



## Spandex Sleeve Mobile Billboard Opportunity

The Orion Patented Travel Spandex Sleeve allows for a massive National and Worldwide Marketing Blitz at no cost to Partner Airline, 24-7, 365 days a year. By Joining the Orion Travel Technologies Travel Ad Sleeve Platform, Partner Airline will be entitled to the following:

Exclusivity-Software Opportunities Tie-ins, Travel Platforms First to Market, Customer Tie-Ins, First To Have Programs

- Cabin Crew opportunities to sell the sleeve to a controlled audience. Each cabin crew member would have the opportunity to make \$10 per sale and will be Zelled to their accounts through the Airline and not a third party, Money's will be distributed each day at the end of the cabin crew's last leg
- Ongoing Mobile Billboard Platform is easy to implement. Publicity campaigns are favorable to the flying public
- Endless Marketing and Promotional Concepts that can be used in cities and regions across the country
- Introductions of ongoing in-flight gaming, mobile apps, and trivia contests that would enable the entire cabin to win upgrades, visits to airport lounges, free Wi-Fi, and discounts at airport restaurants and retail stores
- Ongoing sponsorship opportunities with existing partners
- Low ARPU entry to engage new customers and keep them
- Advertising and Marketing Opportunities exist
- Can create new customer base for regional and national travel
- Giveaway Opportunities with Hotel and Resort Partners
- The Orange luggage sleeve prominent with a QR CODE has an opportunity for High Customer Engagement, and will have high visibility nationwide every day of the calendar year.

Tie-In Opportunities

Giveaways Opportunities

Promotion Opportunities

Publicity Opportunities

Charity Opportunities

The idea behind the travel Advertising Mobile Sleeve

Mobile Sleeve has one major national airline that is exclusive in the entire travel Market

Two things must happen:

Consumer entry is low-cost customers must promote the Partner Airline as well as tote the luggage sleeve everywhere as they travel.

The Customer must receive 2 things from the airline

Win-Win for both customers and Partner Airline

Travel Mobile spandex sleeve protects customer luggage from dings and damage

Travel Mobile spandex sleeve easily goes over customer luggage and acts as a Mobile travel billboard traveling through airports to terminals on airport trains and buses, being seen at luggage claims picking up larger pieces of luggage, outside of airports, going to resorts, standing in line in resort check-in lines, on trains, buses, cruise ships and does it all again on returning home.

Orange color has been meticulously chosen through many customer focus groups as the easiest color to spot going anywhere. Red makes you mean and white or black makes you not look.

Partner Airline involvement is 2 must-haves by the traveling public: free baggage fees, and a snack on the plane taken from Focus groups all over the world. Everything is open for discussion on the KISS principal platform.