

T-Pass Event Marketing Recommendations



Who We Are

- We get to people by marrying culture and trends in ways that humanize brands and inspire engaging, individual experiences
- Beginning with the end in mind, our clients' success metrics inspire and empower our strategic and creative solutions
- Defining cultural convergences that deliver targeted, mass appeal and definitive business results
- Turning observers into advocates, cynics into sales people, and nay-sayers into hand-raisers

The BI Difference

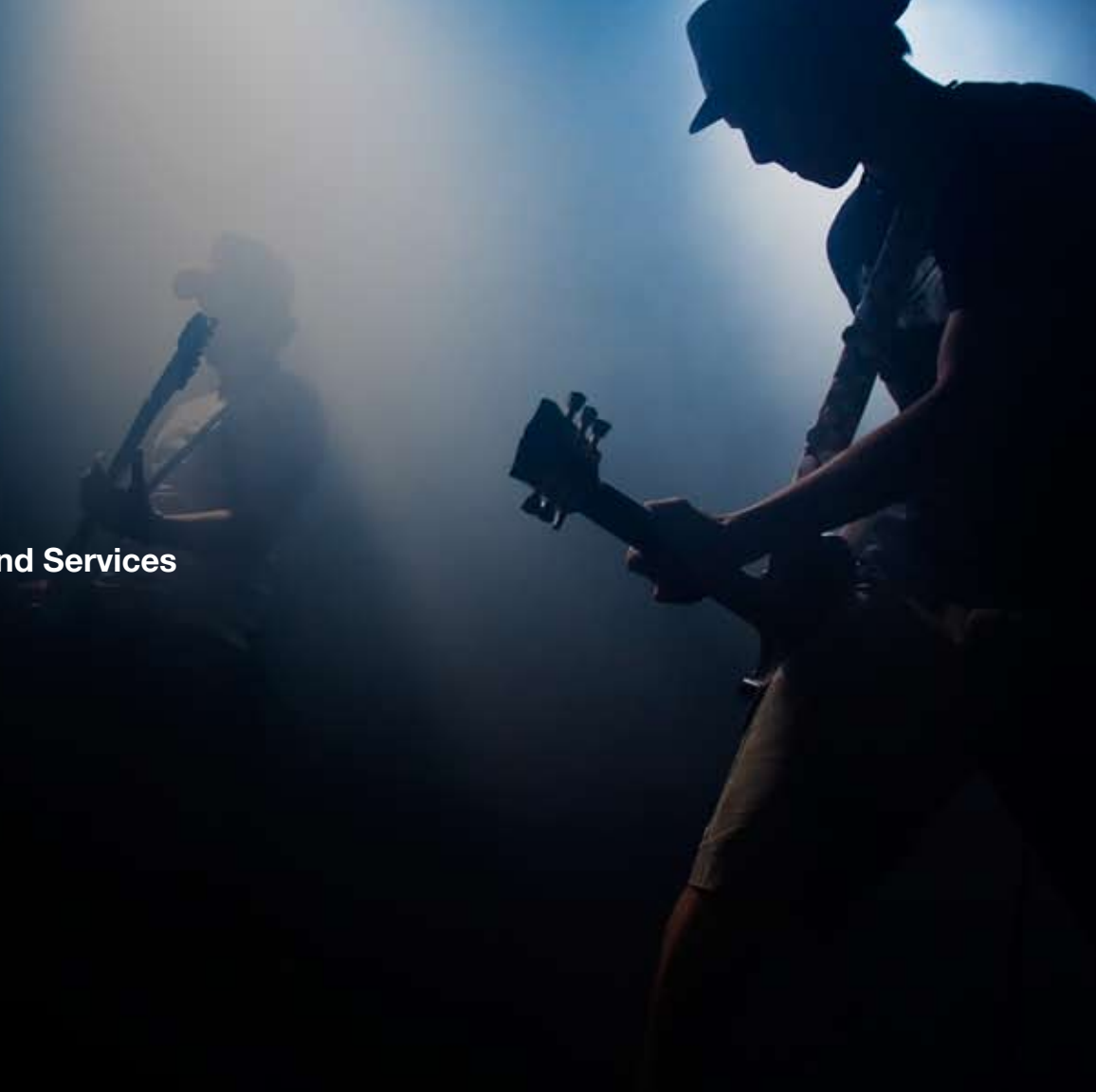
- Award-winning creative, marketing strategy and delivery execution are all equal parts of our successful campaigns
- Live Marketing has been rated a perfect 10 out of 10 for customer satisfaction by our clients
- We are a creative company dedicated to producing measurable results and dedicated to meeting and exceeding our customers' expectations

Expertise

- Pop-Up Retail
- Street Teams
- Mobile Marketing
- Consumer Intercepts
- Youth Marketing
- Sports Marketing
- PR Events & Stunts
- Concerts & Festivals
- Tours
- Influencer Events
- Sponsorship Activation
- B2B Events

Turnkey End-to-End Services

- Strategic Messaging
- Creative Services
- Project Management
- Brand Ambassadors
- Venue Procurement
- Design/Fabrication
- Logistics
- Administration
- Legal/Regulatory
- Insurance
- Lead Generation
- Measurement
- Research/Analytics
- Travel/Hospitality



Live Marketing Clients (partial list)

Toyota

Scion

Gap

PUMA

Verizon

WaMu

BP/Ford

Tyco

Jeep

Target

DIRECTV

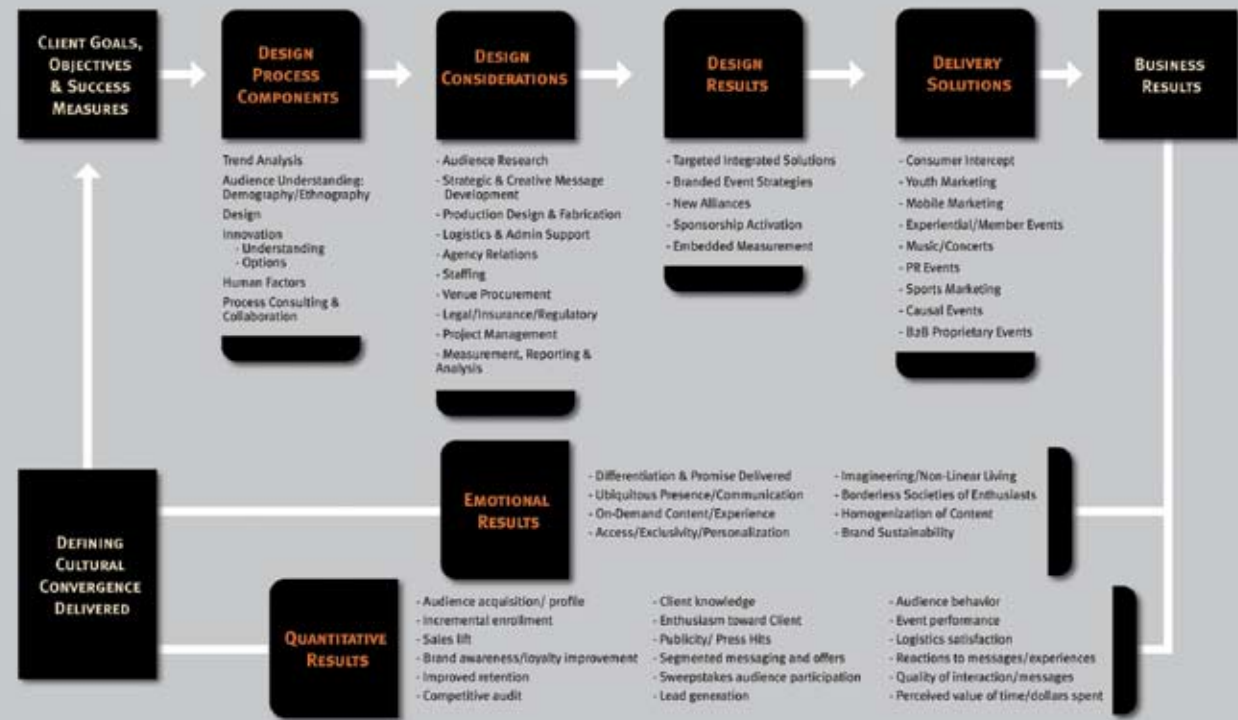
MSN

Rock The Vote

Events
that Engage



*A proven approach
with the end in mind*



Challenge

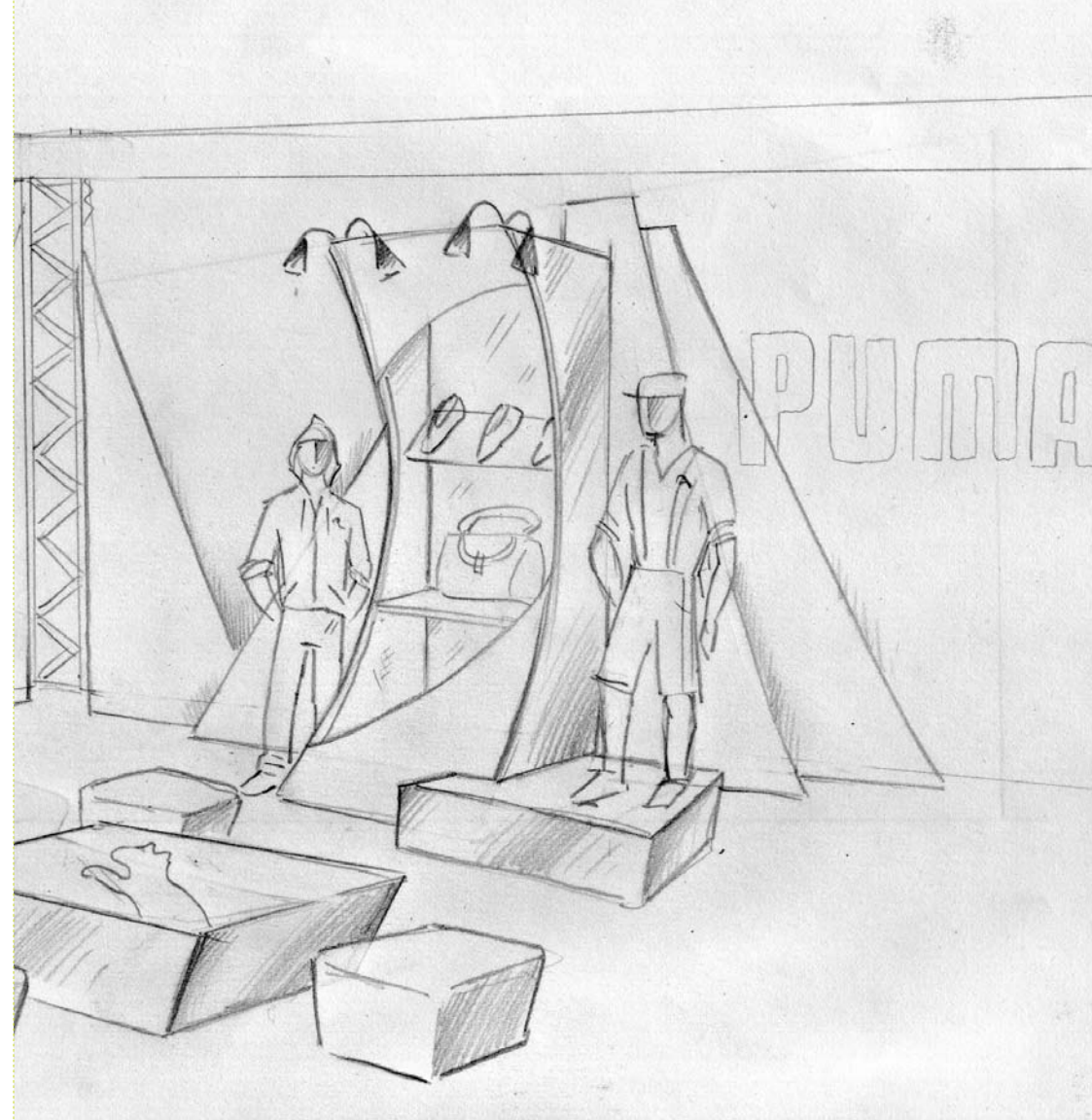
- PUMA's entry into the Volvo Ocean Race 2008-2009- the world's premier round the world race and arguably the most challenging sporting event on the planet, was to fuel the brand's long-term mission of becoming the most desirable "Sportlifestyle" company in the marketplace- by expanding its multi-category approach with a broad complement of PUMA sailing footwear, apparel and accessories
- By entering the Volvo Ocean Race 2008-2009, PUMA will not only raise its visibility in the sailing world, but will gain widespread exposure for its distinctive, innovative and truly global brand
- Celebrate the christening of the new PUMA boat that will compete in the Volvo Ocean Race 2008-2009
- Introduce the new PUMA Sailing category to top-tier fashion editors from around the world
- Create vital public relations buzz around the intersection of the race, the boat and the new category

Solution

- To launch the sponsorship and sailing line, BI created and produced a buzzworthy press event for PUMA
- BI flawlessly executed in conjunction with PUMA a photo shoot, press conference and boat christening, all in one day, in Boston at the beautiful ICA
- In attendance were the top fashion editors from around the globe, PUMA, the elite PUMA Racing team, the press and greater sailing community. Salma Hayek, the godmother of the boat was there to officially christen
- After the christening the real party started in the VIP after party areas

Results

- PUMA has received extensive buzz from the following sources: E! Entertainment, CBS Morning Show, Vanity Fair, People, Us Weekly, The Boston Globe, SAIL.com, SPORTWEAR International, Sailing World, E! Online, and InStyle
- Over 100 international fashion editors and media in attendance – exceeding client expectations



BI produced a private concert and VIP after party at the Ellie Caulkins Opera House during the National Democratic Convention for Rock the Vote. This was Rock the Vote's largest event of the election year.

BI Deliverables in 2008

- Developed creative for Ballot Bash
- Managed talent riders and on-site needs
- Designed stage creative, lighting, AV
- Designed and managed ticketing, lanyard and postcards
- Produced Ballot Bash concert
- Managed red carpet and worked with media
- Designed onsite banners and visuals



Challenge

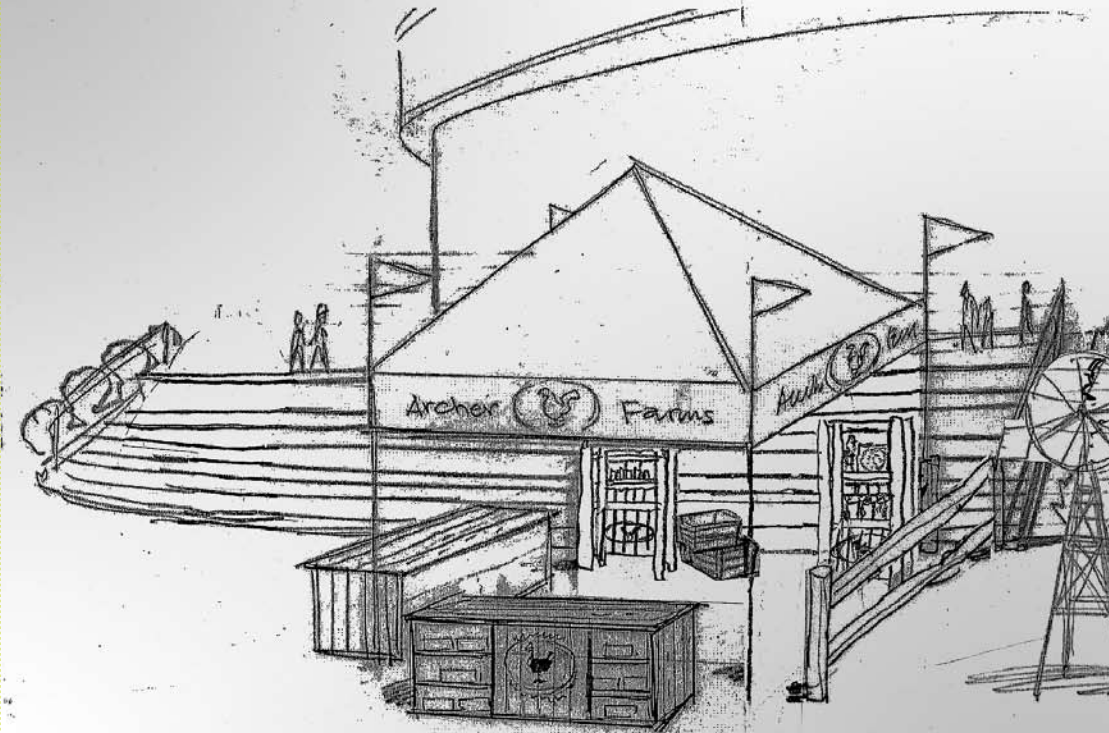
- A major national retailer was challenged with finding an event management agency that could design and implement a multi-city, large scale tour

Solution

- BI develops and logistically delivers 13 retail events across the U.S. with attendance of 10,000 to 200,000
- BI deliverables include:
 - Event strategy development and creative design
 - Set-up and management of on-site store in coordination with clients local retail staff
 - Recommend and negotiate event venues
 - Secure all necessary permits and provide all onsite staffing such as: security, parking, food vendors, tenting etc
 - Manage entertainment featuring live, family-focused talent, national and local author readings and costumed characters
 - Select, negotiate with and contract talent and non-profit partners to engage with consumers
 - Coordinate all children's activities
 - Onsite communication design and development and event map design
 - Manage hotel contracts, talent and author scheduling and ground transportation
 - Support client's local retailers with event participation and follow-up activities

Results

- For the first time this national retailer trusted an outside vendor so much that they no longer found it necessary to send someone from their own team to ensure brand alignment and flawless execution
- Customer feedback about BI development and delivery includes:
 - BI understands our brand
 - They provide grace under fire and are great problem solvers
 - BI works well with all parties involved including other partners and suppliers, the city, and local newspapers





Marketing Goals & Solution Strategy

How do you introduce and familiarize the Tumi customer to the T-Pass product line in a cost-effective manner and with a lot of WOW? Live Marketing that's how. Pairing Live Marketing with traditional marketing tactics like promotions, partnerships and direct mail create a sound, strategic and seamless customer experience.

Our assignment is to:

- Drive traffic to Tumi stores and create sales lift
- Create awareness and buzz for Tumi through a brand-appropriate, memorable experience
- Create an emotional connection with customers
- Drive interest and awareness for Tumi and the T-Pass product line

That's a lot to accomplish. So, let's start with your target audience. We know

- 38% of all business travelers are C-level executives who average between 9-28 business trips annually
- With dwell time of 109 minutes per trip, this audience has the time to absorb and react to your advertising messages
- 1/3 of all travelers have over a \$100,000 plus income
- This audience is very fashion conscious with 68% more likely to spend \$500 on men's casual clothing and 65% more likely to spend the same amount on women's casual clothing
- This audience takes pleasure in luxury items spending 40% more per year on jewelry than their non-flying counterparts

Target male business travelers, 25-45

61% of consumers say there are so many ads that they "no longer take notice"

80% of consumers say Live Marketing is likely to give them more information than other forms of marketing



Increase product **awareness**



In short, they don't have much free time but do have disposable income. Traditional marketing can drive traffic into stores and up-sell your loyal customers but we asked ourselves, how can we reach a broader audience and emotionally connect with them? How do we create evangelists? We go where they are and find ways to engage with them uninterrupted for a few brief moments. We create a multi-sensory, real-time, interactive connection with your potential and existing customers. We embed lead generation, sweepstakes, sales and press kits, direct mail communications and quantitative measurement, and ultimately, we drive traffic to stores and sell more product.

OUR SOLUTION RECOMMENDATIONS INCLUDE:

- Two Live Marketing concepts
- Three Promotions/Sweepstakes options
- Four Partnership recommendations
- Multiple direct marketing campaigns

change
consideration



drive retail traffic
and **increase sales**

- 91% of consumers say that a Live Marketing campaign would encourage them to buy a product they would not normally purchase
- 67% of consumers made an immediate purchase after having participated in an event
- 77% of consumers had a more positive feeling about a brand after having participated in an event
- Event Marketer Magazine



Strategic
Recommendation

T.CLASS
YOU'VE ARRIVED

T.CLASS
YOU'VE ARRIVED

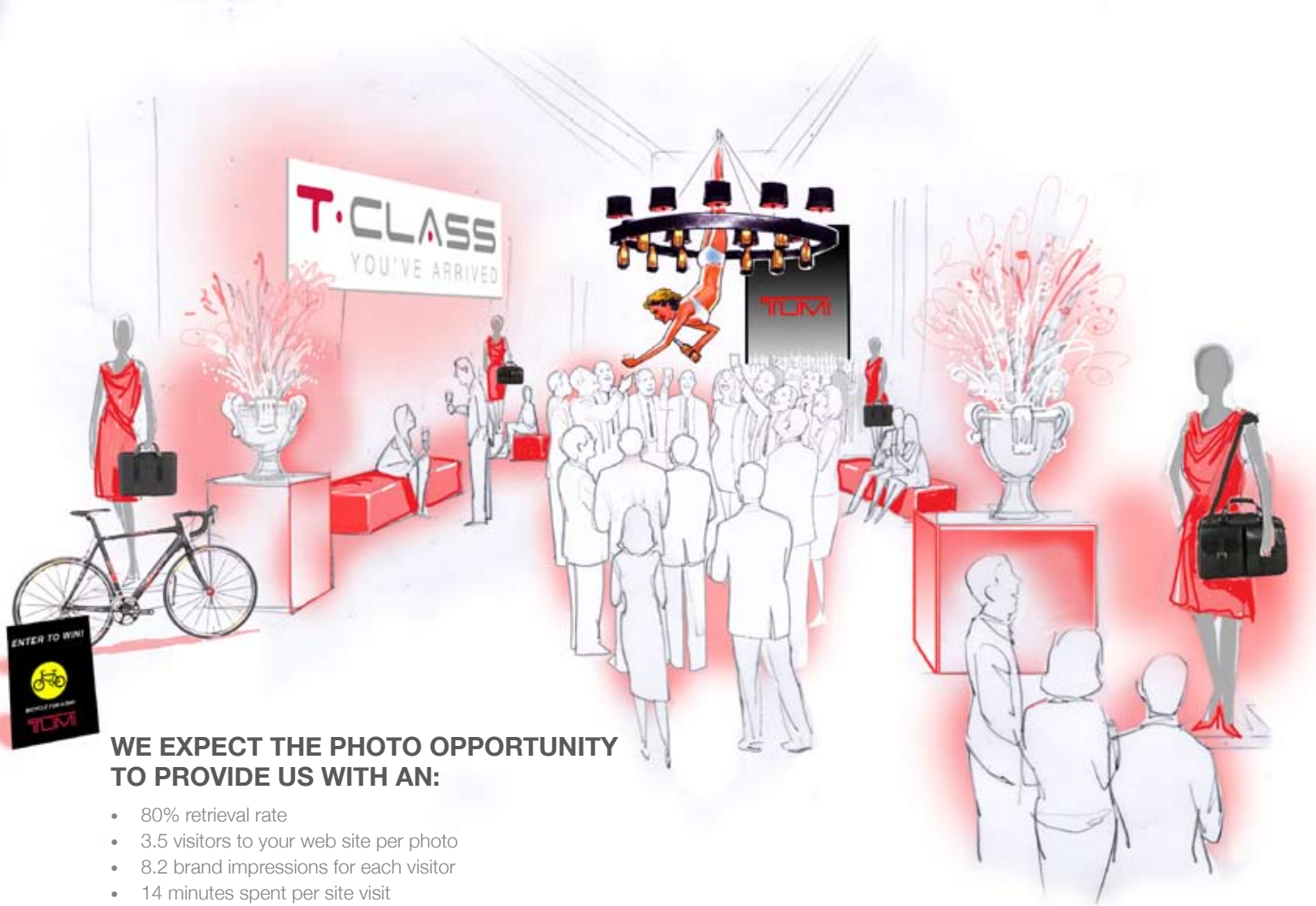
VIP Brand Engagement designed to entertain, influence and immerse the professional business traveler in the stylish, high-quality world of Tumi travel apparel.

Comprehensive engagement revolves around the Tumi brand and its T-Pass products – How it looks, feels and makes traveling easy and efficient.

It will provoke and influence target customers, generate top-of-mind awareness, increase brand favorability and most importantly, increase sales.

Provoke
& Influence





WE EXPECT THE PHOTO OPPORTUNITY TO PROVIDE US WITH AN:

- 80% retrieval rate
- 3.5 visitors to your web site per photo
- 8.2 brand impressions for each visitor
- 14 minutes spent per site visit

The Tumi Influencer T-Pass Party

The experiential live marketing engagement will use a rich tapestry of elegant lighting, product presentation, and an ornate ambience to bring the product selection, and its unique benefits, to life.

Chosen locations will be upscale urban hotspots that embody trend and appeal for the business traveler.

The ideal site to showcase Tumi's unique combination of function and form...

Venue Recommendations & Dates:

Arena, NYC – Thursday, April 16, 7pm-10pm

YBCA - The Forum, San Francisco – Thursday, April 23, 7pm – 10pm

Pre-Communication Targets:

- We will target Frequent Business Travelers; existing and potential Tumi customers, with an attractive VIP Invite to the Influencer party noting all the exclusive benefits as an invite only attendee.



The Experience – Arena, NYC:

Tumi-branded Brand Ambassadors greet guests at the entrance. Their business professional attire, engaging demeanor, and Tumi product knowledge will establish invaluable rapport and set the tone for the party.

7:00 PM

- Check-in area used to receive and confirm guest invites as attendees arrive
- Dance and mix soundtracks add vibrant energy and exciting audio soundbeds
- Tumi brand cocktails
- Attendees can look, touch and feel products, interact with Brand Ambassadors, and get the total Tumi experience
- Tumi-branded banner signage will populate the room with concise verbiage and T-Pass product assortment messaging
- Tumi-Branded Mannequins with product display complete with Tumi handbags, luggage and carry-ons
- Upscale hors d'oeuvres

7:30 PM

- Matthew Modine to emcee at party and welcome guests, then quickly overview his “Bicycle for a Day” (BFAD) Organization, announce bicycle giveaway at end of the party

8:00 PM (Arena Venue Only)

- A one-hour Tumi Fashion show custom-catered to the business professional
 - A Tumi-branded stage and catwalk.
 - A stage left entrance and stage right exit so models adorned in trendy business attire can display Tumi products as they walk.
 - (2) 20' x 10' LED walls on the side stage areas, and third projection screen as a stage backdrop, that establish mood and ambience for each model's reveal.
 - Thirty second video loops to further inject brand integration with stylized lifestyle treatments.

9:00 PM

- A beautiful “Chandelier Lady” serves hottest scotches hanging from a chandelier upside-down to create a truly unique experience
- Photo Engagement with “Chandelier Lady” prompting guests back to the website to download their photo
 - Participants receive a Tumi All-Access Photo Card with unique ID number.
 - Participants can go online to download their photo in exchange for lead information and survey completion

9:45 PM

- Premium-brand bicycle is given away at each party along with BFAD merchandise

10:00 PM

- All VIP guests leave with complimentary gift bags, Tumi product offers or other business travel-related items



The Experience – YBCA-The Forum, San Francisco:

Tumi-branded Brand Ambassadors greet guests at the entrance. Their business professional attire, engaging demeanor, and Tumi product knowledge will establish invaluable rapport and set the tone for the party.

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- All VIP guests leave with complimentary gift bags, Tumi product offers or other business travel-related items

Optional Enhancements (not included in pricing)

- The Tumi Store – A corner dedicated to product sales and orders
- A one hour Tumi Fashion show custom-catered to the business professional (Currently only priced in to NYC venue, not SF)
 - A Tumi-branded stage and catwalk.
 - A stage left entrance and stage right exit so models adorned in trendy business attire can display Tumi products as they walk.
 - A 10' x 20' LED wall on the backstage that establishes mood and ambience for each model's reveal.
 - Thirty second video loops to further inject brand integration with stylized lifestyle treatments.





Experiential live marketing engagement that brings the Tumi T-Pass product assortment to life in the highest-profile areas of key demographic.

Comprehensive engagement provides multiple incentive for consumers to directly interact with Tumi product assortment.

Professional shoe shiners provide complimentary service, spread Tumi brand message, and marketing collateral adjacent to appealing Tumi product display.

Professional
shoe shiners

T·CLASS
UPGRADE YOUR TRAVEL

T·CLASS
UPGRADE YOUR TRAVEL



OUR EXPERIENCE INDICATES THAT YOU CAN EXPECT:

- 5,000 total shines
- 50,000 interactions
- 1,000,000 impressions

Tumi Shoe Shine Event

The Tumi Shoe Shine provides invaluable product positioning in areas of extremely high foot traffic, areas of high-visibility to drive brand awareness and interact with other business travelers.

Product display areas can be used to capture data in exchange for complimentary giveaway incentives.

Select airport locations to be chosen based on availability and volume.

The most direct method and the most direct area to bring a dynamic product line to life...

Our Location Recommendations & Dates (2 Locations running simultaneously):

Chicago O'hare Airport – April 13 – May 13

Dallas Airport - April 13 – May 13

The Experience:

The busiest travel days will be targeted to drive maximum awareness.

Monday - Friday 7 AM – 7 PM

- Professional Brand Ambassadors wearing Tumi-branded attire invite consumers for a complimentary shoe shine
- During the free shoe shine, consumers are engaged with Tumi brand messaging, product assortment, and are given complimentary marketing literature (pre-existing brochures, etc.)
- Shoe shine area is populated with branded signage, a vibrant product display, and a “Text to Win” call to action for the Tumi T-Pass Luggage Instant Win giveaway
- The appealing product display adjacent to each shoe shine station features a product assortment offering the first-hand Tumi experience.

Promotional Engagements

To maximize the exposure and engage as many potential customers as possible, we recommend incorporating a promotion into the event. Promotions are tactics that incent consumers to raise their hand and connect with you.

Some promotion options for your consideration

1. Put your personal design “signature” on your bag...
 - During the Tumi Traveler Shoe Shine Experience Brand Ambassadors will educate consumers on the opportunity Tumi offers them to add their own personal touch to their Tumi bags when purchasing online.
 - Consumers who buy online at www.Tumi.com can select a bag design from a library of designs or mix and match for the truly personal touch.
2. 800 # IVR Instant Win Game
 - The Brand Ambassadors will provide an 800# for consumers to call for a chance to win instantly.
 - Consumers who call the 800# will hear a branded Tumi message (can be recorded by a Tumi spokesperson or standard voice over talent).
 - After they hear the brand message they will provide their name, address, opt-in to future Tumi communications, once information has been collected they will hear a message indicating if they are an instant winner or not.

Prize options include:

- Tumi merchandise
- Partner prizes
- Frequent travel related items - Starbucks Cards, Gas Cards

NOTE: Incorporating the use of an IVR allows for the collection of consumer contact information for ongoing communications.

3. Brand Ambassador Instant Win Game
 - This approach incorporates a Live Instant Win game into the Tumi Traveler Shoe Shine Experience.
 - The Brand Ambassadors will be responsible for selecting at random (in accordance with official rules) instant winners of prizes as outlined in the Official Rules.
 - Being able to promote a Live Instant Win game will help drive additional traffic to the Tumi Traveler Shoe Shine Experience.

Prize options include:

- Tumi merchandise
- Partner prizes
- Frequent travel related items - Starbucks Cards, Gas Cards
- Prizes are handed directly to winners at the Shoe Shine experience

An Influential Experience

The Tumi Shoe Shine Event can be a sustainable campaign that creates significant buzz:

- * Press release content can drive additional awareness
- * Local celebrity media can be invited to participate for additional publicity
- * The event can be promoted on Tumi's website

Partner Recommendations

BI can assist you in finding, negotiating and managing unique partnerships that provide relevance and lasting value for your specific demographic profile. These alliances increase loyalty and response rates, as well as reinforce the Tumi brand image, at comparatively reduced promotional cost.

Our initial research supports consideration of:

- InMotion Entertainment
- T-Mobile HotSpot
- Bose
- Apple

Why?

InMotion	TMobile HotSpot	Bose	Apple Kiosks
<ul style="list-style-type: none">• In-airport DVD rental (5 days for \$5)• Customers can return to airport or mail DVD back• Located in 32 major US airports• DVD requires laptop usage - laptop is the focus of the TPASS product• Negotiate discounted passes in bulk	<ul style="list-style-type: none">• T-Mobile Hot Spots are in hundreds of terminals in airports in over 40 states across the US• Laptop users and travelers need wifi• Offer free air time in the HotSpot• Offers branding opportunity on landing page for Tumi• Negotiate promo code with T-Mobile	<ul style="list-style-type: none">• Bose has kiosks with live people in airports across US• Bose top selling items are headphones which are for use in-flight and can be used for music/movies on laptops• They don't discount to the public but may offer gift card type products• Negotiate in bulk	<ul style="list-style-type: none">• Kiosks are not "manned" but are in airports across the US• Apple is good for music/movies for laptops in-flight (via iTunes)• Method of payment discounts or iTunes cards• Negotiate in bulk

After each event, we'll have a database of names for both existing customers and prospects. Using the information we've collected, and supplementing if necessary, we recommend touching these attendees yet again within 90 days. The campaign will be segmented and personalized and drive them to their nearest retail locations and online and will include an offer unique to this campaign/event.





Action & Timing

Tumi T-Pass Launch Engagement

Initial set-up of the Tumi T-Pass Launch Engagement will require 60 days from approval of this Statement of Work.

Production schedule will change based on when the Statement of Work is actually signed and the program budget is approved.



DATE	RESPONSIBILITY	EVENT
Week of February 13	Tumi	<ul style="list-style-type: none"> SOW Signed Venue Negotiations Begin Engagement Assets Creative Design Begins
Week of February 16	BI	<ul style="list-style-type: none"> Recruitment Starts of Product Specialists Schedule Weekly Production Calls for Campaign Duration Creative Branding Design Review (1st Round) Venue Site Inspections
Week of March 2	BI/Tumi	<ul style="list-style-type: none"> Candidate Presentation to Client of Product Specialists - Comments/Approvals by March 8 Creative Branding Design Review (2nd Round)
Week of March 9	BI/Tumi	<ul style="list-style-type: none"> BI Finalizes Venue Contracts - Tumi Comments/Approvals March 13 Prod Specialists Hired Confirm Training Dates/Space Final Creative Branding Design Review – All Pieces go to Production
Week of March 16	BI	<ul style="list-style-type: none"> Venue Contracts Final & Approved Confirm Uniforms for Brand Ambassadors - BI Orders
Week of March 23		<ul style="list-style-type: none"> Creative Elements Shipped to Locations
Week of April 6	BI/Tumi	<ul style="list-style-type: none"> Brand Ambassador Training -Shoe Shine – Location TBD - April 6 –Travel - April 7 – Technical Training; Overall BI Processes - April 8 – Product & Brand Immersion - April 9 – Travel to Locations - April 10 – Locate and Confirm all Elements Arrived - April 11 – Set Up - April 12 – Set Up
April 13 - May 13	BI/Tumi	<ul style="list-style-type: none"> Tumi T-Pass Shoe Shine Engagement Launches
April 16 & April 23		<ul style="list-style-type: none"> Tumi Influencer Parties: - The Arena, NYC – April 16 - YBCA, San Francisco – April 23
Week of April 27	BI	<ul style="list-style-type: none"> Post Event Wrap Up Reporting for Influencer Parties
Week of May 18	BI	<ul style="list-style-type: none"> Post Event Wrap Up Reporting for Shoe Shine Campaign



BI Team

BI Team



Sasha Lam-Platte
Account Executive



Vicki Surprise
Live Marketing Director



Michelle Culp
Division Vice President



Stacey Dagnault
Live Marketing Event Producer



Ryan Schroeder
Live Marketing Event Manager



Dawn Jabas
Live Marketing Event Logistics Manager



Nancy Horan
Live Marketing Event Production Manager



Investment Summary

PROGRAM ELEMENT	QUANTITY	RATE	INVESTMENT
Project Management & Labor - 2 Events, NYC & SF			
• 1 Producer - Stacey Dagnault (20 hours per week x 10 weeks)	200 hours	\$85/hour	\$17,000.00
• 1 Production Manager - TBD (20 hours per week x 10 weeks)	200 hours	\$75/hour	\$15,000.00
Brand Ambassador Labor			
• 10 Brand Ambassadors Per Party x 2 Locations - 10 hours per day	200 hours	\$35/hour	\$7,000.00
Project Management & Labor Subtotal			\$39,000.00
*Operation Expenses - 2 Events, NYC & SF			
• Venue Negotiation & Coordination, including legal review services, venue research, price negotiation; venue permits, insurance for venues (proof of Ins certificates) NOTE: Turn to Pay all Venue Fees Directly, Please See Below"	1	Project	\$7,500.00
• Recruiting Fees, Background Checks, Training	1	Project	\$5,500.00
• Team Communications (Blackberries, Laptops w/ Wireless Cards), On-Site Equipment, Supplies & Storage, Shipping, Branded Uniforms	1	Project	\$11,850.00
Operation Expenses Subtotal			\$17,350.00
*Creative Design & Production - 2 Events, NYC & SF			
• Chandelier Lady for 2 Brand Engagement Experiences - NYC & San Francisco, including Talent, Rigging, Shipping, all Props for Experience; Custom Branding Assets for Events including Design & Production of Banners & Custom Product Displays; Décor Elements to Include (5) Mannequins for Product Display, Uplit Plexiglass Check in Desk, Uplight Plexiglass Podiums for decor; Thrust-Style Stage & 5 Models for NYC Fashion Show Event; \$15,000 Decor Allowance for San Francisco Space - Lounge Furniture & Decor Elements, AV Equipment in SF	1	Project	\$97,335.00
Creative Production Subtotal			\$97,335.00
Photo Engagement w/Chandelier Lady including Lead Generation System - 2 Events, NYC & SF			
• "Photo Engagement w/Website to Download Photos & Capture Leads; Step & Repeat Banner for Chandelier Lady Photo Backdrop *Pricing for 2 Events and based on back-to-back event dates, not concurrent"	1	Project	\$32,750.00
Photo Engagement Subtotal			\$32,750.00
Travel and Living Expense Estimates - Billed at Actual - 2 Events, NYC & SF			
• Site Survey, Training & BI Management to Events: Airfares, Hotel, Per Diem, Ground Transportations Expenses	1	Project	\$6,480.00
Travel and Living Expense Estimates Subtotal			\$6,480.00
*Taxes (To be billed on * categories at the tax percentage for invoicing address.)	1	Project	TBD
Total BI Budget			\$192,915.00
Client Direct Venue Costs - NYC & SF			
• "NYC Arena Venue Cost is \$15,000-\$20,000. This fee includes 8 passed hors d'oeuvres, premium scotch for chandelier lady, security, bathrooms, coat check, AV technician for up to 6 hours, all existing AV for Fashion Show except, thrust-style staging. • San Francisco YBCA Venue Cost is \$8,000-\$15,000. F&B estimate is \$10,000. Total Venue Estimate \$18,000 - \$25,000 *Venue Fees are estimated at the time of proposal - further negotiations needed to finalize pricing."	1	Project	\$33,000 - \$45,000
Total BI & Client-Direct Venue Costs Budget			\$225,915 - \$237,915

PROGRAM ELEMENT	QUANTITY	RATE	INVESTMENT
Project Management & Labor - 2 Airports, 20 Day Month Campaign			
• 1 Producer - Stacey Dagnault (20 hours per week x 10 weeks)	200 hours	\$85/hour	\$17,000.00
• 1 Production Manager - TBD (20 hours per week x 10 weeks)	200 hours	\$75/hour	\$15,000.00
Brand Ambassador Labor			
• 2 Brand Ambassadors Per Shoe Shine - 12 hours per day x 20 days	240 hours	\$35/hour	\$16,800.00
Project Management & Labor Subtotal			\$48,800.00
*Operation Expenses			
• Venue Negotiation & Coordination, including legal review services, venue research, price negotiation; venue permits, insurance for venues (proof of Ins certificates) NOTE: Turn to Pay all Venue Fees Directly, Please See Below"	1	Project	\$7,500.00
• Recruiting Fees, Background Checks, Training	1	Project	\$5,500.00
• Team Communications (Blackberries, Laptops w/ Wireless Cards), On-Site Equipment, Supplies & Storage, Shipping, Branded Uniforms	1	Project	\$11,200.00
Operation Expenses Subtotal			\$16,700.00
*Creative Design & Production			
• 2 Brand Engagement Experiences - Branding Assets including (2) 8' x 8' Custom Banner Backdrops, (4) 3' x 6'5" Custom Pop Up Banners (4) 3' x 6' Custom Product Displays	1	Project	\$34,500.00
Creative Production Subtotal			\$34,500.00
Instant Win Promotional Campaign	1	Project	\$20,000.00
Instant Win Promotion Subtotal			\$20,000.00
Travel and Living Expense Estimates - Billed at Actual			
• Site Survey, Training & BI Management to Events: Airfares, Hotel, Per Diem, Ground Transportations Expenses	1	Project	\$10,350.00
Travel and Living Expense Estimates Subtotal			\$10,350.00
*Taxes (To be billed on * categories at the tax percentage for invoicing address.)	1	Project	TBD
Total Budget			\$130,350.00
Client Direct Venue Costs - Airport Advertising & Shoe Shine Buyout			
O'Hare & Dallas Airport Advertising Contract & Shoe Shine Station Buyout - 20 Days; On Site Storage	1	Project	\$80,000 - \$90,000
Total Budget			\$210,350 - \$220,350

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