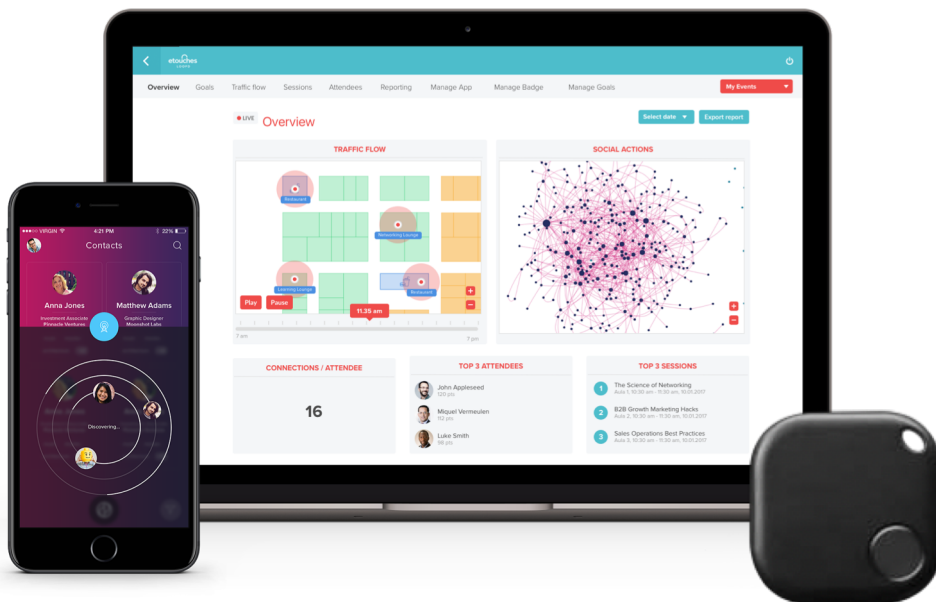


PROPOSAL PREPARED BY: Brad Langley, VP-Third Party Markets. Brad.langley@etouches.com  
etouches headquarters: 13 Marshall St # 1, Norwalk, CT 06854

May 2018  
Version: 1.1

Offer prepared for

Rachel Cheesbrough  
Senior Event Applications Manager  
UNBRIDLED



May 16, 2018

Ms. Rachel Cheesbrough  
Senior Event Applications Manager  
UNBRIDLED  
1115 Grant Street  
Denver, CO 80203  
OPUS Agency

Dear Rachel,

The following document outlines our proposed solution for using etouches' revolutionary LOOPD product. With our knowledge of the events industry, as well as event technology, we are confident that etouches will give you a far better return on your investment than any other solution currently available in the market.

**Our Loopd product offers the best solution to enrich the attendee's experience while also providing valuable engagement insights to your sponsoring organization.**

Based on our industry knowledge, we recognize the fact that other solutions often suffer from a lack of user-friendliness, user education, and customization capabilities in order to meet a client's specific needs. In contrast, our global customer base continues to tell us how easy it is to learn etouches and the numerous ways they have used our product to create exceptional events.

Additionally, our professional services and support teams consistently receive praise for their efforts, patience and responsiveness in supporting the software and ensuring client success. Bottom line, we are committed to deliver software and services of the highest quality.

Thank you for the opportunity to provide this proposal. If you have any questions, please do not hesitate to contact me per the details below.

Brad



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[LinkedIn](#) | [Skype](#) | follow us [@etouches](#) and [@zentila](#)  
[etouches, global cloud event management software](#)

**2016 & 2017 Best Event Management Software – SIIA CODiE Awards**

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## LOOPD Components

The LOOPD Product offering consists of the following components: a revolutionary attendee smart Smart Tags called the LOOPD Smart Tags, the LOOPD Hub which captures Smart Tags activity, the LOOPD event app and a complete attendee engagement analytics tool.

### LOOPD Smart Tags

The LOOPD Smart Tag is an award winning bi-directional sensor that is worn by attendees, speakers and partners. It exchanges contact information when users' press the button on their LOOPD Smart Tags and place them nearby each other, and records users' event history as they visit speaker sessions, partner exhibits, or other areas of interest. The LOOPD Smart Tag is powered by Bluetooth LE technology, and enables event planners to passively collect behavioral event data. The LOOPD Smart Tag can be compared to NFC and RFID, however it's more scalable, affordable and mobile compatible.



### LOOPD HUB

The LOOPD Hub is a small sensor that acts as a gateway between the LOOPD Smart Tags and the LOOPD Cloud. It collects information from the LOOPD Smart Tags through Bluetooth LE. The LOOPD Hubs are placed in speaker sessions, partner exhibits, or other areas of interest.

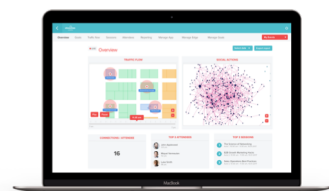
### LOOPD APP

The LOOPD App is a full featured event app that is customizable for event planners who want to control every aspect of their event app. The app provides attendees with an intuitive event experience. The app provides attendees with relevant and contextual information during the event. Features include floor plan, inbox, social media, personal agenda, check-in, catalogs, forms, session rating, meeting request, voting, ask a question and scavenger hunt.



### LOOPD GOALS & ANALYTICS

The LOOPD Analytics Platform collects mission critical engagement data that event planners need to reveal the formula for event success. Before the event planners define event goals and assess their marketing performance leading up to the event. Actionable metrics on the overall event, traffic flow, attendees, and sessions are displayed in real time during the event to provide complete visibility necessary for running a successful event. Features include performance insights, risk identification, event visits, event returns, attendee connections, attendee rankings, session rankings, traffic flow, session visits, attendee sessions attended, report exporting, LOOPD management settings and goal management settings.



## LOOPD Smart Tags

Enable attendees to foster valuable long-lasting relationships.

### THE SMART TAGS ENABLE ATTENDEES TO

- ▶ Easily exchange contact information
- ▶ Automatically check-in and out of sessions
- ▶ Collect marketing material with ease
- ▶ Capture their complete event journey



### A small passive wearable that captures physical analytics.

The LOOPD Smart Tags is an award winning bi-directional sensor that is worn as a connected Smart Tags by attendees, speakers and partners. The LOOPD Smart Tags exchange contact information when users' press the button on their LOOPD Smart Tags and place them nearby each other and records users' event history as they visit speaker sessions, partner exhibits, or other areas of interest. The LOOPD Smart Tags is powered by Bluetooth LE technology, and enables event planners to passively collect behavioral event data. The LOOPD Smart Tags can be compared to NFC and RFID, however it's more scalable, affordable and mobile compatible. Features for the LOOPD Smart Tags include digital business card exchange, marketing material collection, passive session check-in and check-out, event journey recording and two-month battery life.

## LOOPD HUB

The onsite event data gateway to the cloud.

### THE HUB ENABLES LOOPD TO

- ▶ Collect information from Smart Tags via Bluetooth LE
- ▶ Connect to the event venue Wi-Fi
- ▶ Adjust the data collection range up to 30 feet



The LOOPD Hub is a small scalable sensor that acts as a gateway between the LOOPD Smart Tags and the LOOPD Cloud. The LOOPD Hub connects to the event venue Wi-Fi network, and collects information from the LOOPD Smart Tags through Bluetooth LE. The LOOPD Hubs are placed in speaker sessions, partner exhibits, or other areas of interest. The LOOPD Hub can be configured to capture data in a certain direction and distance. The collection range on the LOOPD Hub can be adjusted up to 30 feet and it's direction can either be set at 360 degrees or 180 degrees. Features for the LOOPD Hub include passive data capture, on/off switch, Wi-Fi and Bluetooth LE connectivity, protective casing and one-week battery life.

LOOPD APP

Enterprise-grade container mobile event app

THE MOBILE APP ENABLES ATTENDEES TO:

- ▶ Be informed about the event at all times
- ▶ Tag favorites, take notes and create their personal schedule (40+ app features available)
- ▶ Leverage networking features and discover nearby attendees
- ▶ Control the LOOPD Smart Tags

BENEFITS FOR EVENT ORGANIZERS:

- ▶ Increase attendee post-event activity and setup targeted campaigns
- ▶ Fully customize the look & feel of your app to align with your brand identity
- ▶ Choose from over 40+ app features
- ▶ Self-service and full-service packages available



AVAILABLE APP FEATURES

Information

- General Info
- Attendees
- News
- Exhibitors
- Sponsors
- Sessions
- Speakers
- Search
- Places
- Catalogs
- Forms
- Floor Plan
- Ask A Question

Engagement

- Activity Feed
- Photo Sharing
- Networking
- Surveys
- Social Media
- Session Rating
- Meeting Request
- Voting
- Scavenger Hunt
- Check-in

Communication

- Conference Bag
- Push Notifications
- Messaging
- My Profile
- Notes
- Personal Agenda
- Inbox

Monetization

- Banner Ads
- Sponsored Push Notifications
- Premium Listing
- Premium Content

Premium Features

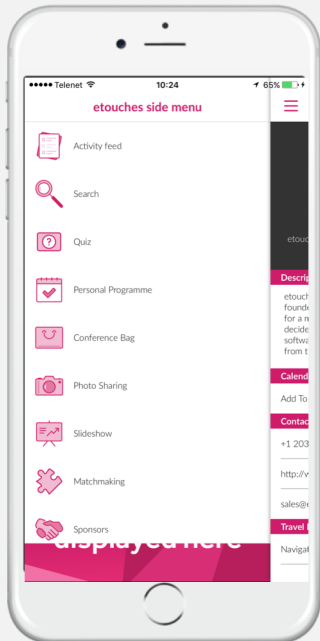
- Lead Scanning
- Campaigns
- API
- Premium Reporting

## LOOPD APP

# Available Container App Features

### INFORMATION

The foundation of a great event app is offering the right information to delegates. Features like general info, an exhibitor catalog or a session agenda with speaker bios are simply indispensable. A great event app provides the user with the right information at the right time. This information shouldn't just be static. The app has to interpret this data so the user can, for example, navigate to a certain address, save that specific attendee info as a vCard or add that important session to their phone's calendar. Luckily LOOPD offers every feature a great event app should have. Discover them here.



#### The slide out menu

One of the 4 menu styles available (alongside the tiles menu, the list and the icon menu). Every menu can be completely changed and adapted to your event's look & feel (optional)

### General Info | INFORMATION

- Venue location
- Travel information
- Accommodations
- Contact information

### News & Social Feeds | INFORMATION

- Latest news and announcements
- Twitter feed based on hashtag or handle
- Facebook feed based on page
- Instagram feed based on hashtag or username

### Exhibitor Catalog | INFORMATION

#### EXHIBITOR LIST

- Alphabetical & premium listings
- Search
- Grouping by category

#### EXHIBITOR DETAIL SCREEN

- Icon, name, description, booth, etc.
- Link to floor plan
- Link to website
- Custom fields

### Floor Plan | INFORMATION

- Pins for exhibitors, rooms & POIs
- Show route from location A to B
- Find exhibitors on floor plan
- Link to detail screen of an exhibitor
- Show all sessions when taping on a room

### Sessions | INFORMATION

#### SESSION LIST

- List by date/time
- List by room location
- List alphabetically
- Timeline
- Search

#### SESSION DETAIL SCREEN

- Time, description, room, etc.
- Speaker & link to bio
- Link to floor plan
- Add to personal agenda
- Link to session rating
- Custom fields

Attendees | INFORMATION

- LIST OF ATTENDEES
  - Picture, name, title, etc.
  - List alphabetically
  - Group by category
  - Search
- ATTENDEE DETAIL SCREEN
  - Picture, name, title, etc.
  - Send messages & request meetings
  - Add to favorites
  - Custom fields

Custom Catalogs | INFORMATION

- Add any type of catalog (brochures, team members, products, etc.)
- Choose from various types of fields (text, images, radio buttons and more)
- Document library

Custom Forms | INFORMATION

- Add any type of form (contact us, brochure requests, etc.)
- Choose from various types of fields (text, images, radio buttons and more)
- Submissions can be exported to an Excel file

Custom Web Modules | INFORMATION

- Add any webpage or mobile page to your app (e.g. flight info, ticketing info ...)

Push Notifications | COMMUNICATION & PERSONALIZATION

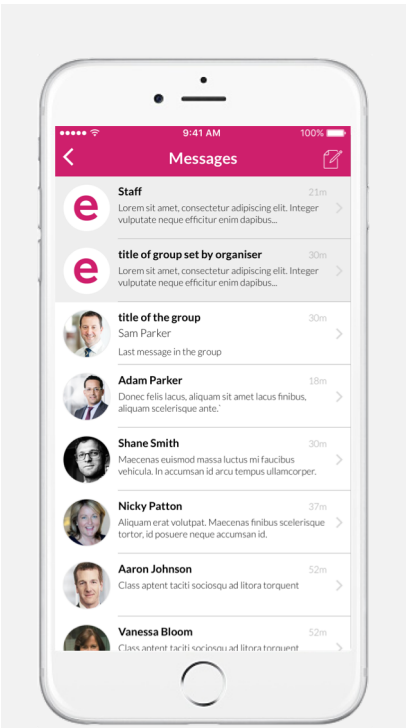
- Last minute updates
- Scheduled notifications

Personal Agenda | COMMUNICATION & PERSONALIZATION

- Attendees can add sessions to their personal agenda
- Reminders when favorite sessions are about to start

Messaging & Inbox | COMMUNICATION & PERSONALIZATION

- Review notifications
- Personal messages (e.g. flight info)
- Messages from organizer
- Messages from other attendees



The messages module

COMMUNICATION & PERSONALIZATION

An event app should not just be a digital copy of your event guide. LOOPD offers ways for an attendee to personalize their event experience and to compile important event information. The app is also the best possible way for event planners to keep attendees informed through instant push notifications and a event news feed. Attendees can build valuable connections through private or group messaging.

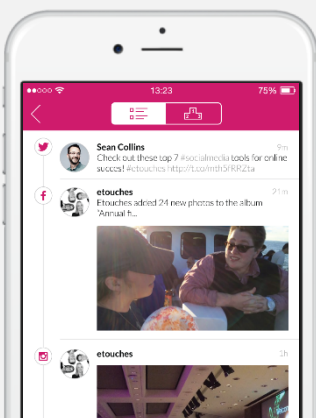


*The Check-in Module*

## ENGAGEMENT & INTERACTION

A great event app offers ways for the attendee to engage with other event attendees, speakers or the organizer. With LOOPD's live voting, you can make sessions more interactive by letting the audience join in on discussions. Delegates can even use the app to ask the speaker questions, which can appear on a screen in the session room during the Q&A period.

*The Activity Feed*



## Favorites | [COMMUNICATION & PERSONALIZATION](#)

- Store/bookmark sessions, speakers, brochures, attendees...
- Scan QR codes to add content to conference bag
- Send conference bag via email to each attendee

## QR Code Scanner | [COMMUNICATION & PERSONALIZATION](#)

- Scan any QR code and store in conference bag
- QR codes from attendees (name Smart Tags)
- QR codes on booths, etc.

## Note Taking | [COMMUNICATION & PERSONALIZATION](#)

- Allow users to take notes & pictures in the app during the event
- Notes can be linked to a session, speaker, and an attendee
- User can email notes to their own email address for further reference after the event

## My Profile & Check-In | [COMMUNICATION & PERSONALIZATION](#)

- Change your profile information
- Change or add your picture
- Check-in to event

## Social Media Integration | [ENGAGEMENT & INTERACTION](#)

- Facebook, Twitter, and Instagram feeds in app
- Sharing from within the app
- Automatically add event hashtag to tweets

## Activity Feed | [ENGAGEMENT & INTERACTION](#)

- Place where attendees can share updates (images + text)
- Users can like and comment on posts
- Leaderboard function to encourage attendees to use this feature

## Check-in | [ENGAGEMENT & INTERACTION](#)

- Staff check-in or self-service check-in
- Organizer can see who's at the event
- Linked to the attendees module

## Live Polls & Voting | [ENGAGEMENT & INTERACTION](#)

- Live polls and voting during sessions
- Vote results are displayed in real-time on large screen
- Pie & bar charts
- Custom design

## Ask A Question | [ENGAGEMENT & INTERACTION](#)

- Allow attendees to ask questions to speakers
- Questions can be displayed in real-time on large screen
- Questions can be shared on iPad with moderator or speaker on stage
- Questions can be moderated
- Download results as Excel list
- Custom fields

## Session Rating | [ENGAGEMENT & INTERACTION](#)

- Rating of sessions
- Download results as Excel list
- Custom fields



Social Photo Sharing | [ENGAGEMENT & INTERACTION](#)

- Attendees can take pictures within the app
- Pictures are shared in the app
- Pictures can be shared on Facebook
- Show pictures on social wall screens

Search | [ENGAGEMENT & INTERACTION](#)

- Search throughout the app across modules

Scavenger Hunt | [ENGAGEMENT & INTERACTION](#)

- Attendees have to find QR codes spread out across the event
- When all items are scanned: Smart Tags or reward
- Generate traffic to booths

User Module | [ENGAGEMENT & INTERACTION](#)

- Protect app with personal login/password or shared account and set permissions
- Login details can be printed on backside of attendee Smart Tagss

Banner Ads | [MONETIZATION](#)

- Add ad banners on home screen or all app screens
- Ad rotation
- Link to webpage of sponsor

Premium Listings | [MONETIZATION](#)

- Top listing of sponsors in exhibitor catalog & sponsor list

Sponsored Push Notifications | [MONETIZATION](#)

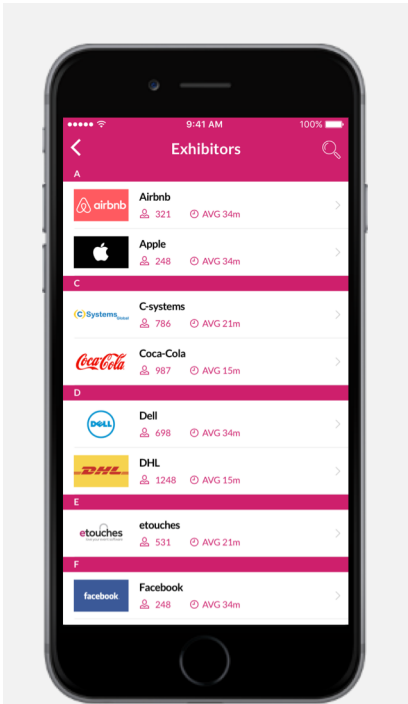
- Send sponsored notifications to promote sponsor events, sessions, workshops, etc.

Premium Content | [MONETIZATION](#)

- Allow sponsors to add extra content in app, e.g. PDF brochures

Lead Generation & Lead Capturing | [MONETIZATION](#) **OPTIONAL**

- Drive booth traffic by organizing a scavenger hunt (QR codes)
- Allow exhibitors to scan QR codes on Smart Tags of booth visitors (lead capture)



Exhibitor Catalog

MONETIZATION

Your app isn't just a great tool for your delegates. You could also use the app as another channel to offer more visibility to your event partners through in-app banner ads, sponsored push notifications & lead capturing. Discover what features you should consider for your next event app.



## Supported platforms & devices



Native iOS app  
(iOS 9+)



Native Android app  
(Android 4+)



HTML5 Web App  
Windows Phone,  
Blackberry



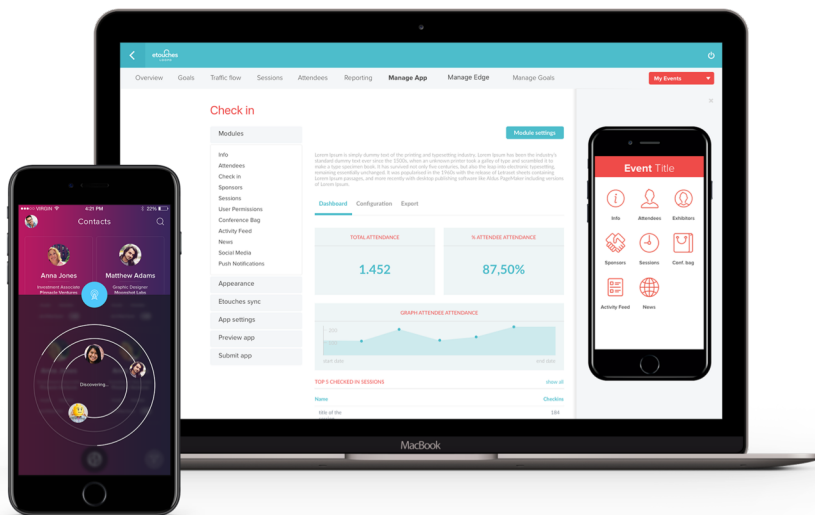
Tablet Support (optional)  
iOS + Android

**OPTIONAL**

Please note that all apps published to the Apple App Store have to be approved by Apple. This process can take from one to two weeks. As soon as your app is approved, it is available in the App Store and can be downloaded by your audience.

## Optional Services

- Project management & content uploading
- Custom App Design (based on icon, tiles or slide-in menu)
- On-site engineers present during the whole event



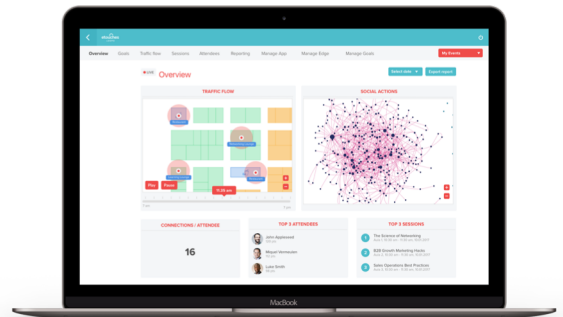
## LOOPD ANALYTICS & GOALS

### Intelligence tool to evaluate & impact your event success in real-time.

The LOOPD Analytics Platform collects mission critical engagement data that event planners need to reveal the formula for event success. Before the event has started event planners can define powerful event goals and assess their marketing performance. Actionable metrics on the overall event, traffic flow, attendees, and sessions are displayed in real-time during the event to provide complete visibility necessary for running a successful event.

#### LOOPD ANALYTICS

- ▶ Monitor attendee traffic flow around the venue
- ▶ Identify the most popular exhibitors, partners and sessions
- ▶ Determine how long attendees stayed at your event
- ▶ Understand how many connections your attendees made
- ▶ Event planners can identify where they should be spending their time during the event



#### LOOPD GOALS

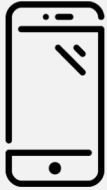
- ▶ Define event goals and keep track of their performance
- ▶ Capture and analyze mission critical engagement data
- ▶ Evaluate event success in real-time and take immediate action
- ▶ View actionable metrics such as overall event performance, traffic flow, attendees, and session engagement

### Features for the LOOPD Analytics Platform Include

- Performance Insights
- Risk Identification
- Event Visits
- Event Returns
- Attendee Connections
- Attendee Rankings
- Session Rankings
- Attendee Traffic Flow
- Session Visits
- Session Dwell Time Monitoring
- Attendee Sessions Attended
- Report Exporting
- LOOPD Management Settings

## LOOPD Pro Container App Package

The LOOPD Pro Container App is bundled with the LOOPD Goals, App Analytics, and up to 24 hours of Pre-Event Support for the first event.



### LOOPD Pro Container App Modules

#### Information

- General Info
- Attendees
- News
- Exhibitors
- Sponsors
- Sessions
- Speakers
- Search
- Places
- Catalogs
- Forms
- Floor Plan

#### Communication

- Conference Bag
- Push Notifications
- Messaging
- My Profile
- Notes
- Personal Agenda
- Inbox

#### Engagement

- Activity Feed
- Photo Sharing
- Networking
- Surveys
- Social Media
- Session Rating
- Meeting Request
- Voting
- Scavenger Hunt
- Check-in
- Ask a Question

#### Monetization

- Banner Ads
- Sponsored Push Notifications

#### Back-End

- Etouches Sync
- Dashboard
- User Login
- Multi-Language Support
- Web Modules
- User Permissions



### LOOPD Analytics & Goals

Overview Dashboard  
Attendees  
Sessions  
Reporting  
Goals

#### Overview Dashboard

- Shows the top 3 attendees
- Mobile app platforms used
- Total app downloads
- Latest voting results
- Number of real-time users
- Total sessions
- Number of sent push notifications

#### Attendees

- Shows number of sessions checked-in for each attendee
- Number of exhibitors visited with lead retrieval
- Number of surveys completed
- Number of messages sent

#### Goals

- Setting Objectives
- Analyzing Progress of Goals
- Identifying Risks for Each Objective

#### Reporting

- General app/event analytics
- Technical stats about the LOOPD App
- Number of attendees checked-in to event and sessions
- Attendees favorited conference bag material
- Captured form results
- Overview of all leads captured
- Photo sharing showing all pictures taken by attendees
- All questions asked by attendees
- Scavenger hunt participants list
- Overview of session rating and poll voting results

#### Sessions

- Shows number of visits to each session
- Number of ratings for sessions
- Average rating for each session

## LOOPD Smart Tags Package

The LOOPD Smart Tags Package is a bundle with the LOOPD Analytics, LOOPD Goals, LOOPD Smart Tags, LOOPD Hubs, and up to 45 hours of Pre-Event Support for one event. There are three tiers that include Small, Medium and Large.



### LOOPD Smart Tags

Enabling Rich Physical Analytics  
Bluetooth LE  
2-Month Battery Life



### LOOPD Analytics & Goals

Overview Dashboard  
Attendees  
Reporting  
Goals  
Traffic Flow

#### Overview Dashboard

- Shows the top 3 attendees
- Mobile app platforms used
- Total app downloads
- Latest voting results
- Number of real-time users
- Total sessions
- Number of sent push notifications

#### Traffic Flow

- Shows the number of visits to each interest point and the flow of attendee movement

#### Attendees

- Shows number of sessions checked-in for each attendee
- Number of exhibitors visited with lead retrieval
- Number of surveys completed
- Number of messages sent

#### Reporting

- General app/event analytics
- Technical stats about the LOOPD App
- Number of attendees checked-in to event and sessions
- Attendees favorited conference bag material
- Captured form results
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- All questions asked by attendees
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- Overview of session rating and poll voting results

#### Sessions

- Shows number of visits to each session
- Number of ratings for sessions
- Average rating for each session

## LOOPD Smart Tags Branding

**This unique branding is available for an additional \$2 per Smart Tag.**

The LOOPD Smart Tags can be branded to increase the visibility and awareness around your event brand or a sponsors brand. Our team will customize the branding before the event by placing custom stickers on your LOOPD Smart Tags. The branding has to follow our design guidelines, so that the LOOPD Smart Tags look sleek and high quality. Below are the steps for branding the LOOPD Smart Tags: LOOPD Smart Tags Branding

**STEP 1: DOWNLOAD THE LOOPD SMART TAGS STICKER DESIGN**

**STEP 2: ADD A UNIQUE DESIGN TO YOUR STICKER IN ADOBE ILLUSTRATOR** Share the following link with your design team: <https://etouches.egnyte.com/dl/cVd0OWJn0c>



**STEP 3: SAVE AND SEND US THE FINAL STICKER DESIGN AS A PNG**

When your sticker design is perfected you should save the sticker design as a .png. You can then send the design to your LOOPD Smart Tags Project Manager or Account Manager. The final sticker design should be sent 8 weeks in advance of your event.

LOOPD Smart Tags Total Quote

Event Size: 1,000  
Dates: October 10-11, 2018  
Location: Las Vegas, NV

Please note: contract must be executed within 5 days of availability confirmation or is subject to being displaced by other orders.

	T v l D a y	S e t U p	M a i n   E v e n t D a y s		D e p a r t D a y   & P a c k	T O T A L
Dates	Aug 8	Aug 9	Aug 10	Aug 11	Aug 12	
2 Onsite Technicians	\$1k	\$2k	\$2k	\$2k	\$2k	\$9k
Smart Tags w/analytics and 1/20 Smart Hubs		1,000 Smart Tags @ \$10 each				\$10k
API (optional)		Etouches provides an advanced API for data exchange				\$3k
Pro Mobile App		Loopd PRO Mobile App				\$4k
Pro Mobile App Pre-event Support		Required for first mobile app and includes up to 24 hours of pre-event support and project management				\$3.5k
T&E and freight		Billed additionally at actual cost				TBD
Total						\$29.5k

SMART Tags OPTIONAL ADD-ONS		
EXTRA SMART HUB	Per Smart Hub	\$250 / Event
CUSTOM REPORT	Per Hour	\$300 / Hour
ADDITIONAL PRE-EVENT PRO SERVICES	7 Hours	\$ 1.1K
CUSTOM BRANDING OPTION		\$2 per Smart Tags
GOALS ADVANCED SET UP	10 Hours	\$ 1.5K

The payment period lasts for one year, the initial pricing does not include any freight costs, and Professional Services technician T&E which is billed at actual. Pricing valid until May 30 at 4pm ET.

