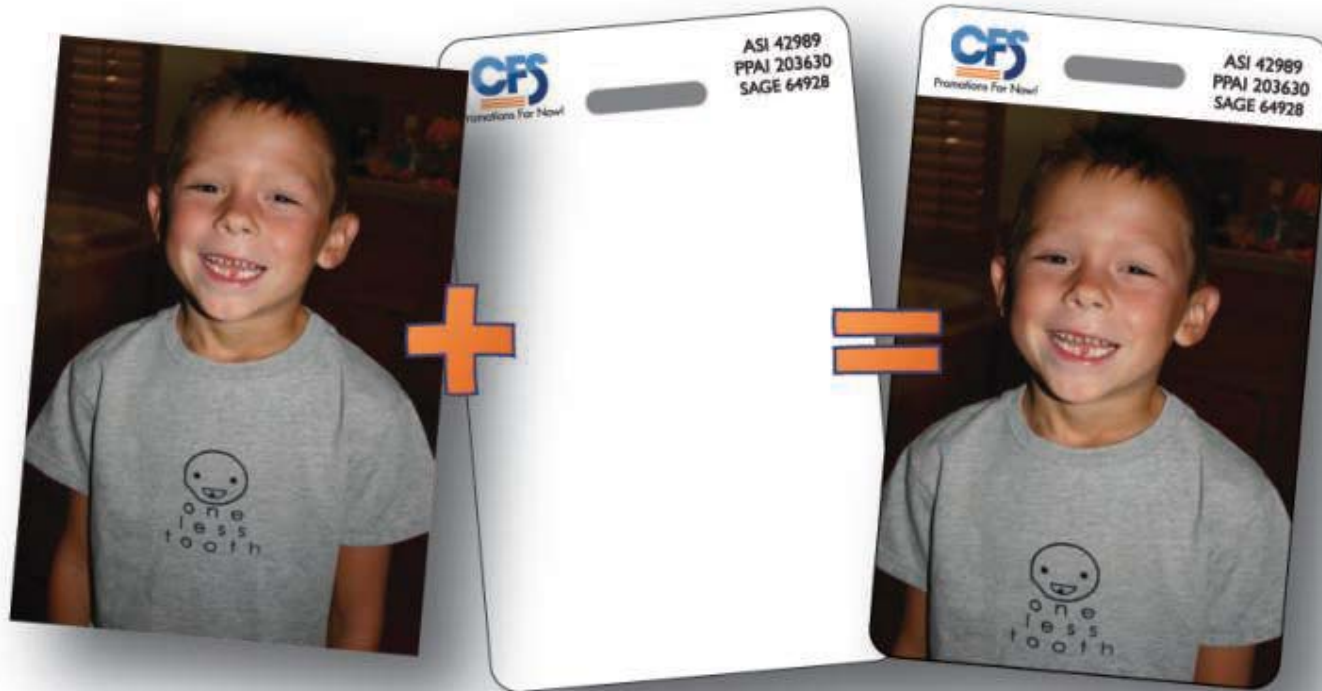


Personalized Luggage Tag Promotion



Individual's Picture

Brand's Logo

Promotion Success



What is a Personalized Luggage Tag Promotion?

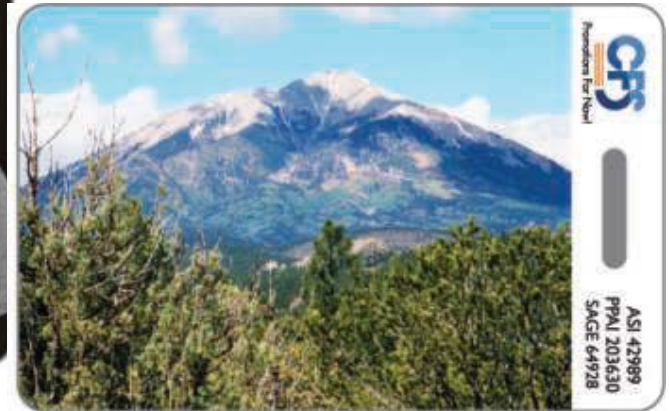
Custom Luggage Tag

- Recipient chooses a photo, image, or design to create luggage tag that reflects their unique taste and personality.
- Brand's logo is printed on both sides of luggage tag.

Turnkey Promotion

- Price includes: custom card printing, personalized luggage tag code, luggage tag printing, fulfillment, and program management.
- 2 Luggage tags and straps are shipped to the individual redeeming via mail.
- Custom survey and reporting - optional.

Personalization On Demand Is Key to Connecting with Today's Customers



Individual's Picture + Brand Logo = Successful Promotion

Why a Personalized Luggage Tag Promotion?

Web Based Promotion

- Link the promotion off the brand's web page.
- Capture recipient's information with an inexpensive survey.

Easy to Execute

- Directions and code are printed on a custom gift card or included in an email.
- **Light-weight** - easy to handout, mail, or include in packaging.
- **Made in the USA** - quick turnaround.

24 x 7 Branding

- Reinforce your brand.

Benefits of Custom Luggage Tag Promotion

Drive Web Traffic

- Link the promotion off of the brand's webpage.

Capture Data for Future Marketing Initiatives

- Simply provide the questions.
- Let us handle setup, data capture, and reporting.
- Participants must complete to redeem their luggage tag.

Motivate Customers to Join Social Media Sites

- Facebook, Twitter, or LinkedIn.

Measure ROI

- Quantifiable, measurable, results!

Promotional Opportunities:

Gift with Purchase

- Custom Luggage Tag Card with the purchase of a back pack, or laptop case.

Travel Incentive

- Reward with flight, hotel stay, or car rental.
- Travel program membership reward.

Facebook Member Acquisition Promotion

- Refer-a-Friend Promotion: rewards both the existing Facebook member who refers a friend and the friend who becomes a Facebook member. Great viral campaign.

Employee Reward Program

- Sales incentive trip reward.
- Employees are the key to success. Reward employees who go above and beyond.

Luggage Tag Redemption Process

Custom Goes On-Line

- Drive Web Traffic by Linking Off Brands Web Page.

(Optional) Customers Must Complete Survey.

- Custom Survey Questions.
- Data Belongs to Promotion Sponsor Exclusively.
- Data is Provided Via Electronic File.

Customer is Redirected to the Music Store.

- Custom Branded for Promotional Sponsor.

PN Underneath
Please Scratch Off

INSTRUCTIONS

1. Log onto <http://tfl.goepower.com>
2. Enter your Login Name and Password (case sensitive)
 - Login Name: travel
 - Password: guest
3. Upload your photo and enter your contact information
4. Preview your personalized luggage tags and approve
5. Checkout and enter your shipping address
6. Enter your PN and submit your order

Promotional use only, not for resale. Valid only in North America.
Expiration Date: 10.01.11 Quantity: 2 Tags



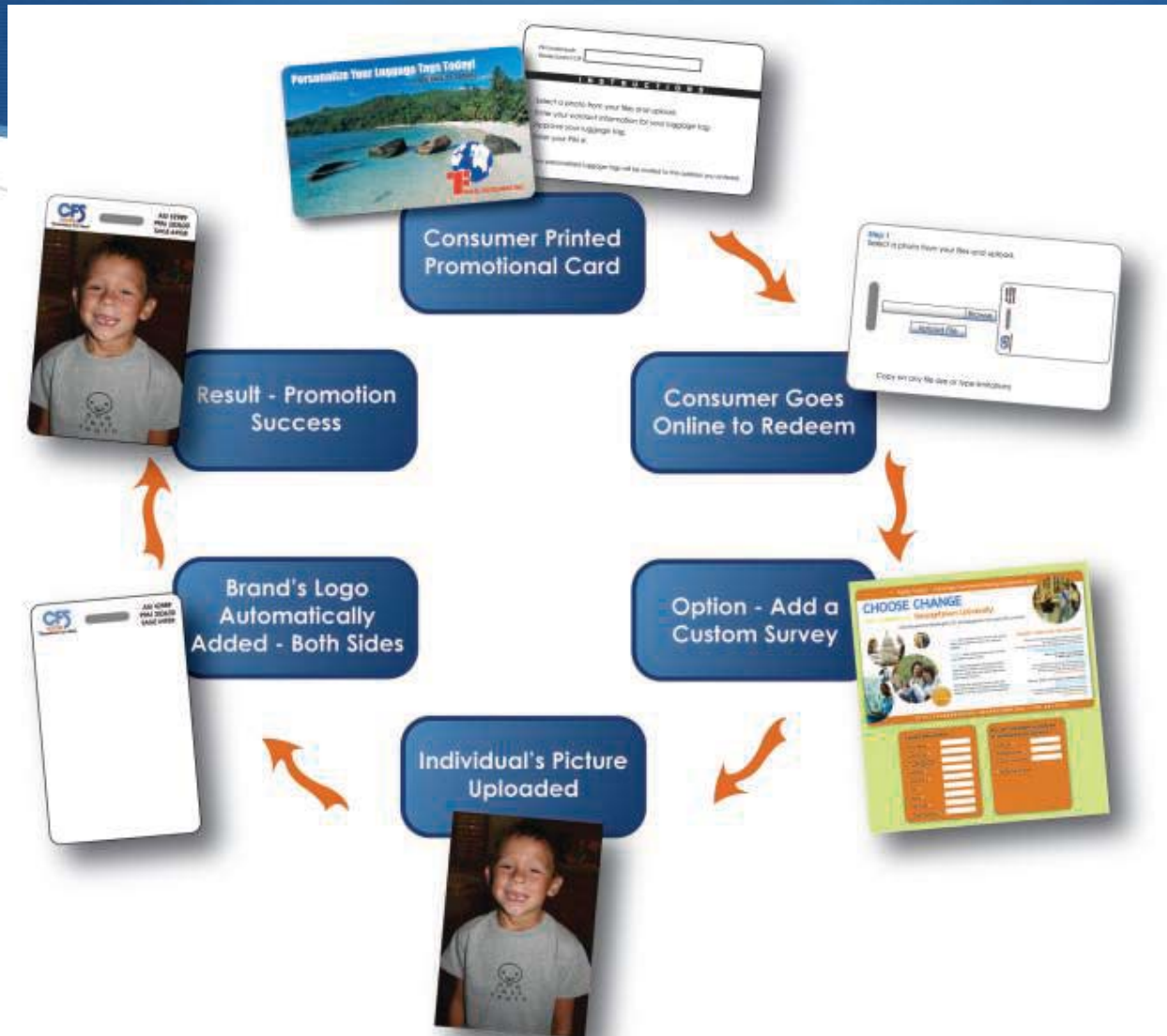
Neverfall

How 2 of 1

1. Your Full Contact Info:
 - First Name:
 - Last Name:
 - Company:
 - Phone Number:
 - Address:
 - City:
 - State/Province:
 - Zip/Postal Code:
 - Country:
 - Email Address:
2. How many Music Downloads do you want to purchase?



Redeeming Your Luggage Tag



Delivering the Customers Reward

Email Delivery

Instant Gratification.

Environmentally
Friendly

Unique Code & Web
Address Printed in
Email

Economical ... No
Printing, No Postage

Please follow these directions to redeem your music downloads.

Number of Luggage Tags: 2
Coupon Code – 3771651067
Coupon Code Expires:12-31-11

Redeeming your luggage tag is easy; simply follow these instructions:

1. Log on to
2. Enter your login and password:
Login:
Password:
3. Upload your photo and enter your contact information.
4. Preview your personalized luggage tags and approve.
5. Checkout and enter shipping information.
6. Enter your pin and submit your order.



Personalized Luggage Tag Card Pricing

PERSONALIZED LUGGAGE TAG PROMOTION PRICING					
Quantity	250	500	1,000	2,500	5,000
Price/Unit	\$3.39	\$2.84	\$2.64	\$2.34	\$2.24

Call for quote over 5,000.

5C

Luggage Tag Card Package

- Includes: a set of 2 personalized luggage tags, custom printed cards, link from brand's web page, and program management

Set Up Fee

- \$125 (F) - includes 4cp card and custom webpage

Options

- Custom survey page - Set up, data capture, bi-weekly reports - 400(F)