You're Invited!

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

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

We have choosen the industry-leading software platform, ACTIVE Network | Virtual Event Bags™ to provide our event participants an innovative digital event bag. Our goal is to provide a more effective way for you to reach our participants and to eliminate the unnecessary waste from plastic bags full of paper.

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 content, online via a desktop computer or on their mobile device, encouraging redemption.

> Directly link your content/message to your company website, online store, social media, etc.

> No longer incur design, production or printing costs, because you easily build your placement 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 Event Bag work?

> Participants receive an invitation email with a link to visit their bag a few days prior to the event.

> Participants visit the Virtual Event Bag, then view, save and redeem content of personal interest.

> A few days after the event, participants receive a final invitation email with a link to visit their event bag.

> All participants receive a personalized bag. The participants can act immediately or save content for later.

> Participants receive 1–2 reminder emails to use the content they have saved in their event bag.

Does the Virtual Event Bag perform?

> Up to 75% of event participants visit a Virtual Event Bag! This is 10x typical email campaigns!

> Engagement rates for individual placements are typically 10%–25% of visitors.

> The performance of content is entirely dependent on its relevance and quality.
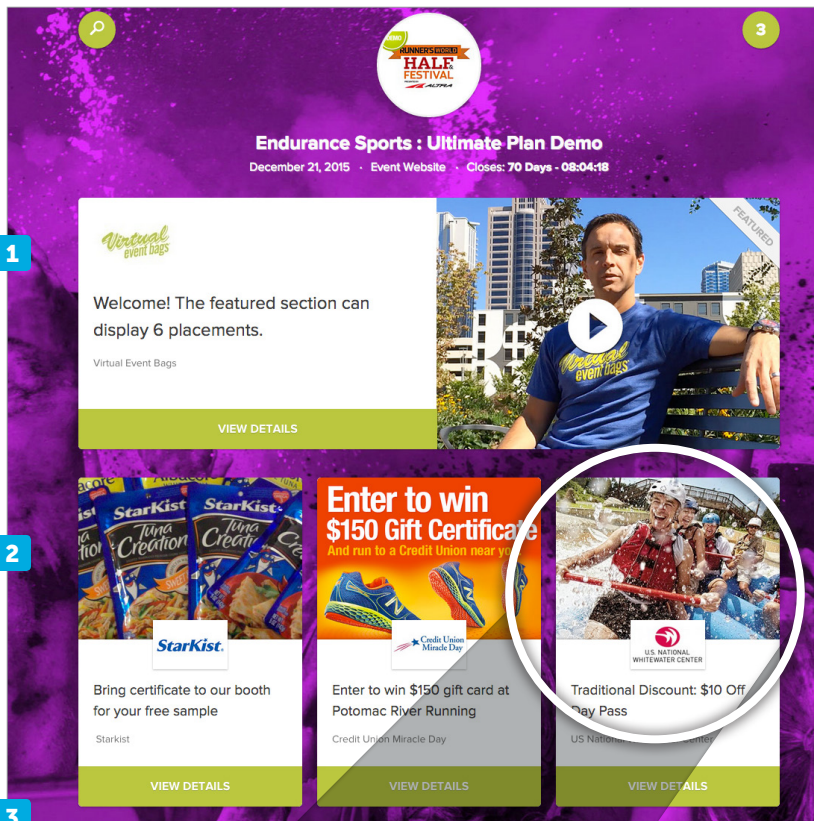
Anatomy of a Bag

1 **Premium Placements**
Limited amount of exclusive placements

2 **Standard Placements**
Unlimited placements and messages

3 **Sponsor Logo Section**
Additional exposure using event sponsor logos located below the placements in the bag
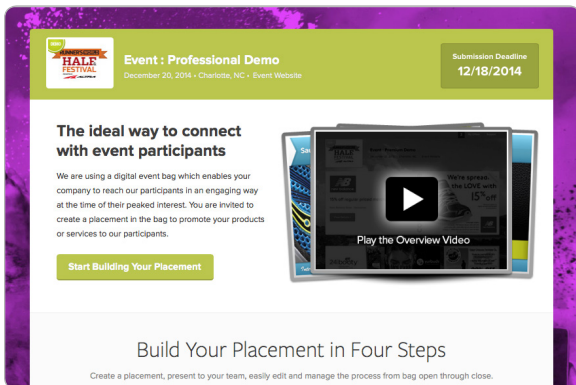
Built to Perform

- Desktop and mobile-friendly experience
- Easy for visitors to review, save and redeem
- Reminders to redeem saved content
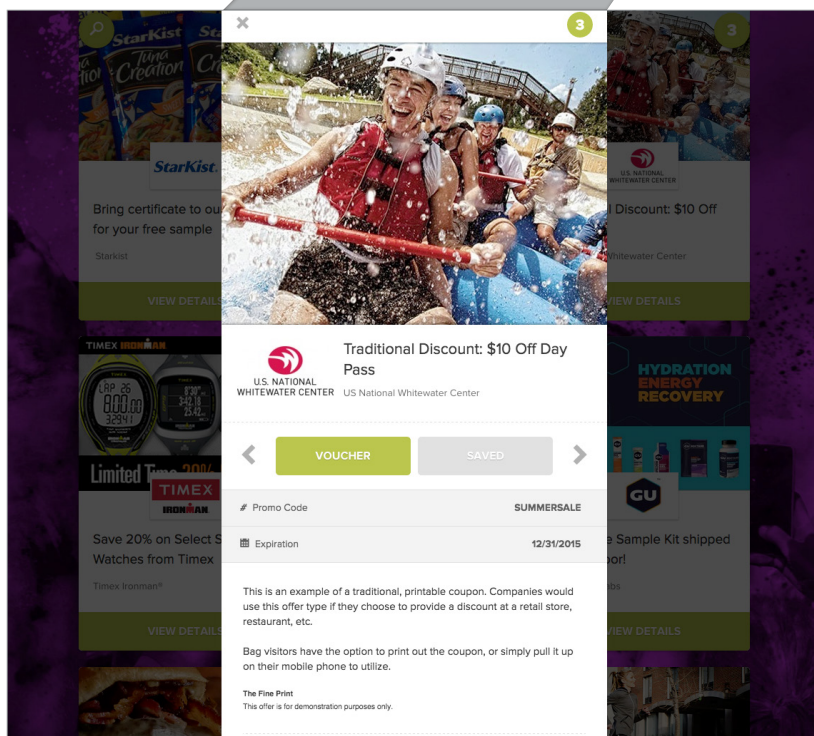
Placement Detail View (example)

Benefits of the platform

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

Start: The Content Builder Tool

> You will receive an email invitation from the event with details about the event bag program and a special link to the Content Builder.

> Follow the link in your email invitation to Content Builder where you will get started with building your placement.
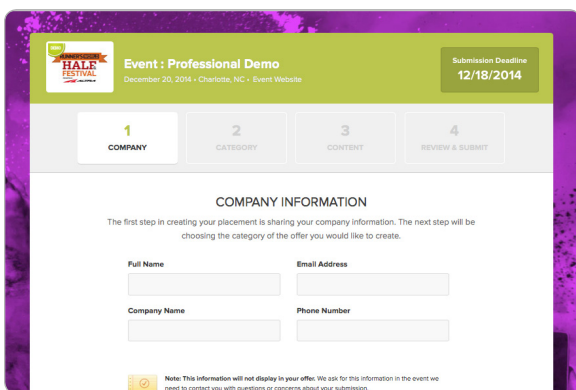
Step 1: Enter Company Information

> 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.
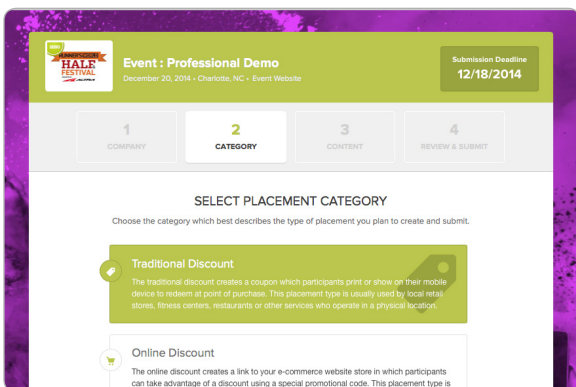
Step 2: Select Placement Category

> Choose the category that best describes the placement you are planning to create and submit.

> The placement categories can include: Voucher *(emailed voucher)*, Discount *(online store promo code)* Advertisement, Document Share and more.
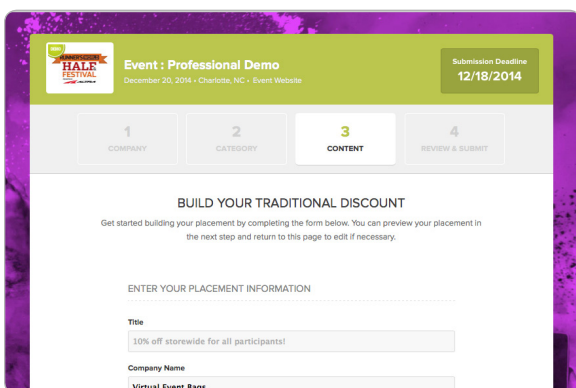
Step 3: Build Your Placement

> 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)*.

3

6

Placement Image

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

5 Company Logo

Automatically resized
to required size

Traditional Discount: $10 Off Day Pass

1

US National Whitewater Center **2**

‹   **VOUCHER**   SAVED   ›

\# Promo Code   **SUMMERSALE**

📅 Expiration   12/31/2015   **7**

3 This is an example of a traditional, printable coupon. Companies would use this offer type if they choose to provide a discount at a retail store, restaurant, etc.

Bag visitors have the option to print out the coupon, or simply pull it up on their mobile phone to utilize.

4 **The Fine Print**
This offer is for demonstration purposes only.

WEBSITE **8**

Easily build your placement in only a couple minutes

Our Content Builder tool enables you to create your high-quality placement that our audience will enjoy with limited effort.

1 **Placement Title**

2 **Company Name**

3 **Placement Description**

4 **Placement Disclaimer**

5 **Company Logo**
Drag and drop your logo image. 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 **Support Information**
Share supporting information based on your placement category.

8 **Your Website Address**

Both the Logo and Placement 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.