



Vpass

An organization made up of thousands of individuals (consumers) who utilize our Network of Providers to gain access to group benefits and discounts. As Vpass partners with local area and national businesses we are able to drive our membership back to the Provider Network thus increasing their ROI while providing our members True Value.

- Provide individuals access to our Network of Providers via our Website, Mobile Marketing Suite, as well as various other Social Media Platforms.
- Incentive marketing and corporate branding program provides cross marketing and up-sell opportunities.
- Bridge consumers and retailers through our Sponsor organizations.



Internet Statistics

- Fastest Growing Medium in History and Appeals to All Ages
- 77.3% of the United States is online
- Greatest Strength: It's Interactive
- Average User was online for 38 hours (in December 2011)
- Peak Time: 9:00 – 12 Noon Monday – Friday
- #1 Directory Worldwide
- Widely Used For Research and Purchasing

Source: Internet World Stats

Our comprehensive incentive marketing programs help organizations:

- Motivate consumers / members / employees
- Create value added benefits
- Boost sales & acquisition efforts
- Increase customer / member acquisition & retention
- Generate revenue through cross-sell & up-sell opportunities
- Open valuable communication channels
- Increase web traffic and capture valuable marketing data
- Associate your brand with the nation's most recognized retail brands
- Enhance corporate branding efforts w/ consumer engagement
- Supplement existing marketing strategies w/o affecting budget
- Provide valuable employee / member benefits

The Vpass[™] incentive marketing program enhances your acquisition and retention efforts with value added benefits to motivate specific consumer actions through:

- Discounts at local and nationally recognized brands
- Private-labeled savings website
- Drill down marketing
- Loyalty building V'mails & V'exting campaigns
- Creative Design
- Customized web development
- Customized online database applications
- Increased ROI without affecting marketing budget

Provider Network



It's not just the size of our savings that matters. The Vpass™ Network features top tier brands both locally in your neighborhood and nationwide.

Just to name a few :



Consumers want value!

Motivate your members with discounts of Up to 50% & More on:

- Restaurants: Buy 1 Get 1 Free offers and more
- Shopping: Save on goods & services they shop for on a daily basis
- Entertainment: Buy 1 Get 1 Free offers at a variety of entertainment venues
- Automotive: \$9.99 Oil Changes, Free Tires, Carwash, Auto Service & more

Members **Save** on Health Care through our National Network of Health Providers!

- Prescription @ 59,000 providers
- Vision Care @ 14,000 providers
- Chiropractic Care @ 6,000 providers
- Dental Care @ 29,000 providers
- Hearing Care @ 1,500 providers
- Diabetic Supplies N/A
- Medical Equipment and Supplies N/A
- Lab & Diagnostic Services @ 7,000 providers

Vpass™ has created a value added incentive program for groups seeking to strengthen their connection to members, customers and employees of:

- Affinity Groups
- Employer Groups
- Service Corporations
- Charitable Organizations
- Fundraising Organizations

Vpass Welcome Page

Sample Vpass Provider Page

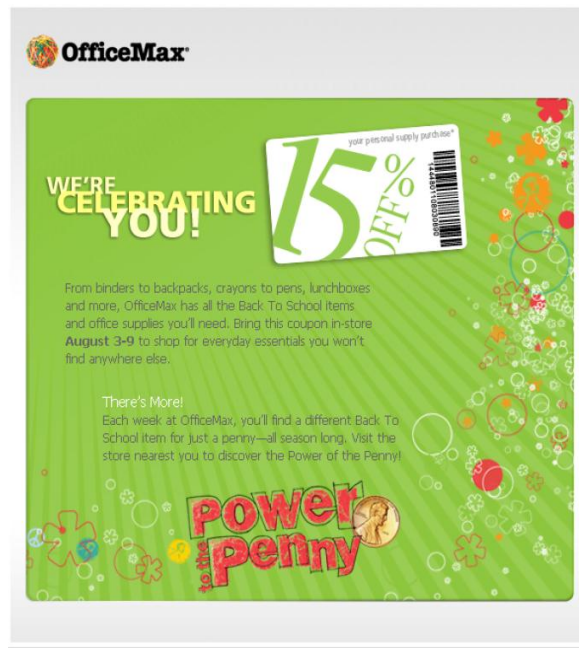
Sample "Savings Certificate"
Only Available to Vpass Members

We promote your brand, product and services to thousands of Vpass members via our website and mobile applications. As a provider, we will market your business through V'mail and V'exting campaigns. All you have to do is honor the offers as they come through your doors.

Member Retention with V'mail & V'ext



As members get hooked on the savings, your incentive marketing V'mail and V'ext program kicks into gear. This helps to engage consumers, motivate consumer action and promotes repeat usage.



* Valid in-store only. 15% savings offer excludes computers, laptops, furniture, gift cards, and phone cards. Not valid with Retail Connect or any other coupon or discount offer. Merchandise must be in original packaging. Discount applies to in-stock items only. Special orders cannot be discounted. No price adjustments from previous ads. No rain checks given for this discount.



The Most Complete Mobile Marketing Suite For Your Organization:

Short Messaging Service (SMS)

- Custom Keywords
- Auto Responses
- Drip Message Marketing
- Polling
- Voting
- Surveys
- Trivia
- Contests
- Text to Win
- Text to Screen
- Text to Subscribe
- Text Alerts
- Text to Donate
- Text for Info
- Text to Comment
- Social Media Integrations
- More custom campaigns

Mobile Websites

- Web Apps
- E-Commerce
- Analytics
- Custom Form Builders
- Mobile Re-direct Codes
- Google Maps
- Social Media Integrations
- Mobile App Ad Monetizing
- Custom CSS
- Mobile SEO
- Blog
- Mobile Events
- Viral Sharing
- Custom Menus
- Video & Image Galleries
- RSS Feeds
- More custom campaigns

The Most Complete Mobile Marketing Suite For Your Organization:

Quick Response (QR) Codes

- Standard or Custom
- Analytics
- Mobile Optimized Landing Pages

Multi Media Messaging (MMS)

- Pictures
- Barcodes
- Videos

SMS Appointment Reminders

- Two Way SMS
- Contact Manager

Wi-Fi Proximity Device

- Three Options Available
- Ad Creation
- Ad Monetization
- Analytics
- Up to 1.5 mile radius

Virtual Business Cards

- Instant Contact Information
- Lead Capture
- Lead Notification
- Virtual Brochure

Graphic Information Tags have been around for a while in the form of barcodes, but just recently there has been a huge push for a modified version to be used in mobile and consumer settings. Two of the main technologies being used are QR Codes and Microsoft Tags which is currently in beta.



These tags could be placed on advertisements, flyers, coupons, websites and wherever else you would like to drive users to information that will increase your business.

Sponsor Product Packaging



- Your business will be given a unique identifier number which will anchor customers to your branded site.
- These initial offerings can be distributed in a number of different ways; whether it be on a Gift Card or electronically.

Vpass "Your Passport to Value and Savings" **FREE Membership**
No Credit Card Required!

ETSCORN
AUTO & COLLISION CENTER INC.
BILL ETSCORN & SONS

SAVE UP TO 50% at these and thousands of other providers.

For FREE MEMBERSHIP go to:
myvpass.com
Enter promo code: Collision

SAVE UP TO 50% at these and thousands of other providers.



To Become A Provider, Contact the SMABA Office at 502.899.2523

Promo Code good for a **FREE** membership to Vpass
Activate Promo Code at: **myvpass.com**

FREE Membership
No Credit Card Required!

Buy SMABA First!

Promo Code: **SMABA**

Promo Code good for a **FREE** membership to Vpass
Activate Promo Code at: **myvpass.com**

Vpass "Your Passport to Value & Savings"

Must activate within 90 days

Private Labeled To Your Organization

Vpass Welcome Page

Sample Vpass Provider Page

Sample "Savings Certificate"
Only Available to Vpass Members

Vpass Sponsor

As a Sponsor; the website is private labeled to your organization, providing you:

- Customer/Member Acquisition and Retention Tools
- Up Sale opportunities for your Products/Services
- Cross Sale Opportunities
- Customer/Member Data and Analytics

Get the comprehensive loyalty marketing solution that can help you:

- Power up your value proposition
- Boost sales and acquisition efforts
- Increase member engagement & retention
- Generate Revenue through trial & up-sell opportunities
- Open valuable communication channels
- Drive web traffic
- Align your program with the nations most recognized retail brands