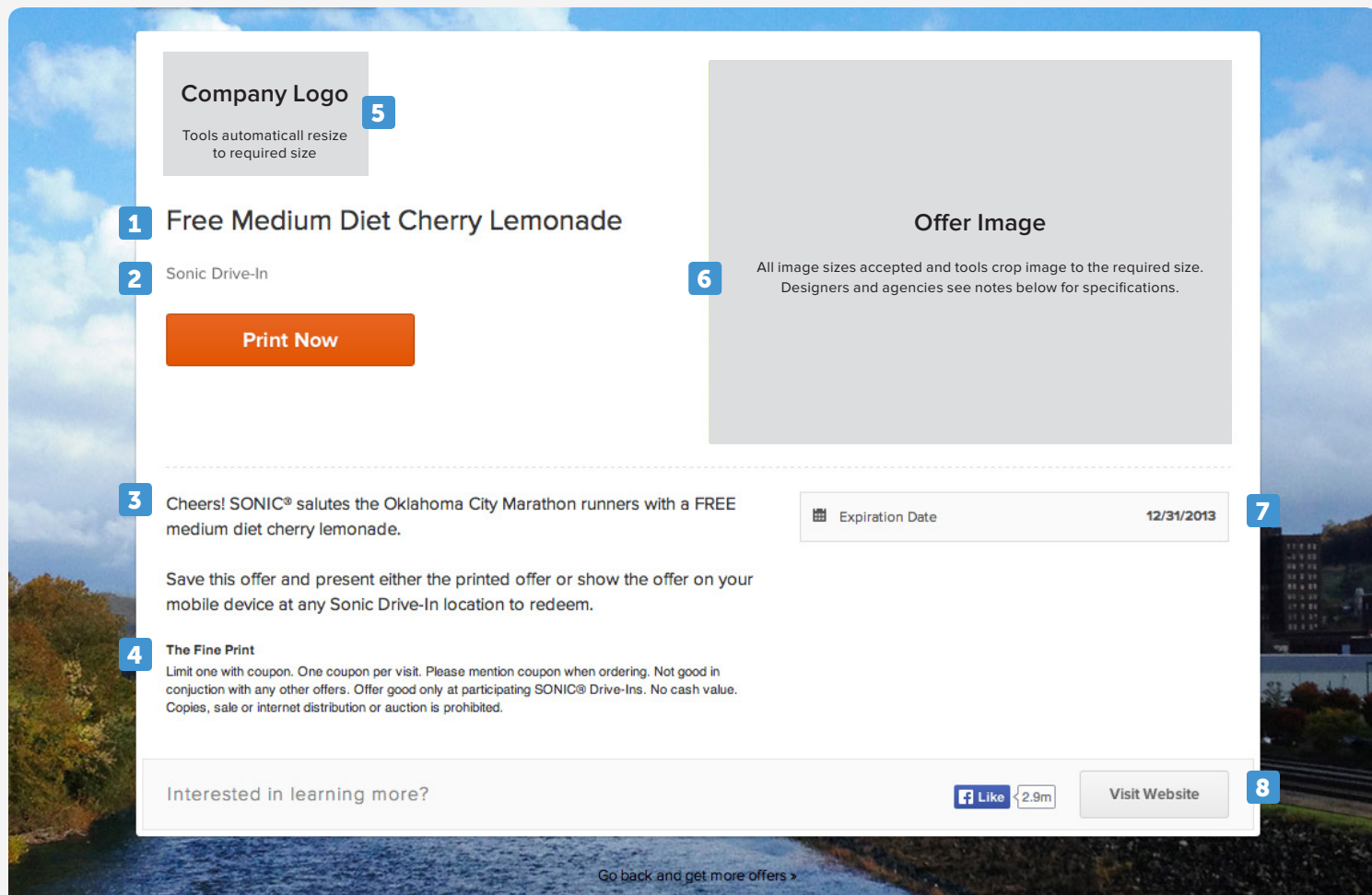
- Complete all the required fields, review your creation and simply submit the placement into the goody bag.
- You will need your logo and placement image. Your offer image can be a custom design or a simple image taken from your smart phone (*see details on next page*).



The screenshot shows the 'COMPANY INFORMATION' form. It includes fields for Full Name (Jon Doe), Email Address (jondoe@gmail.com), Company Name (Flip Burger), and Phone Number (704-000-0000). A 'NEXT' button is at the bottom right.

The screenshot shows the 'SELECT PLACEMENT CATEGORY' form. It lists three categories: Traditional Discount, Online Discount, and Advertisement. The 'Traditional Discount' category is selected.

The screenshot shows the 'BUILD YOUR TRADITIONAL DISCOUNT' form. It includes fields for Title (Free Appetizer with any Entree Purchase), Company Name (Flip Burger), and Description (A modern burger boutique featuring a menu that redefines what we've come to think a hamburger should be...).



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.