

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 chosen to use the industry-leading software platform, Virtual Event Bags® to provide our event participants a 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.



Closes: 40 Days - 09:09:40

Event : Professional Demo
December 20, 2014 - Charlotte, NC - Event Website

1 Welcome! The billboard section can rotate 6 placements.
Virtual Event Bags
[+ View Details](#)

2 Ready to learn more?
Virtual Event Bags
[+ View Details](#)

3 Giveaway Contest: iPad Mini Giveaway!
KBC Credit Union
[+ View Details](#)

Traditional Discount: \$10 Off Day Pass
US National Whitewater Center
[+ View Details](#)

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 content

Closes: 40 Days - 09:09:03

Event : Professional Demo
December 20, 2014 - Charlotte, NC - Event Website

U.S. NATIONAL WHITewater CENTER
Traditional Discount: \$10 Off Day Pass
US National Whitewater Center

[Print Now](#) [Save to My Content](#)

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.

The Fine Print
This offer is for demonstration purposes only.

Interested in learning more? [Visit Website](#)

[Go back and view more 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

Event: Professional Demo
December 20, 2014 • Charlotte, NC • Event Website

Submission Deadline
12/18/2014

The ideal way to connect with event participants

We are using a digital event bag which enables your company to reach our participants in an engaging way at the time of their peaked interest. You are invited to create a placement in the bag to promote your products or services to our participants.

[Start Building Your Placement](#)

Build Your Placement in Four Steps

Create a placement, present to your team, easily edit and manage the process from bag open through close.

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.

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December 20, 2014 • Charlotte, NC • Event Website

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12/18/2014

1 COMPANY 2 CATEGORY 3 CONTENT 4 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.

Full Name Email Address

Company Name Phone Number

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.

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.

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1 COMPANY 2 CATEGORY 3 CONTENT 4 REVIEW & SUBMIT

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

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: **Traditional Discount** (*printed coupon*), **Online Discount** (*online store promo code*) **Advertisement** and **Document Downloads**.

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1 COMPANY 2 CATEGORY 3 CONTENT 4 REVIEW & SUBMIT

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

Title
 10% off storewide for all participants!

Company Name
 Virtual Event Bags

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*).

5 Company Logo
Automatically resized to required size

1 Traditional Discount: \$10 Off Day Pass

2 US National Whitewater Center

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

3 Print Now

Save to My Content

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.

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

# Promo Code	SUMMERSALE
📅 Expiration Date	01/21/2015

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The Fine Print
This offer is for demonstration purposes only.

Interested in learning more? [Visit Website](#) **8**

Go back and view more content >

You can easily build your placement in only a couple minutes

Our Content Builder enables 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.