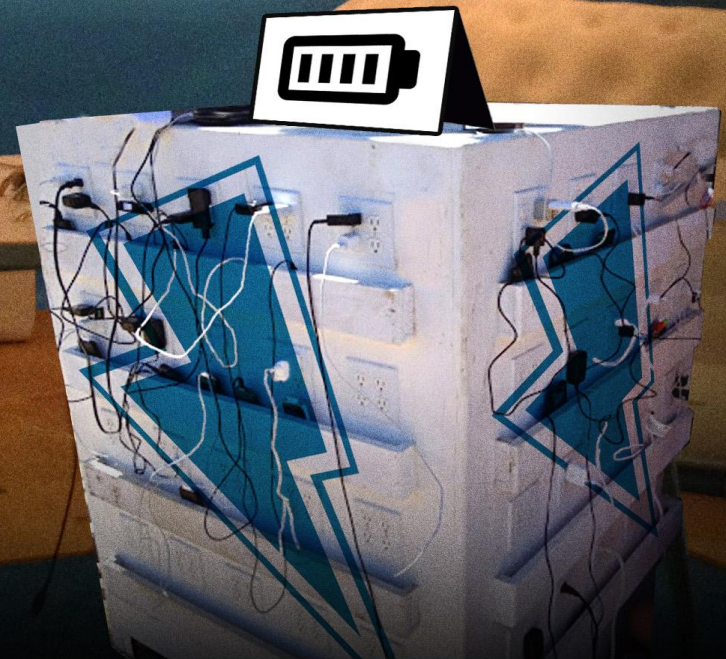


The *RE-CHARGE LOUNGE* is the ultimate spot for fans to recharge both themselves and their mobile devices.

RE-CHARGE POWERED BY YOUR BRAND LOUNGE

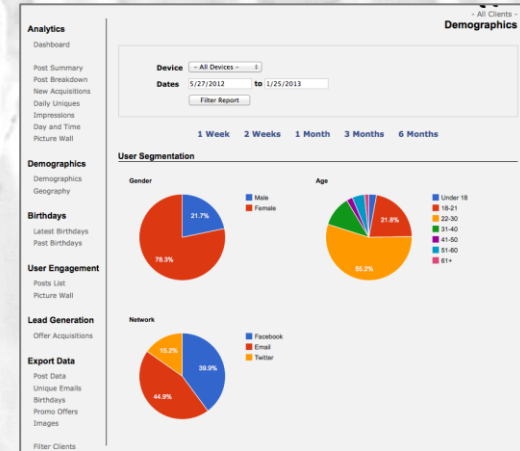
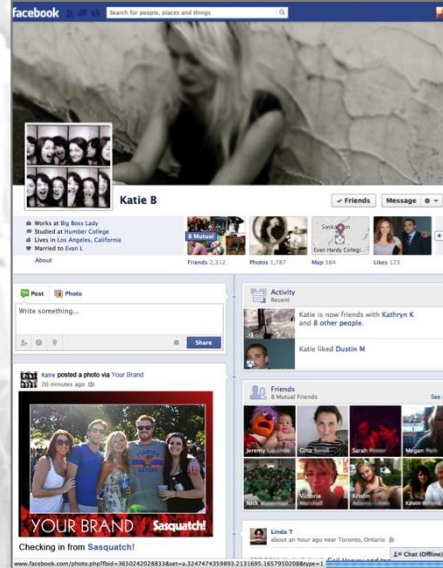
- Sponsorship of the lounge endears your brand with fans by offering them a valuable service throughout the festival
- The lounge will feature a mobile device charging station, bar service, comfortable furniture, air-conditioning and a DJ performing sets throughout the day
- Your brand can utilize the lounge as a home-base to conduct additional experiential marketing activations such as product sampling, contests and data acquisition



SOCIAL CHECK-IN STATIONS enable fans to share their experience at the festival with millions. Care of your brand of course!



HOW THE SOCIAL CHECK-IN STATIONS WORK



- 1.) Fans snap a branded photo of themselves at a check-in stand
- 2.) The fan chooses to upload the photo to Facebook, Twitter or email
- 3.) Viral functionality enables the photo to be shared with friends and family
- 4.) Fan data, including demographics and opt-in email addresses, become available on an online dashboard that can be utilized for ROI tracking and future messaging to highly targeted consumers

SHARE INVITE FRIENDS

TAG YOURSELF

FIND FRIENDS +

You can also use the arrows on your keyboard to view up, down, left or right and keys A and Z to zoom in and out.

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VIEWS 1918

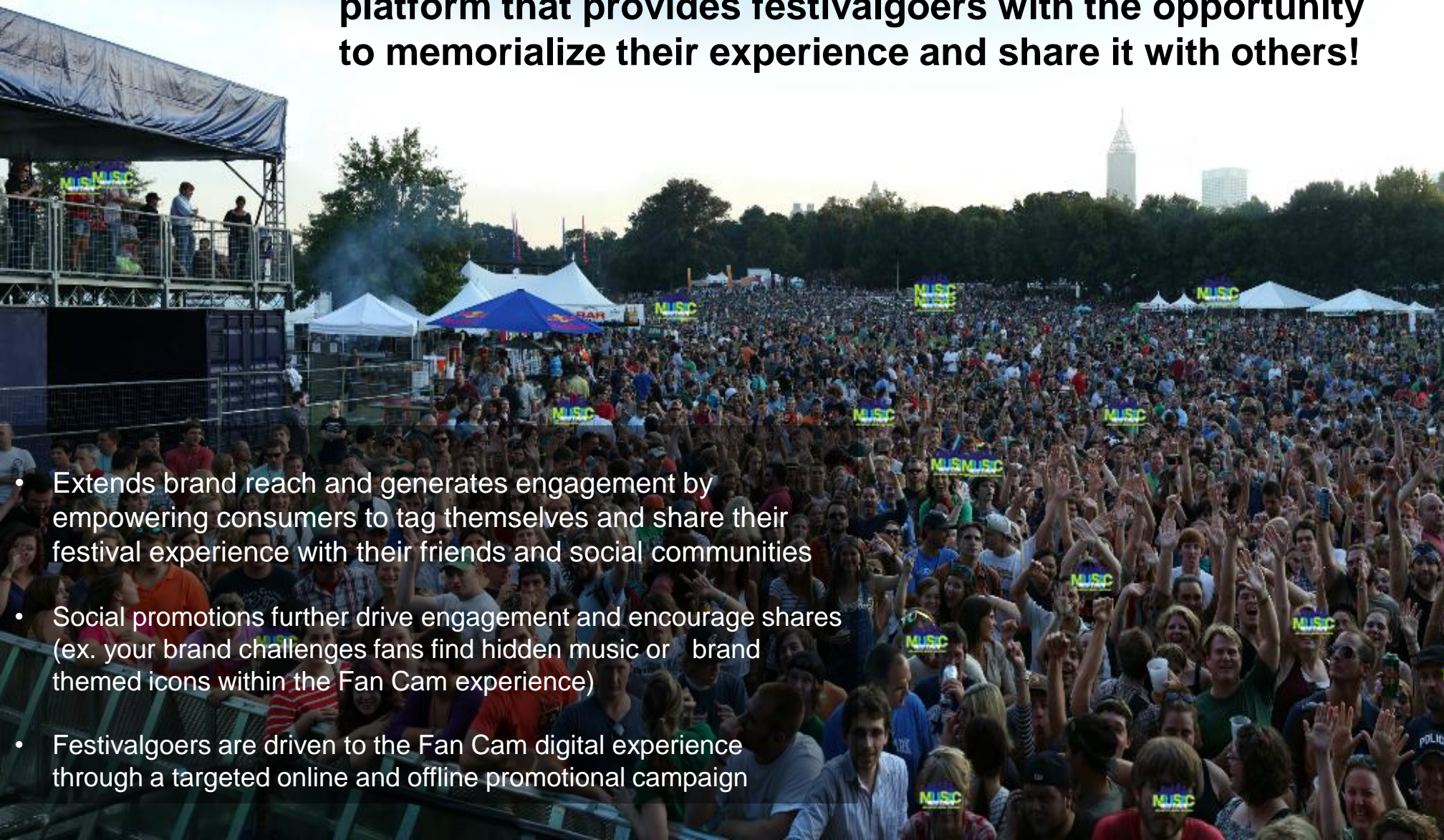
MUSIC MIDTOWN ATLANTA'S MUSIC FESTIVAL

FRIDAY, SEP 21

MUSIC MIDTOWN FAN CAM

SATURDAY, SEP 22

***FAN CAM* is a groundbreaking consumer engagement platform that provides festivalgoers with the opportunity to memorialize their experience and share it with others!**



- Extends brand reach and generates engagement by empowering consumers to tag themselves and share their festival experience with their friends and social communities
- Social promotions further drive engagement and encourage shares (ex. your brand challenges fans find hidden music or brand themed icons within the Fan Cam experience)
- Festivalgoers are driven to the Fan Cam digital experience through a targeted online and offline promotional campaign

FORT KNOX is a secure locker area that provides fans with a great place to store their belongings throughout the event.



- Sponsorship of *FORT KNOX* endears your brand with fans by offering them a valuable service throughout the festival
- Lockers may be utilized on a first-come-first-served basis, or may be utilized in loyalty promotions for current customers (ex. show your loyalty card and get a locker)