



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, Ameriquest 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 client's 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

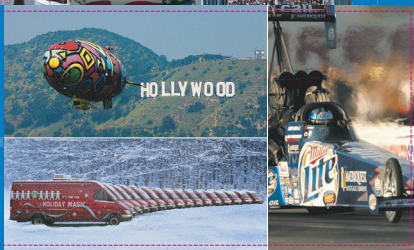
<ul style="list-style-type: none"> • Promotional Concept Development • Campaign Development • Fielding Program Management • Compliance of creative promotional package • Event Management 	<ul style="list-style-type: none"> • Event Management • Fielding Program Management • Compliance of creative promotional package • Event Management • Fielding Program Management
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Selecting Topging Shows and Sponsorships

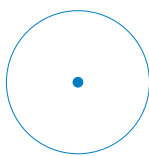
- Selection of appropriate events and shows
- Negotiation of show marketing programs and positioning
- Booking arrangements
- Coordination with sponsors

Monitoring and Measurement in-Field

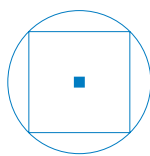
- Tracking by performance indicators
- Real-time reporting on up to the minute monitoring



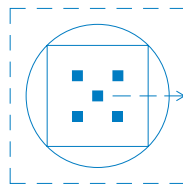
Experience:
Brand creation for a national event integration and marketing positioning group for business expression of product and services during events.



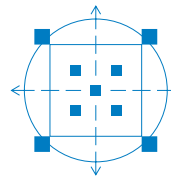
Starting Point



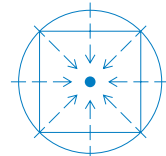
Marketing Drivers



Targeting & Filtration



Consumer Activation



Measurable Results

Client Monitor

Every year there are:
285
Air Shows

Events are pervasive in American life. Everybody attends sports events, fairs, shows, and shopping destinations, repeatedly.

Are you present when your primary target audience shows up?

Passage Events Can Place You There. We can activate your customers at their self-selected points of interest. We offer deep expertise in targeted event marketing coupled with seamless execution to deliver tangible, enviable business results.

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