

BE FEATURED ON THE MOST VISITED PAGE ON ARLINGTON.ORG

We are excited to offer a fully digital coupon marketing program aimed at convention groups and visitors to Arlington. We are offering an exclusive opportunity to be featured on the “Deals” section of arlington.org, which is a top stop for our more than **1.5 million unique website visitors** each year.

HOW DO VISITORS FIND THE COUPON PROGRAM?

Visitors can access and redeem offers from their mobile devices.

Convention and sports groups receive information directly in their registration information. Leisure visitors can find the information on the “Deals” section of Arlington.org, and promoted with a full color rack card with regional distribution. In addition, the program is promoting through advertising in the Official Arlington Visitors Guide and other digital media outlets.

RACK CARD DISTRIBUTION POINTS

- Arlington Hotels
- TXDOT Travel Information Centers (11 centers in Texas)
- TX CVB Visitor Centers
- AAA Travel Offices (TX, LA, OK, AR)
- Certified Folder Distribution (TX, LA, OK, AR)
- Local Enterprise Car Rental Offices

HOW DO I PARTICIPATE?

Restaurant participation fee is **\$250** for a year. You can change the offer at anytime and it will renew automatically. Part of the fee can be paid for using in-kind.

For more information or to secure your spot, contact the Director of Partnerships & Programs, April Luter.



WE HAVE PARTNERED WITH BANDWANGO

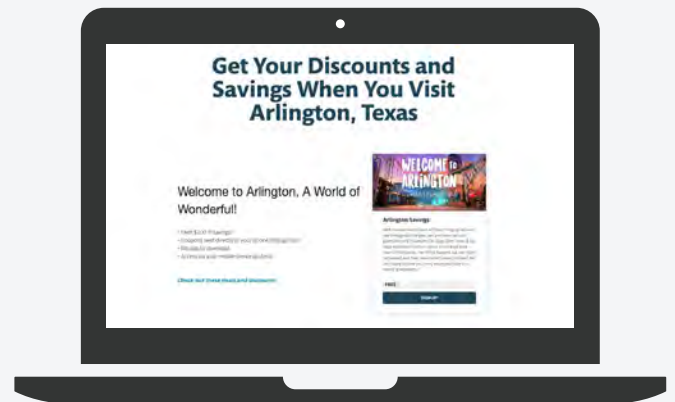
- Once you have secured your spot in the program, a representative from Bandwango will contact you to get you setup on the system including training on redemptions, reporting and changing your offer
- There is zero integration and minimal staff training is required
- Offers are delivered through a mobile system and check in is easy — via a code that is entered on the visitor's mobile phone

WHY THE DIGITAL PLATFORM?

- Allows for ROI tracking
- Allows the visitor access from anywhere
- Easy access to robust reporting on redemption rates and information about customers
- Ability to change discount in real time

HOW DO VISITORS PARTICIPATE?

- Visitors are directed to the deals and discounts from arlington.org
- Visitors provide basic information such as email, name, and zip code in order to access and redeem deals at your location
- Convenient mobile delivery improves the visitor experience and ultimately increases the likelihood they will visit your business and spend money



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