



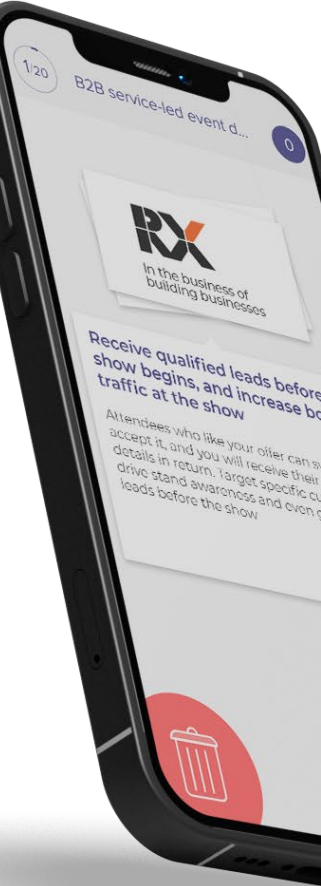
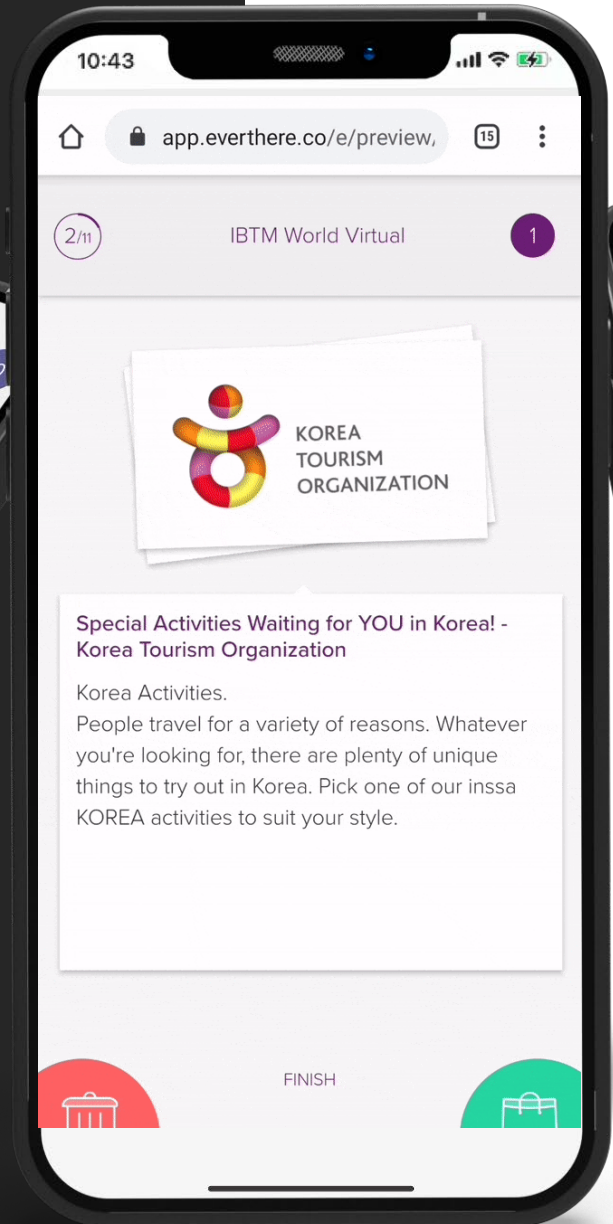
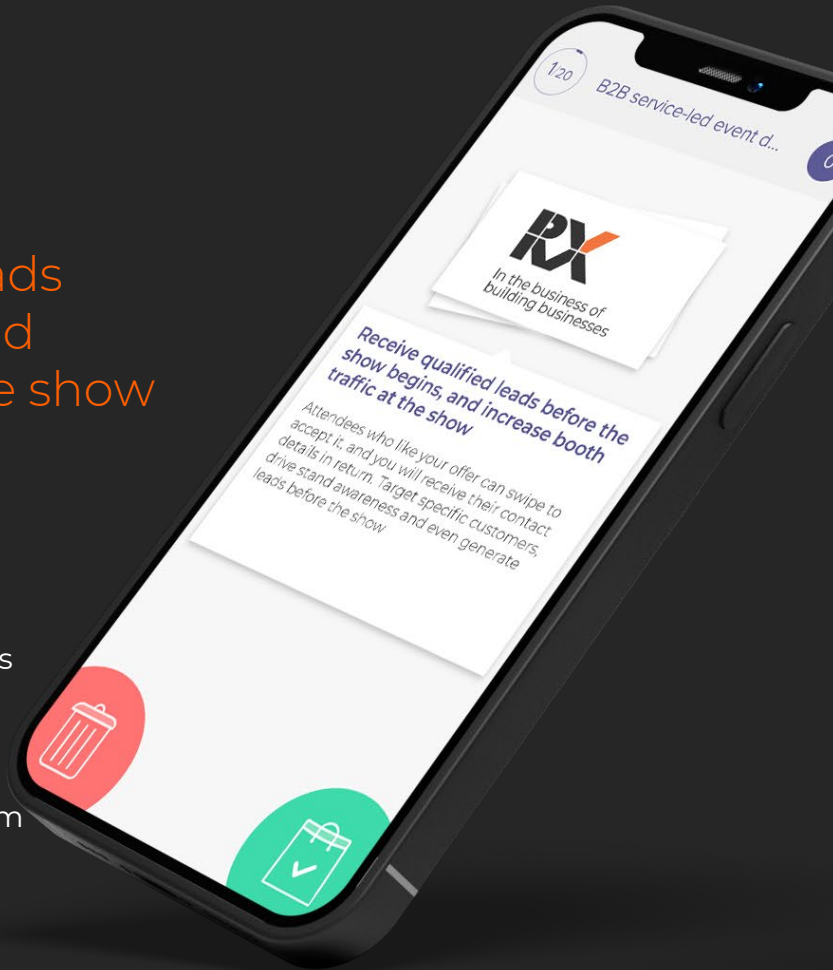
Digital Incentives.

Start receiving qualified leads before the show begins, and increase booth traffic at the show

What is a 'Digital Showbag?'

Simply, it's a 'Digital Showbag' so exhibitors at RX shows can present eye-catching offers to visitors on their mobile devices.

Exhibitors buy a 'Digital Showbag page' from RX and create their own offers to increase brand visibility and drive stand traffic.



Create a digital offer before the show starts

Create your offer online

RX will email you a link to an online portal where Exhibitors can create and edit their show offer.

The offer can be previewed exactly how visitors will view the offer throughout the event.

You will need:

- ✓ **Offer Title** make the offer eye-catching! e.g. "Invitation to Product Launch..."
- ✓ **Offer Logo** brand logo in *.jpg or *.png format. Make sure visitors know who you are.
- ✓ **Offer Details** Further Information on the offer, Instructions on how to Redeem e.g. follow this link / tag us on social media

Publish your offer

Click **'Save'** to confirm your offer.

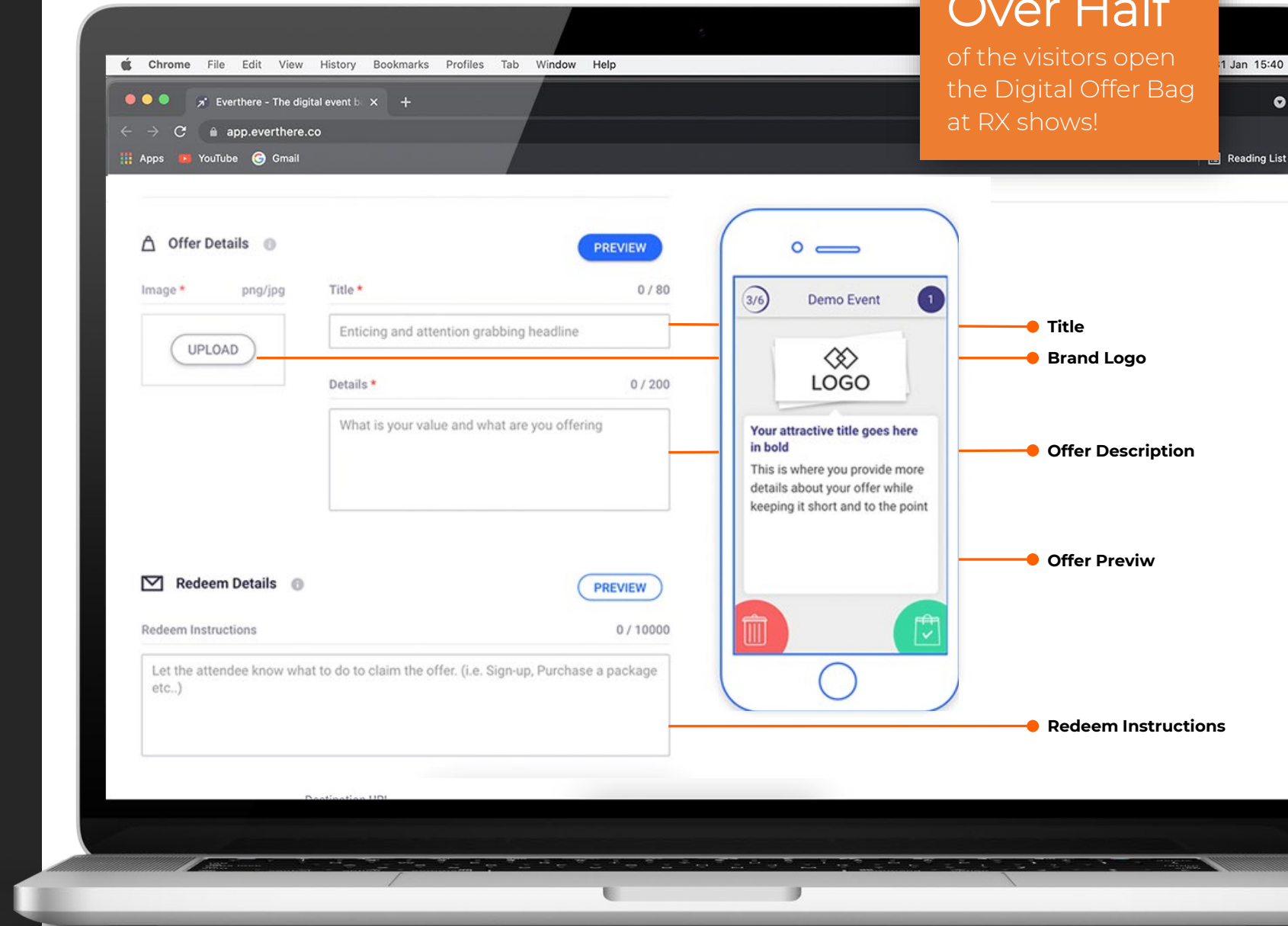
RX will publish the Digital Offers Bag before the show and email ALL visitors!

IMPORTANT

Ensure all aspect of your offer are valid as once the Digital Showbag has been published you are unable to amend or delete an offer.

Over Half

of the visitors open the Digital Offer Bag at RX shows!



What happens during the show

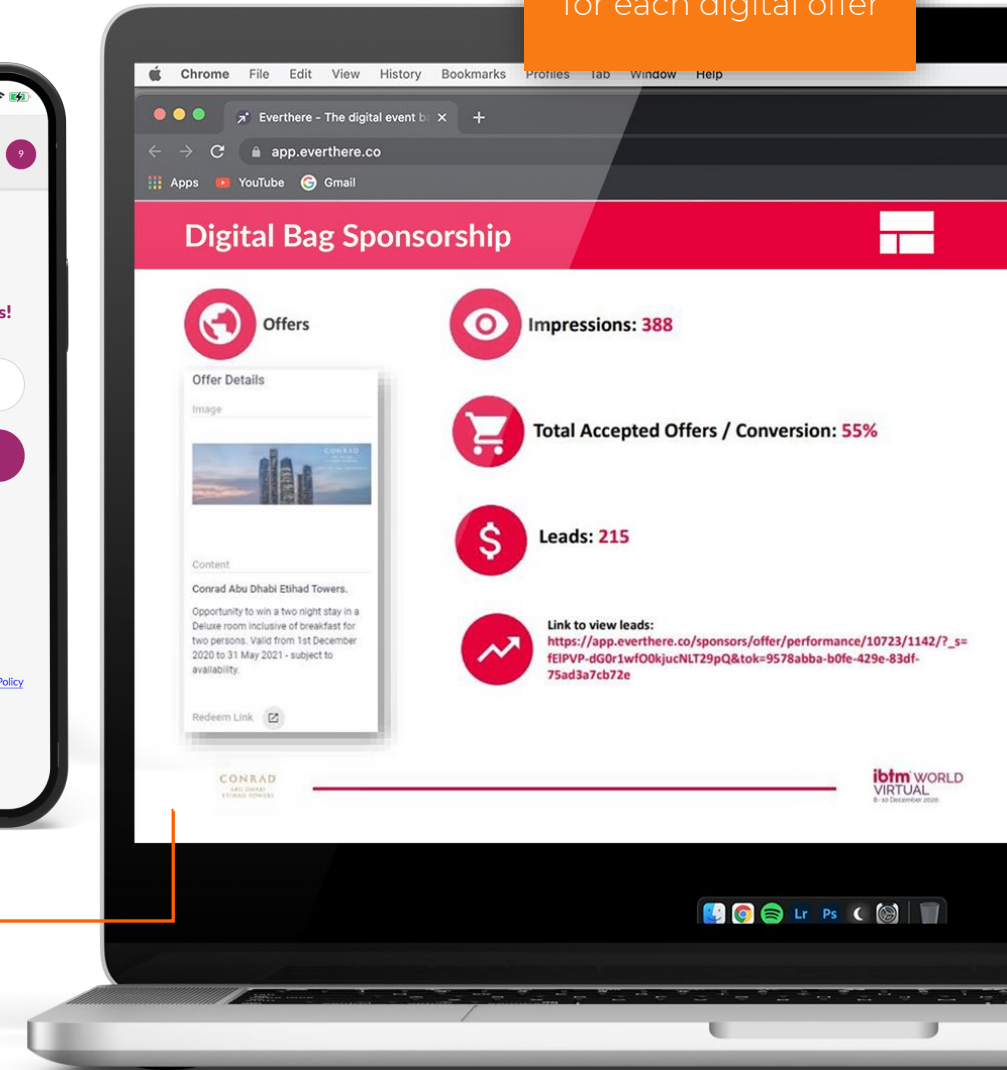
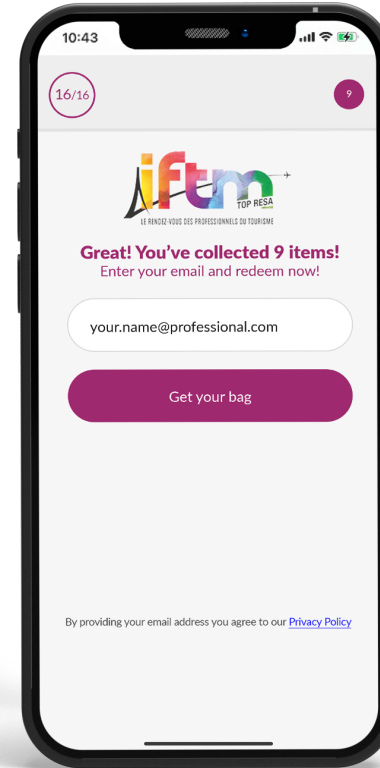
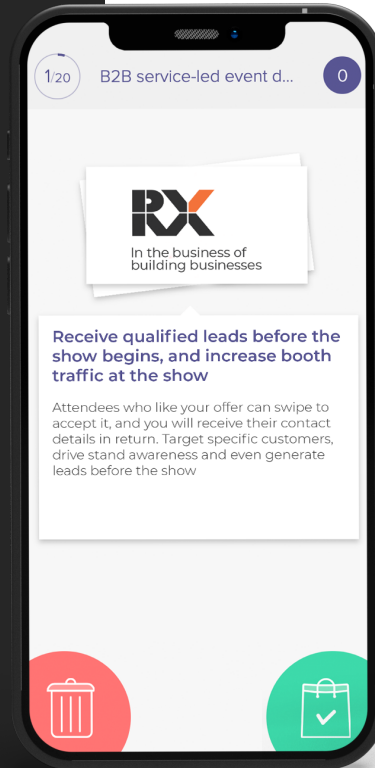
1500+
Unique impressions
for each digital offer

The Digital Offers Bag goes LIVE!

- ✓ RX promote the Digital Offers Bag to every visitor by email - multiple times!
- ✓ Visitors swipe through the offers 1 at a time (offers are shown in a random order)
- ✓ Visitors swipe right to accept an interesting offer and swipe left to reject
- ✓ RX limits the number of offers per bag to maximise Exhibitor visibility

Exhibitors can monitor views of their LIVE offer page!

- ✓ Exhibitors can see new leads in real time
- ✓ Exhibitors can contact leads during the show to follow-up and arrange to meet
- ✓ Visitors have access to the bag for the duration of the show



View your leads report after the show

Download your leads report

The lead report will contain contact details for all visitors who accepted your offer, including:

- ✓ Full name
- ✓ Business email address

View full analytics for your offer

An email be sent to you containing a link to your show offer analytics, including:

- ✓ Unique number of impressions
- ✓ Total accepted offers / conversion
- ✓ Total number of leads

200+

Qualified leads per exhibitor offer in 2021

The screenshot shows a web browser displaying the 'Digital Bag Sponsorship' analytics dashboard. The browser address bar shows 'app.everthere.co'. The dashboard features a red header with the title 'Digital Bag Sponsorship' and a hamburger menu icon. Below the header, there are several key performance indicators (KPIs) represented by red circular icons:

- Offers:** Represented by a globe icon.
- Impressions: 388:** Represented by an eye icon.
- Total Accepted Offers / Conversion: 55%:** Represented by a shopping cart icon.
- Leads: 215:** Represented by a dollar sign icon.
- Link to view leads:** Represented by a link icon with an upward arrow.

The 'Link to view leads' section includes the URL: https://app.everthere.co/sponsors/offer/performance/10723/1142/?_s=fEIPVP-dG0r1wf00kjuNLT29pQ&tok=9578abba-b0fe-429e-83df-75ad3a7cb72e

On the left side of the dashboard, there is a preview of the offer details, including an image of the Conrad Abu Dhabi Etihad Towers and the following text:

Offer Details
Image
Content
Conrad Abu Dhabi Etihad Towers.
Opportunity to win a two night stay in a Deluxe room inclusive of breakfast for two persons. Valid from 1st December 2020 to 31 May 2021 - subject to availability.
Redeem Link

At the bottom of the dashboard, there are logos for 'CONRAD ABU DHABI ETIHAD TOWERS' and 'ibfm WORLD VIRTUAL 8-10 December 2020'. The laptop's taskbar at the bottom shows various application icons including Chrome, Spotify, and system tray icons.



Digital Incentives.

Next Steps

Check your inbox for the link to activate Digital Incentives

Didn't receive the email?

Contact your RX support team:
T: [02 8329 0945](tel:0283290945) or [1800 751 960](tel:1800751960)

