

How to leverage events to sell AmberWatch Mobile Using smartphone data collection and message delivery

1



While events are a key element of the marketing mix, sponsors, advertisers and organizers are often at a loss when it comes to tracking attendance. Millions of dollars are spent without data collection or measurement of ROI, sales or value.

Clearly, potential buyers leave events with a stronger affinity for your brand and product. But they aren't connected with your offerings or engaged in your sales cycle because they could not register to receive more information or take the next step.

Given the right tools, AmberAlert can drive brand awareness, generate quantifiable sales and enhance the customer experience, all during the event!

2



InterACT™

A simple way for customers to engage, register or purchase

InterACT software, deployed on smartphones, leverages the cellular network to easily implement a wireless registration process that links consumers to your custom, interactive campaign. Parents who are interested in downloading AmberWatch Mobile software on their cellphone for \$4.99 can upload their inquiry using InterACT software on Smartphones at any event.

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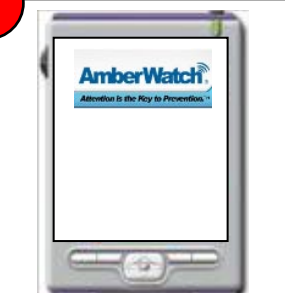
Connect consumers to a custom, 1:1 AmberAlert campaign

At any event, AmberAlert can increase awareness of AmberWatch Mobile, engage interested prospects, and conduct a direct marketing campaign at the same time.

How it works: When handed a smartphone by an event staffer, consumers view a custom promotional message, enter their basic contact info (name, email and/or cell), complete a quick survey and hit "send". The response is instantly and wirelessly posted to your secure website.

What happens next: The web post triggers an outbound reply from the AmberAlert brand. Reply messages can be strategically scheduled, and can be sent by email or SMS (text) messages. Delivering the url of your online store couldn't be easier.

4



Promotions are endless: InterACT enables AmberAlert and partners to send emails or text messages. You can develop response campaigns to drive online purchase, surveys, rewards, advertisements, discounts, you name it. The strategic and creative possibilities are limitless.

What you can achieve: For the first time ever, Event Marketers can easily and economically conduct instant campaigns and build a valuable database of engaged prospects that had been previously uncollectable.

With InterACT software for smartphones, AmberAlert can build prospect lists, launch 1:1 campaigns, conduct surveys and measure results, in real time.

- ◆ Connect with consumers during an event
- ◆ Engage, entertain, reward and collect
- ◆ Extend, measure and mine your database
- ◆ Leverage the significant resources you allocate to events