

JTGC MEDIA

Would you like to make passive, residual income from your event all year round?

Now you can with a monetized Event Based Mobile App.

JTGC Media can help you monetize your vendor, sponsor or artist base by creating an app that essentially hosts your event all year round; allowing access to your artists, sponsors and vendor marketplace, 24/7. This creates ongoing engagement with returning and potential customers, builds event momentum and provides passive, monthly income for your company.

Mobile Apps are the new website; allowing a better way to connect with AND engage your customers. Having your App installed on their mobile phone or tablet is the best way to keep your event on their radar and notify them about upcoming deadlines, line ups, updates, offers, sign ups, etc...Even host a live webcam feed for those who can't be there or want to see the show again and again.

A Mobile App allows you to offer users digital coupons and/or send special notifications for sales, specials, weekly tips, pop ups, etc...features can be customized for your business model. Apps also help your business quantify marketing efforts and results by tracking user engagement and activity.

More people than ever are accessing information by mobile device or phone rather than by computer with up to 70% of web traffic happening on a mobile device. An App provides customers a direct portal to your business and a quick way for them to access the information or services they need most quickly and efficiently.

This is completely turn key. The initial setup includes custom design of the look and feel of the app to match your company brand, plus synchronization of the app features to connect with all of your vendors, sponsors or artists and their websites. We do all the work, including setting up recurring billing for your vendors, sponsors or artists. **See next page for details on how the business model works.**

The diagram on the next page illustrates the promotional chain that attracts more customers to your event and helps you increase your revenue from your existing vendor, sponsor and artist base.

Your app can be distributed directly to the public and to your advertisers to help promote your event. Your vendors, sponsors, artists can download the App and use it to promote your event along with their business or brand. Vendors, sponsors and artists can use the App's built in QR code to share the App with their friends, fans and public.

Vendors, sponsors and artists can use the ticket sales portal to sell tickets to your event, incentivized by commissions; this turns your vendors into your own affiliate down-line, increasing your ticket sale revenue and event attendance.

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**How your App benefits you
and helps monetize your event:**



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How it Works:

Vendor, Sponsor, Artists Subscriptions. Your vendors, sponsors, artists will be billed a nominal monthly inclusion fee that you deem appropriate, for example: \$5.99 per month. If you have 300 vendors, that is a monthly gross residual of \$1,797.

Event Host Benefits:

1. **Free promotion for your event.** When your vendors, sponsors, artists have your App and use it to promote their themselves while also promoting your event all throughout the year.
2. **Increased ticket sales.** Increased promotion means greater attendance and vendors can use the ticket sales portal in the App to sell your event tickets to anyone they come in contact with.
3. **Add a modern professional edge to your event/brand.** The mobile device is the new computer so the mobile App is the new website. Having an App makes you part of today's commerce.
4. **Build and grow your customer list.** Having a mobile App gives you a more direct connection with your customer base; it keeps your event on their radar while giving you better access and communication with them through in-App notifications, special offers etc...
5. **Quantify your marketing efforts.** Mobile Apps offer tracking and metrics that can give you a better understanding of who your customers are and how to better serve them.
6. **Earn residual commissions in our affiliate program.** We offer generous compensation to event hosts for referral business; if you know someone who needs a mobile App, let's talk.

Vendors/Sponsor/Artist Benefits:

1. **Being featured in your App is like being at your event all year long.** Your Vendors can benefit from the collective marketing strength of the promotion you do for your event throughout the year. This increases their revenues and their loyalty to your brand.
2. **Better promotion for their product or brand.** By having your App, Vendors, Sponsors, Artists have more tools for promoting themselves and your event, directly to the public, by way of the QR download page.
3. **Vendors, Sponsors, Artists can earn commissions via ticket sales portal.** The App can include a portal so your Vendors, Sponsors, Artists can become sales-people for your tickets, incentivized by commissions.
4. **Vendors, Sponsors, Artists get a mobile App to represent themselves more professionally.** This helps them become part of the modern frontier of commerce and helps build their loyalty to your brand.
5. **Vendors, Sponsors, Artists can earn commissions in our affiliate program.** Vendors, Sponsors, Artists who are talking to the public about your event and showing them your App can be compensated for referrals to our service.

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Event based Mobile App one-time setup fee: Only \$299.00

Choose from any of the 5 standard features below. Custom features are available and priced upon request.

- Contact page
- Calendar of Events
- Menu (Goods, Services, Food)
- About/Company Info
- Social Media connection
- Push notifications
- Newsletter subscription
- Digital coupons and special offers
- Online store
- Blog/Discussion Forum
- Reservations
- Live Stream your in-store camera or other live feed

Your Mobile App includes any of the five features listed above, as well as all of the support services listed below. JTGC Media will be compensated 20% of your vendor, sponsor, artist income per month. No other hidden costs long-term contracts or commitments.

- App hosting
- Support and maintenance
- Vendor addition/deletion/monitoring
- Consulting, brand analysis, direction, functions, etc...
- Content updates, button or art changes, etc...
- App tech upgrades (if needed)
- QR code and custom downloadable poster promoting your App (Print and Digital)
- Transparent monthly reporting of income
- Deployment to Google Play Store or iTunes, if appropriate

Contact us for more information and a free consultation and assessment of your business.

We also do custom development and can provide you with a personalized quote.