



THE DIRECT PATH TO CUSTOMER ACTIVATION

Events are pervasive in American life. Every year there are 2,268 Major League Baseball games, 1,026 auto shows, 243 home and garden shows, 1,467 food festivals, and 1,217 antique shows, among the tens of thousands of others. That's where we enter the picture. Passage Events provides a direct path to your customers at their self-selected points of interest. We interpret and qualify prospects, leverage the interactive moment, and move them to activation.

Passage Events combines innovative promotion development with powerful field execution. Over the past 15 years, we have implemented more than 50,000 marketing promotions at events across the United States. Our active client base includes such industry leaders as Starbucks, American Mortgage Company, and Procter & Gamble. And our success is based on a national track record of lead generation, product trial, and increased sales while delivering brand consistency in the field.

Explicit expectations for your targeted event promotion are established up front. Event monitoring, timely data collection, and post-promotion reporting are all critical to ensuring these results measure up to plan and to providing predictability for the future. Our proprietary Event Management System offers a timely, Web-based clear view of remote field activities. And, our final reports include an overview and analysis of your targeted event promotion against the predefined success criteria.

MONITORING AND MEASURING SUCCESS

PASSAGE EVENTS SERVICES

<ul style="list-style-type: none"> • Promotional Content Development • Campaign Performance Measurement • Creative Development • Event Management 	<ul style="list-style-type: none"> • Event Logistics of Promotional Items • Field Staffing, Selection, and Management • Field Activity Programs • Creative Execution • Promotion and Staff Management • Mobile App Management
<ul style="list-style-type: none"> • Selecting Topging Events and Sponsorships • Selection of appropriate events and venues • Development of event marketing programs and positioning • Building Promotions • Coordination with sponsors 	<ul style="list-style-type: none"> • Monitoring and Measurement in-Field • Tracking by performance objectives • Detailed Reporting on up to the minute monitoring

Experience:
Brand creation for an national event integration and marketing positioning group for business expression of product and services during events.

