



Introducing the Industry's First *Transactional Mall* for Product Sampling or Closeouts

Use Sampling or Closeouts to Build Relationships With Buyers or Sell to Whomever You Wish

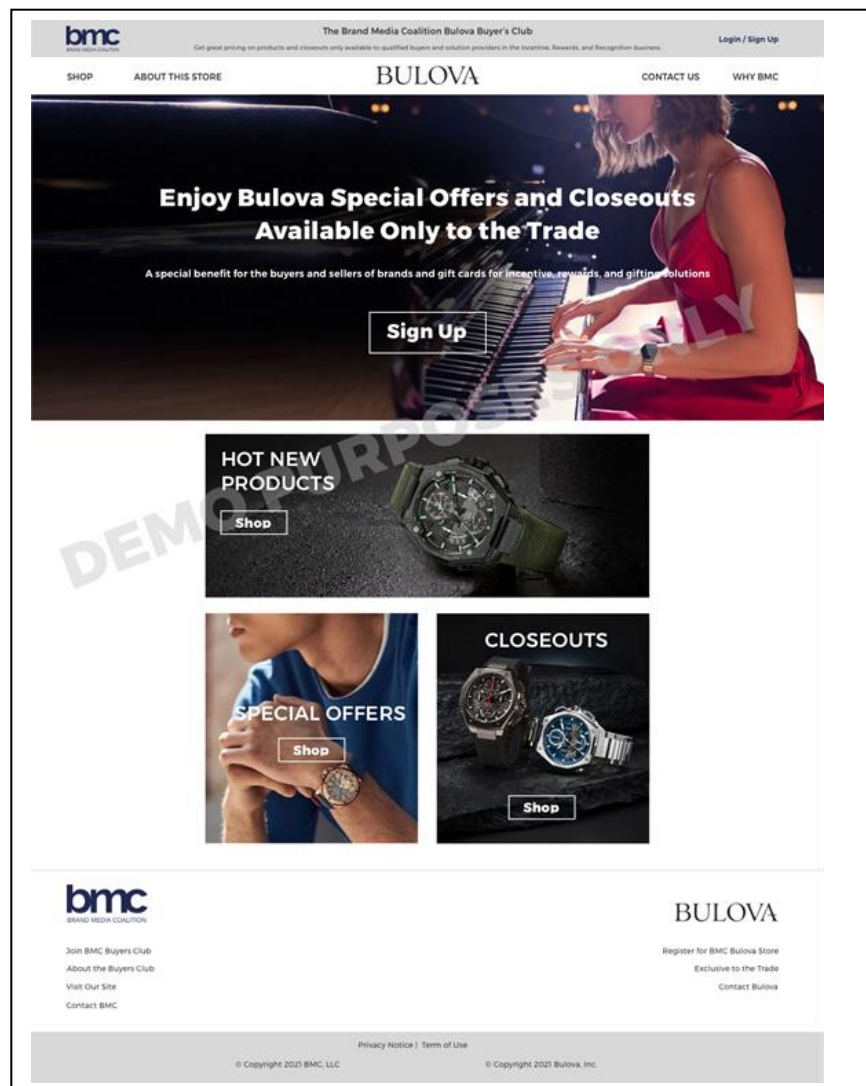
The Brand Media Coalition offers a unique new way for brands, master fulfillment companies, gift card and travel companies to enhance their BMC storefronts with transactional e-commerce sites to introduce new products, sell samples, packages or simply share close-out opportunities to build relationships with qualified buyers and resellers through the BrandMediaCoalition.com.

Sell. Your **Brand Media Coalition Preferred Vendor** storefront can now serve as a **transactional platform** to share special deals with qualified people in the trade and anyone you wish.

It's Your Own Storefront. Your products are are not mingled with other brands. Powered by **WooCommerce** using your own merchant account, the Brand Media Coalition can now create and market **your own fully transactional storefront** in which you can feature select products or packages you wish to sell in whatever quantity **to qualified members of the Brand Media Coalition** using their valid identification number--**or to any other individuals** or industry colleagues that you approve.

Or, if you already have your own transactional storefront, the Brand Media Coalition can help you market it and validate members on your behalf.

Plus: Sell through high-volume gated employee store programs at no additional cost.



This is a mockup for demo purposes only and does not suggest an endorsement by Bulova of the BMC Buyer's Club.

Build Direct Relationships With Qualified Buyers Through a BMC Transactional Storefront

Your transactional Brand Media Coalition storefront is specifically designed to help brands, gift cards, master fulfillment companies and travel companies target qualified buyers and resellers with special offers or close out items they can sample for their own personal use or those of their colleagues, depending on whatever rules you establish. ***They pay by credit card using their BMC or EEXAdvisors.com membership code or whatever business rules you wish to apply.***

1. **You have complete control of your transactional storefront**, including a unique web address, registration process, and merchant account, so the money flows directly to you—Buyers accessing your store provide all standard information and the BMC membership number: your administrator can approve everyone who registers.
2. **No one can see pricing on your catalog** unless you display sampling prices on the home page or until their access is approved, either automatically or via manual review based on your business rules.
3. **The Brand Media Coalition's will assist with the setup** of the e-commerce storefront powered by WooCommerce with the products you wish to feature and the merchant account you wish to use. All you do is provide the information and shipping costs we need to create the storefront and can either maintain it inhouse or use our optional support service. The system calculates the sales tax and provides reporting.
4. Once someone buys through your storefront, **you own the relationship** for follow up.

Your Transactional Storefront Includes Year-Round Marketing to the Trade

Your storefront will be marketed to a total audience of over 20,000 industry and end-user professionals per month through **RRN** at RewardsRecognitionNetwork.com, which includes the top 5% of distributors in the EME Brand Engagement program, and **ESM** at EnterpriseEngagement.org. Only **BMC** or **EEXAdvisors.com** members or **people you allow** can access the catalog with pricing, including:

1. **Brand Specialists:** Over 2,200 Brand Specialists and growing who share the benefits of the **BrandMediaCoalition.com—EME Meetings** promotional consultants, incentive, recognition, loyalty, and end-users who use non-cash awards for their HR, sales, marketing, and fund-raising programs verified through Linked in, web sites, and other criterial. This new member benefit will be marketed weekly through the **RRN** media platform.
2. **EEXAdvisors:** Over 200 and growing engagement specialists who belong to the Enterprise Engagement Alliance's **EEXAdvisors.com** program, including end-users and solution providers. This new member benefit will be marketed weekly through the **ESM** at **EnterpriseEngagement.org** information portal.
3. **Anyone You Wish to Authorize as a Corporate Buyer:** Since it's your transactional site, you can make it available to anyone who meets your requirements upon registration or who uses a valid membership number.

It's Easy

- Your transactional storefront can be live within four weeks or less of your supplying us with the images, descriptive information, and other standard specifications required by WooCommerce that are sent to you in advance.
- Because this platform is designed for the sale of select items, all product changes can easily be made online. For companies seeking more robust solutions with more products, advanced APIs are available for an additional price.

Fees

Setup Cost: Included in the annual BMC Preferred Vendor fee of \$8,950, or \$5,000 one-time cost with no marketing.
Monthly fees: \$49 for up to 100 transaction per month; thereafter 50 cents per transaction for that month.
Special storefront customization opportunities provided at an additional fee based on specifications.

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