

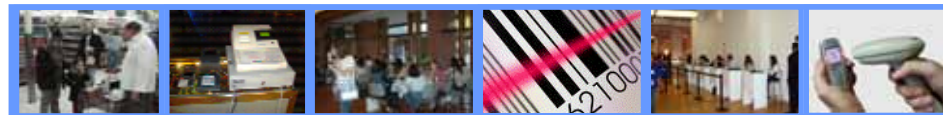


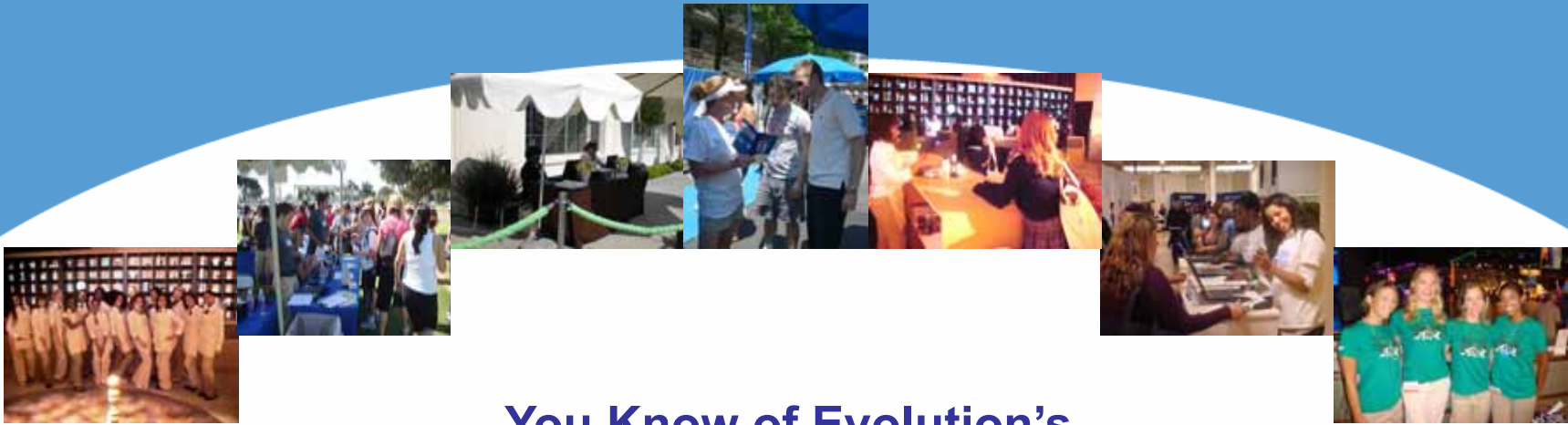
Evolution Events Presents:

X-Event Solutions Live Event Strategies

What are X-Events?

“Extended Events” are a brand new concept for live events that broadens the event well beyond its physical boundaries. X-Events create and foster discussion and awareness of the event well before, during, and after the event through multiple media formats. The extension of your live event creates multiple new revenue options!



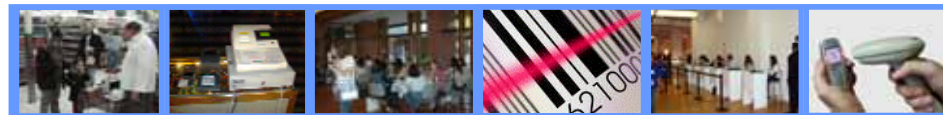


You Know of Evolution's Cashiering Consumers – Merchant Services

Evolution is the one company that can provide truly turn key services to support your Retailtainment event needs. Whether you are having a sample sale, workout event, trunk sale, online sample sale, online product sale or other online or onsite event – we do it all, and have all the latest technology and equipment.

All of Evolution's cashiering services provide the security you need to protect your consumers. Evolution is PCI compliant, providing secure online and point of purchase cashiering services. We are capable of accepting American Express, Visa, MasterCard, and Discover cards.

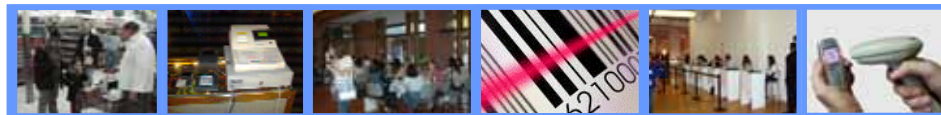
Our merchant services allow for credit card funds to be placed directly into your account, or ours. All aspects of our services including tracking, attendance, funds, and reconciliation are all reportable to you – in real time, online via a secure URL.

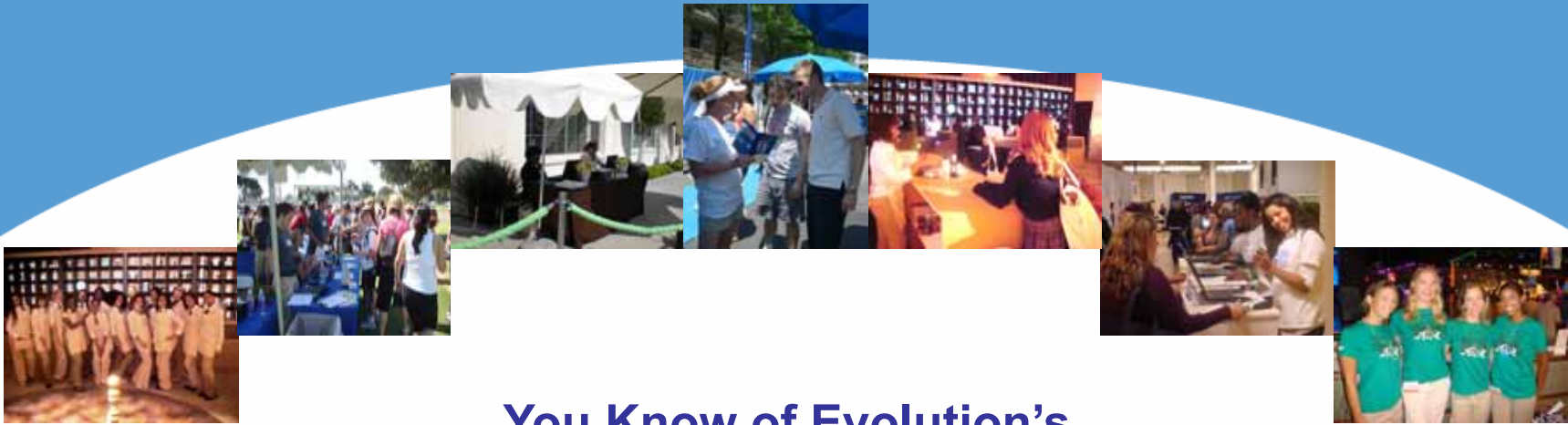




You Know of Evolution's Online and Onsite Merchant Services

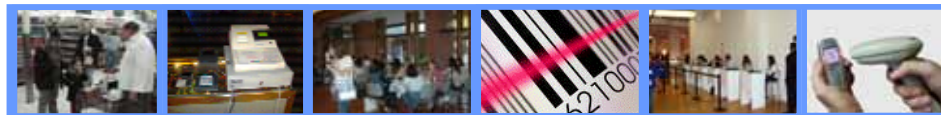
- Online ticket sales for your event – transparent to your consumer.
- Online product sales.
- Bar coded PDF tickets for your online consumers; Evolution scans them at the event door.
- Live customer service support for your consumers.
- Onsite cashiating stations, and the staff to run them – you focus on selling.
- Indoors or Outdoors, we can support you.
- Latest technologies.
- We can ask important marketing questions of your attendees, and provide you with summary reports.
- Email blast services available.
- Evolution allows you the comfort to concentrate on selling product, tickets, and promoting your event.
- You know that your consumers will have an easy time getting tickets, getting in, and buying.

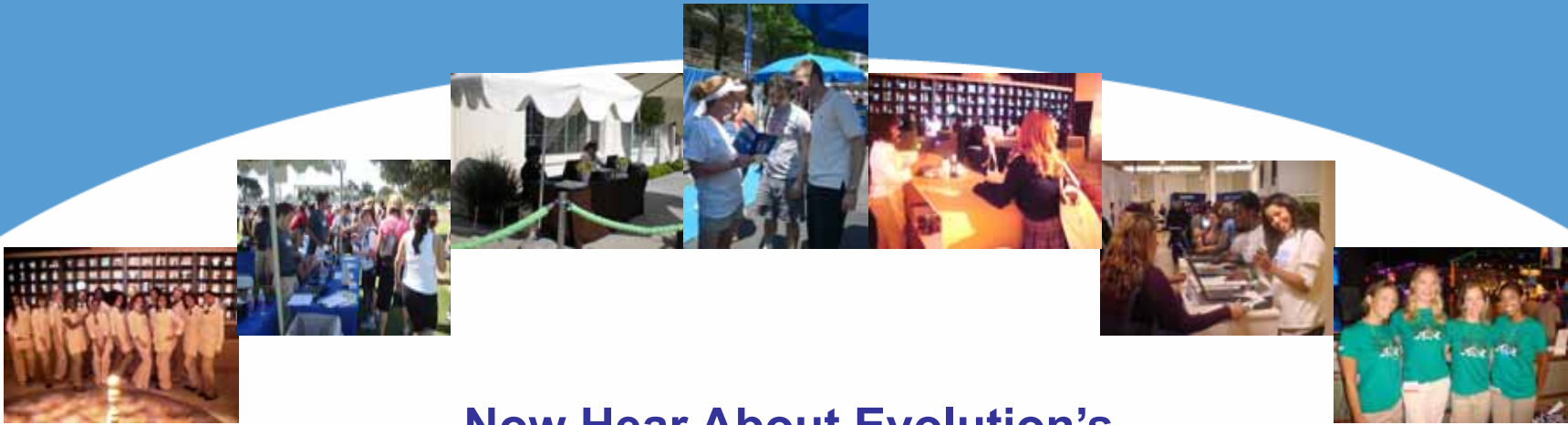




You Know of Evolution's Retailtainment Services

- The Evolution Team works with the biggest names in the business – from major media companies to high-end fashion companies.
- Our Team provides complete expert management from beginning to end.
- We work with your team to build a cost effective solution for your events big or small.
- Our Team works with you to determine ticket sale prices, product sales price structures, product shipping, etc.
- We help lay out the event to allow for maximum traffic flow to the cashiers.
- Our onsite team assures things flow smoothly during the event.
- We provide online real time access to all the reporting you need – sale rates, traffic count, etc.

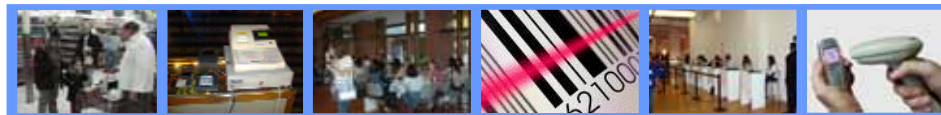


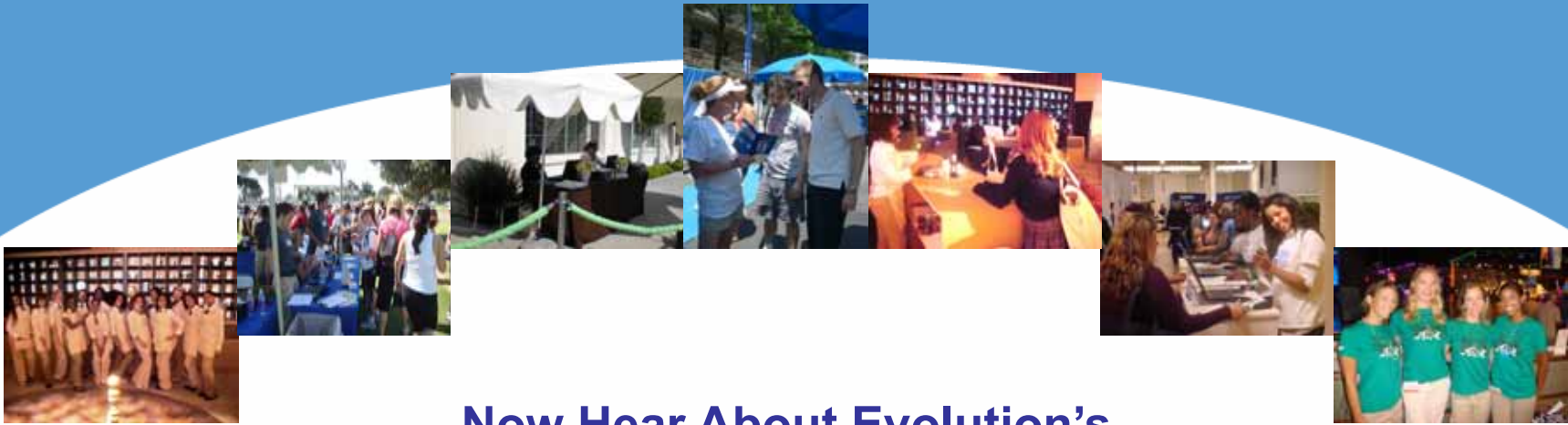


Now Hear About Evolution's **X-Event Strategies**

Before the Event:

- Sell tickets or advance registration
- Sales events – offer online, pre-sale event for ticket holders only
- Open a blog covering the event and create hype
- Open a forum – introduce topics to create event buzz
- Inject social media components
- Viral introduction

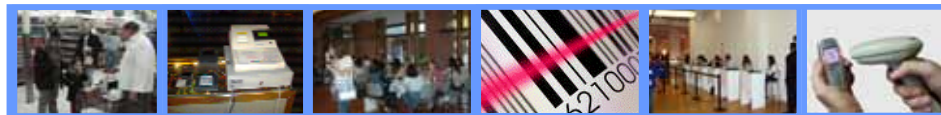


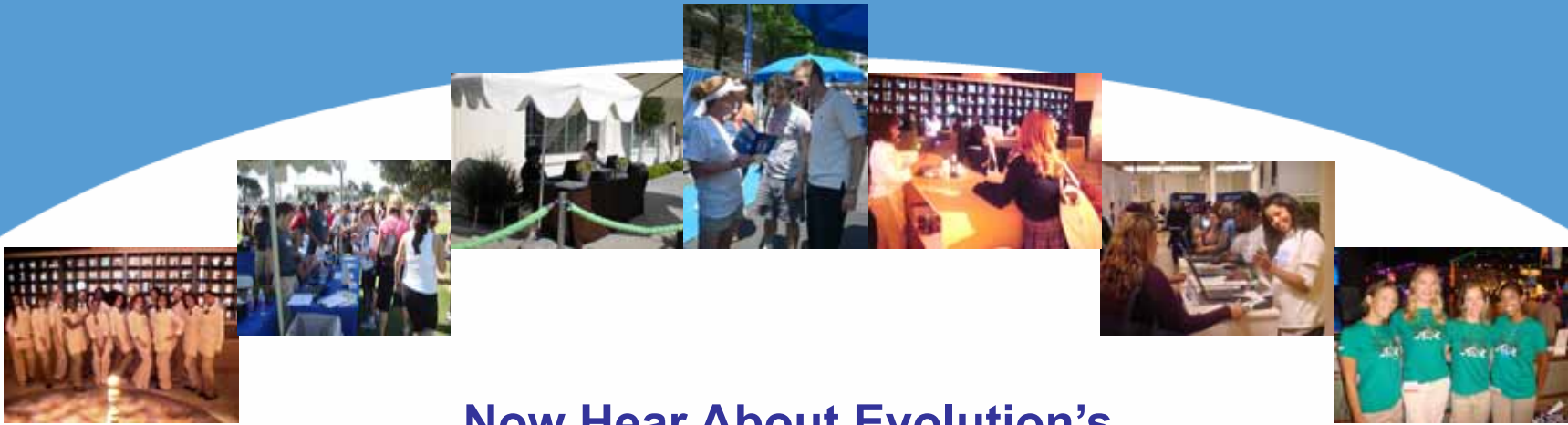


Now Hear About Evolution's **X-Event Strategies**

During the Event:

- Live stream of event – with showcase specials
- Online special sales features
- Online fashion shows
- Live bloggers
- Dedicated Twitter, Facebook, MySpace, YouTube, Channels, etc.

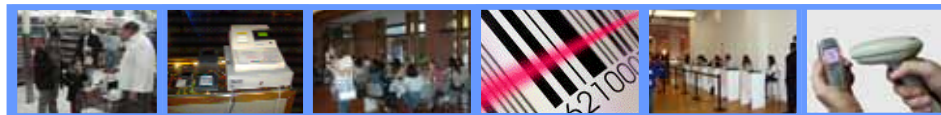


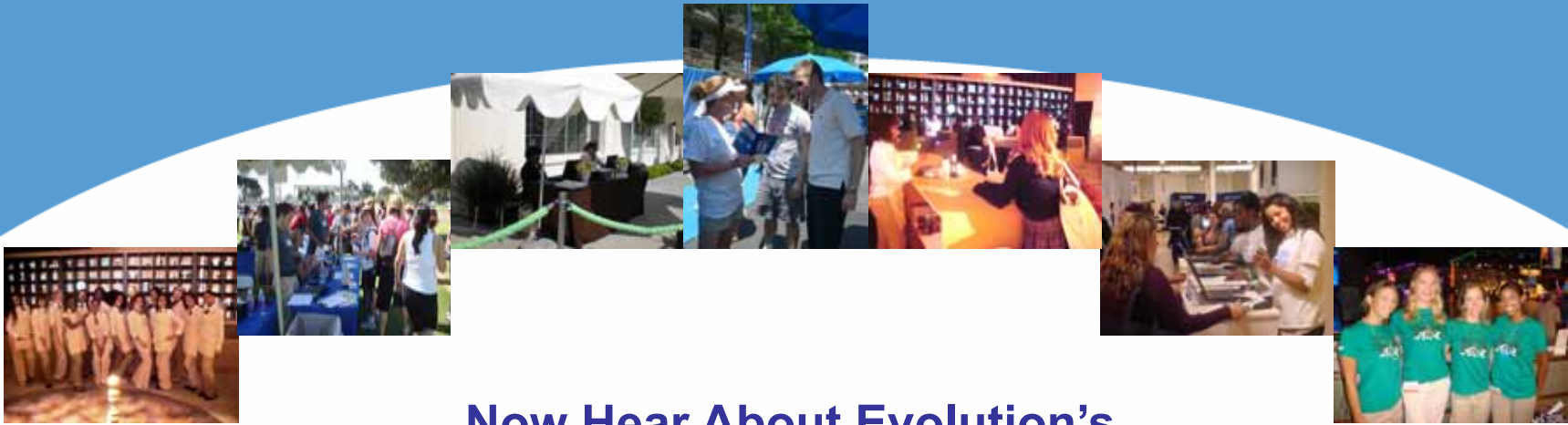


Now Hear About Evolution's **X-Event Strategies**

After the Event:

- Podcasts
- Showcase events videos
- Online special sales features
- Online fashion shows
- Keep conversations going





Now Hear About Evolution's **X-Event Strategies**

Revenue Enhancements:

- Pre-event sales of merchandise
- Selling of online tickets
- Online Sales during live event
- Post-event sales
- Selling of sponsorship space

