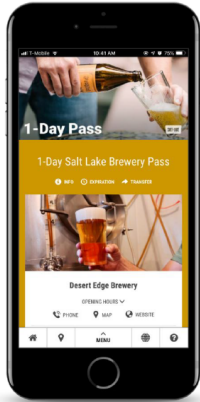


## What is Bandwango?

Bandwango is a technology company that works alongside DMOs, Chambers of Commerce, Associations, and local businesses to launch paid and free passports. These passports allow partners to organize in-destination activities into Digital Experience Passports that target locals and visitors across any number of themes and interests. Best of all, there's no app to download. Bandwango is a mobile-optimized website platform that puts your advertisements into the hands of current and future passholders.



### How It Works

#### Step 1: Customer gets pass

Customer signs up or purchases mobile passport via website

#### Step 2: Passport is delivered

Passport is delivered to customer's phone via text or e-mail with an option to save to their home screen

#### Step 3: Passport is redeemed

Customer can use passport at a merchant location by showing their offer at check-out or ticket counter

## Bandwango Advertising Touchpoints

### Subdomain Page - 728x90 or 720x300

These ads live on the page where potential customers go to sign up or purchase their passport. They are seen by potential passholders and others who visit the page. Impressions for these ads depend on on-site traffic and the number of page views.

### Confirmation E-mail - 728x90 or 720x300

This ad lives in the e-mail that is sent to customers immediately after sign-up or purchase of a mobile passport. They are seen by new passholders as they open their pass for the first time. These confirmation e-mails have an estimated open rate ranging from 90-100%.

### In-Mobile Pass Digital Display - 640x100 pixels, 640x1000 pixels

This ad lives in the mobile passport where the offers are listed and redemption can occur. They are seen by existing passholders as they interact with their offers.

