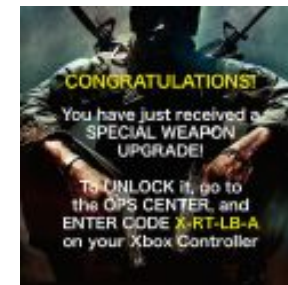


# Consumer Engagement



- Coupons & Ads
  - In-Aisle (Catalina Marketing)
  - En-Route (geo-location)
  - At Home (broadcast)
  - Loyalty (in-store or dealership)
  - Attribute-specific (Home, work, history, +)
  - Shopping List Items (broadcast)
- Sponsored Products (CPG-paid)
  - Display Traffic counts
- Store-Branded vs. National Brand (increase GMs)
- In-store Directions & Route Tracking
- Display Tracking & Promotions
- Advertising "effectiveness"
  - "Headcounts"

**TONE-Tags**  
**TONE-Emitters**  
**TONE-Infuser**

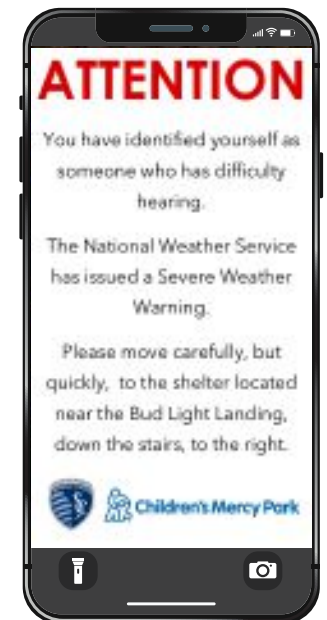


# Fan Engagement



- Offers (General, Circumstantial, Location-based, Time-based)
  - Concessions
  - Merchandise
  - Sponsor Products
  - Differentiate in-home vs in-venue offers
- Seat Upgrades
- Sponsor Enhancement
- VIP Tracking
- Wait Times
- ADA Compliance
- Advanced Ticket Purchase
- Special Event Promotions
  - Concerts, Circus, Truck Rally, Rodeo

**TONE-Tags**  
**TONE-Emitters**  
**TONE-Infuser**



# Attendee Engagement



- Booth Info
  - Visitor Registration (**no more renting scanners!**)
  - Signage and Onscreen Media
  - Attendee Outreach
  - Asset Tracking
  - Contest Entry
  - “Call” visitors to your booth
- Keynote & Session Presentations/Notes
  - Reminders
  - Directions
- Access & Credentials
- Post-Event Interaction



<b>LARGE HALL</b> <ul style="list-style-type: none"><li>• Push reminders to attendees about a keynote start time or upcoming sponsored sessions.</li><li>• Track the physical number of people attending a keynote, how long they stayed, and when they entered or exited the hall.</li><li>• Deliver presentations, graphics, links to research, or supplemental information directly to an attendee's phone using TONE-Tag embedded in the AV system.</li><li>• Engage the audience with real-time feedback, polls for a group opinion, or cue up questions for the presenter without pressing external microphones.</li><li>• Promote special sponsor messages before or after a session (e.g. "brought to you by..."), or invite the audience to a demo in your booth.</li></ul>	<b>EXHIBIT FLOOR</b> <ul style="list-style-type: none"><li>• Direct attendees to specific booths with multiple TONE-Emitters located throughout the exhibit area, as well as TONE-Tag embedded in the venue PA system.</li><li>• Identify attendees instantly on the floor or as they enter a booth with TONE-Tag linked to their contact information in the conference mobile app.</li><li>• Distribute requested information or specific presentations directly to an attendee's phone with the push of a button.</li><li>• Deliver a sponsor message, invitation, or content notification to attendees with a TONE-Tag embedded in booth audio or video, an on-site special system or menu or processes.</li><li>• Map physical routes, wait times, demographics, and booths visited by attendees.</li></ul>
<b>REGISTRATION &amp; SOCIAL AREAS</b> <ul style="list-style-type: none"><li>• Welcome attendees as they enter the venue and direct them to the registration area with TONE-Emitters or signage near the entry.</li><li>• Prompt attendees to print their badges as they register starts with a TONE-Tag that instantly recognizes the attendee's identity.</li><li>• Offer free copiers or highlight conference sponsors as attendees enter the registration area.</li><li>• Provide a venue map and highlight special booths, such as conference sponsors, as attendees head to the exhibit hall.</li><li>• Record attendee entry and exit times, instantly and accurately capturing traffic flow and peak attendance times.</li></ul>	<b>BREAKOUT SESSIONS</b> <ul style="list-style-type: none"><li>• Record the number of attendees that attend a session, when they enter and leave, and how long they were present.</li><li>• Distribute breakout session materials, including the presentation, notes, sponsor messages, or contact information, with TONE-Tag embedded in the presentation.</li><li>• Record real-time audience feedback, including Q&amp;A, polling or surveys, using TONE-Tag buttons during, or after a session.</li><li>• Identify attendees that pre-registered for a session or exhibit.</li><li>• Discover which attendees engaged with you, and where your booth, your breakout session, your keynote, your exhibits, your cocktail party, or your presentation, were after the conference.</li></ul>

**TONE-Tags**  
**TONE-Emitters**  
**TONE-Smart Badges**

# Artist Fan Engagement



- Offers (General, Circumstantial, Location-based, Time-based)
  - Concessions
  - Merchandise
  - Sponsor Products
  - Differentiate in-home vs in-venue offers
- Seat Upgrades
- Sponsor Enhancement
- VIP Tracking
- Wait Times
- ADA Compliance
- Advanced Ticket Purchase
- Special Event Promotions
  - Concerts, Circus, Truck Rally, Rodeo

**TONE-Tags**  
**TONE-Emitters**  
**TONE-Infuser**