

Reaching Travelers and Vacationers

Travel Agency Sampling and Signage Opportunities



Sampling Programs

- Evolution has arrangements with hundreds of travel agencies across the country, in the largest metro areas.
- Reach high-end travelers in the metro regions you select.
- Your product and/or literature are provided to the travel agency to distribute to their clientele.
- Your product and/or literature can be distributed via a sample basket and counter card display area or included in the travel agents existing gift bag programs.

Signage Programs

- Evolution produces a display board with your advertising message.
 - The display board is on placed in the main lobby area of the agency, allowing for your messaging to be viewed and received by upper income vacationers.
 - The display board can be a custom size or a standard 2'by3' size.
- For the Mobile Option:
 - On the display board advertisement discussed above, Evolution provides a 2d tag for placement on the advertisement.
 - The 2d tag allows those patients with smart mobile phones to scan the tag and watch a video, read additional information or apply to have additional information sent to them.
 - Evolution can provide URL platform in a mobile friendly format to allow for proper viewing.
- The latest 2d tag technology affords you the opportunity to blend with tried and true placement in the travel agencies.



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Car Rental and Limousine Sampling and Promotional Programs



- Evolution works with car rental companies and limousine companies at airports across the country.
- Your products and/or literature can be placed in vehicles by geographic location.
- Your products and/or literature reach your target directly.
- Past events have included gym finder programs in the area.
- As well as a Special Dinner Reservation program.

Private Charter Jet Sampling and Promotional Programs



- Evolution works with several private charter jet companies across the country from Hollywood to NYC to Miami.
- Your VIP gift bags can be placed in the Jet for the passengers.
- Your VIP gift bags reach the hands of Celebrities, Business Leaders, Politicians, the very wealthy, and other influential people.
- Past events have included *Wine Introduction* programs, as well as *Fragrance Introduction* programs.

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At the Airport Sampling, Signage and Promotional Programs



The Airport provides a captive and attentive audience. Air travelers typically will provide you an audience with HHI over \$90,000.00. Over 65% have a college education. Frequent flyers are heavy technology users, and are up on, and in tune with, the latest gadgets and trends. You have a tremendous opportunity to reach a captive and engaged audience at over 200 Airports with the following programs:

- Advertisements in-airport and outside of airport.
- Promotional display advertisements.
- Sampling programs.
- Promotional marketing.
- Greeter Programs.
- Wifi and other area sponsorships.
- Airport radio.
- Health and wellness sponsorship.



So fly on in and take advantage of these great programs at the Airport!

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Resort and Hotel Sampling and Promotional Opportunities



- Evolution works with local management at hundreds of upscale resorts and hotels.
- Your products can be placed in suites for guests.
- Your products can be placed in check-in gift bags.
- Past events have included *Ride 'n Drives* as well as *Poolside Cabana* days.



Cruise Line Sampling and Promotional Opportunities



- Evolution works with over a dozen cruise lines to provide you a promotional platform.
- Your products can be placed in suites for guests.
- Your products can be placed in "All Aboard" gift bags.
- Past events have included sun tan lotion promotional festivities as well as poolside spirits promotions.

World Class Thorough Bred Race Course Programs



- Evolution works with the most exclusive thoroughbred race courses in the country.
- A variety of options are available to you such as:
 - Tented area displays.
 - VIP gift bags.
 - Advertisements in big race programs.
 - Grand stand display areas.

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