

Thanks for your interest in TripBuilder EventMobile™. Our goal is to make building your TripBuilder EventMobile site very easy for you, with very minimal time involved on your end. All you really need to do is provide us with the information about your event.

To help you get started, here are the answers to some FAQs.

### **Q. What is TripBuilder EventMobile?**

**A.** TripBuilder EventMobile is a **fully custom mobile platform** that delivers information about you, your event and your event city ... in real time. Thanks to **our revolutionary mobile technology**, TripBuilder EventMobile:

- **Generates revenue** while enhancing the event experience.
- Combines **your event-specific information** with **our award-winning destination content**.
- **Works seamlessly** on all web-enabled mobile phone, without any special downloads.
- Enables you to interact with attendees via **real-time text alerts and updates**.
- Incorporates **social networking** sites with links to your sites on Facebook, Twitter, LinkedIn.

### **Q. Who Benefits from TripBuilder EventMobile?**

**A.** Everyone.

- **Attendees:** Receive valuable event & city information and real-time text alerts and updates on their handheld device.
- **Exhibitors:** Receive multiple opportunities to generate booth traffic and brand exposure via banner ads, contests and special offer listings.
- **Organizer:** Receives new sponsorship revenue streams while enhancing the event experience for attendees and exhibitors.

### **Q. How do Attendees Access TripBuilder EventMobile?**

**A.** Very easily. Simply enter the EventMobile URL in your phone's browser and you're in. **No special downloads or settings are required.**

### **Q. Which Mobile Devices can Access TripBuilder EventMobile?**

**A. All web enabled devices.** Our revolutionary mobile technology maintains a database of thousands of phones and is constantly updated. When an attendee enters the EventMobile URL into their phone's browser, our technology detects their type of phone and delivers the EventMobile content optimized for their particular screen size.

**Q. How will Attendees Know the EventMobile URL?**

**A.** You can communicate the EventMobile URL to your attendees in several ways, including via:

- E-mail
- Your Event Website
- Signage at your Event
- Text Message (Text "eventname" to "12345" and your attendee will receive a bounce back message with the url).

**Q. Do I Need the Mobile Phone Numbers of Attendees?**

**A.** No. It's really as simple as communicating your EventMobile URL to your attendees as noted above.

**Q. How will EventMobile Generate Revenue for our Organization?**

**A.** Several ways.

- Rotating Banner Ads
- Exhibitor Special Offers
- Enhanced Exhibitor Listings
- Text-to-Win Traffic Builder
- Sponsored Text Messages

**Q. How does TripBuilder EventMobile Enable us to Communicate with our Attendees?**

**A.** TripBuilder EventMobile enables you to communicate with attendees via **real-time text alerts** and the **Announcements & Updates section**. Ideal for communicating a variety of messages, including:

- Time or Location Changes
- Reminders of Important Events
- Exhibitor Booth Location Changes
- Any Other Time Sensitive Information
- Sponsored Announcements

### Q. What's the Difference Between Text Messaging and the Announcements & Updates section?

	Text Messages	Announcements & Updates
<b>Do attendees need to opt in?</b>	Yes	No
<b>Who sends the messages?</b>	You send to us and we will send out. Text messages can be scheduled in advance.	You do via a simple web interface.
<b>How will attendees see the message?</b>	Will come into attendee's phone as a text message.	Attendee will click on the Announcements tab. Constantly updated with most recent message displayed first.
<b>Is there any additional cost?</b>	Yes, price based on quantity of messages to be sent.	No, enter as many messages as you like whenever you like.

### Q. What Type of Event Information is Included in TripBuilder EventMobile?

A. TripBuilder EventMobile can be customized to suit your needs, but typical event information will include:

- Schedule of Events
- Daily Sessions (with or without click thru to detailed landing page for each session)
- Exhibitor Listing (with or without click thru to detailed landing page for each exhibitor).
- BuildMyFloor Plan Functionality
- Official Show Hotels
- Event Sponsors

### Q. What Type of City Information is Included in TripBuilder EventMobile?

A. TripBuilder EventMobile features our **award-winning TripBuilder destination content** which is available for most major tradeshow cities, and includes:

- Great Places to Eat
- Great Places to Visit
- Special Suggestions

We can also develop **custom content** to suit your needs. Note that all TripBuilder content is independently developed and establishments cannot pay to be included in our content.

**Q. How can we Promote our Organization's Membership Benefits?**

- A.** TripBuilder EventMobile enables you to highlight your organization's membership benefits, including:
- Member Discounts
  - Member Special Offers
  - Upcoming Educational Programs

**Q. How does TripBuilder EventMobile Incorporate Social Networking Sites?**

- A.** TripBuilder EventMobile links to the major social networking sites (Facebook, Twitter and LinkedIn). Links can go directly to your event site hosted on these networks.

**Q. Does TripBuilder Offer any other Products my Event can use?**

- A.** Yes. For over 20 years we have published **award-winning printed products** that are fully customized to deliver your event's custom message. TripBuilder printed media compliment TripBuilder EventMobile and are a terrific way to promote your EventMobile offering. TripBuilder printed media include:
- TripBuilder MiniMaps
  - TripBuilder CityGuides
  - TripBuilder iFoldz

**Q. Getting Started**

- A.** Once you are ready to move forward, the next step is to have us create a simple **Setup Memo** for your EventMobile site. The Setup Memo will list the elements of your TripBuilder EventMobile site, and will specify the information you need to provide to us so we can build out your EventMobile site.