

Engage Your Hotel Website Visitor with the HeBS Interactive Sweepstakes.

Contests promotions get people excited to talk about your brand, increasing brand recognition and building buzz. An interactive sweepstakes will encourage daily visits to your hotel's website and significantly grow your opt-in email list and mobile list, which you may use for future promotions.

By offering an incentive for people to enter the contest on a daily basis, people will grow accustomed to interacting with your brand via the direct online

channel—its own website. In addition, the interactive sweepstakes offers forwarding functionality—perfect for viral marketing.

Daily prizes work best and encourage multiple visits throughout the life of the sweepstakes. Additional benefits include media buzz around the sweepstakes (especially important for slow seasons) and an increase in bookings as most people who win a free room will stay an extra night.

HeBS offers a variety of types of sweepstakes, with different levels of customization available.

Choose from the Travel Consumer Sweepstakes, the Interactive Game Sweepstakes, or the YouVote Sweepstakes. All sweepstakes offer a template, modified template or custom design (pricing for design options is on page 5) as well as optional add-ons.

Choose the type of sweepstakes:

- Travel Consumer **Sweepstakes**
- Interactive Quiz Sweepstakes
- You Vote Sweepstakes

Choose a design option:

- Template Design
- Modified Template Design
- Custom Design

Optional Add-Ons

- Customer Survey
- Interactive Game
- Different Daily Prize
- Grand Prize
- Grand Prize Take Action
- Mobile Module

Table of Contents:

Page 2: Type of Sweepstakes - Travel Consumer Sweepstakes (30-90 Daily Prize Sweepstakes)

Page 3: Type of Sweepstakes - Interactive Game Sweepstakes

Page 4: Type of Sweepstakes - YouVote Sweepstakes

Page 5: Design Options & Pricing

Page 8: Optional Add-Ons



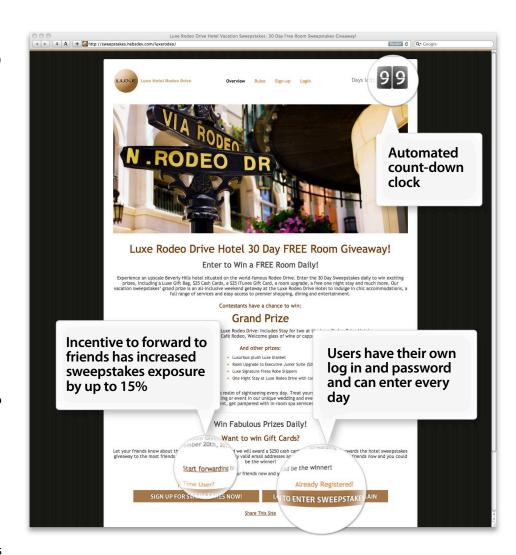
Type of Sweepstakes:

HeBS Travel Consumer Sweepstakes (30-90 Daily Prize Sweepstakes)

The Travel Consumer Sweepstakes is a 30-90 day daily prize giveaway (30 day min recommended). By offering an incentive for people to enter on a daily basis (i.e. daily prizes drawn for a free night's stay in a suite, free weekend including all meals, etc.), potential guests will become more familiar with your product and website which helps to build awareness and a strong brand relationship. All entries will be opted in to the email database unless requested otherwise.

Features:

- · May offer daily prizes (recommended) or a grand prize
- · Daily prizes awarded during the course of the sweepstakes (same prize every day) with the winner automatically selected
- One additional prize of \$250 or more should be offered to the individual who forwards the sweepstakes to most friends
- One additional prize of 1 free room night should be offered to a Twitter follower, chosen at the end of the sweepstakes from all followers who retweet the sweepstakes
- · Marketing links to the site
- Automatic selection & email notification of winners
- Participants can play every day to win
- Full-service login-protected database with name and email and contact info of participants, winners, etc.
- Exportable email list of participants
- Custom data exports by request
- Comprehensive statistics access for admin on the back-end
- · Anti-spam CAPTCHA technology to avoid spam bots
- · Customization of e-mails sent to users and friends

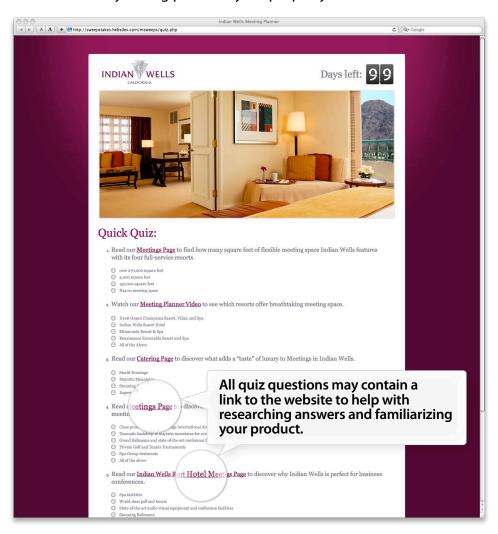




Type of Sweepstakes:

Interactive Quiz Sweepstakes

Perfect for targeting meeting planners, travel agents, and business to business, the Interactive Quiz Sweepstakes educates customer segments of your products and services as well as adds an exciting and engaging element to the sweepstakes. Before entrants register, they take a quick 5 question quiz in which each answer can be found within a landing page on your property or brand website (this helps build awareness and drive traffic to your website). Once the quiz is completed, a landing page appears with the number of questions entrants got correct and a list of the correct answers if they answered any questions incorrectly. This landing page then prompts them to register for the sweepstakes. This sweepstakes builds a segmented email list for future marketing to the targeted customer segment, and also helps build awareness of key selling points of your property or business.



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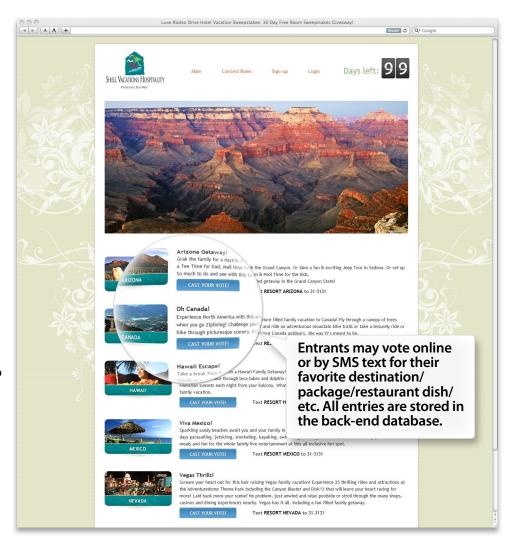


Type of Sweepstakes: YouVote Sweepstakes

Perfect for single property hotels, multi-property brands, or even a restaurant, the YouVote Sweepstakes allows registrants to vote daily on their favorite hotel/vacation package or favorite restaurant dish or drink. After registering, entrants can vote daily online or even vote by texting a short-code via a mobile device—perfect for building a mobile marketing list. This sweepstakes functionality is perfect for gaining consumer insight and understanding exactly what hotel/vacation packages (or chef's specials) key customers desire.

Features:

- Interactive sweepstakes offering a grand prize at the end of the sweepstakes.
- Functionality that allows users to login and vote daily
- Text to Vote functionality
- One additional prize of \$250 or more should be offered to the individual who forwards the sweepstakes to most friends
- One additional prize of 1 free room night should be offered to a Twitter follower, chosen at the end of the sweepstakes from all followers who retweet the sweepstakes
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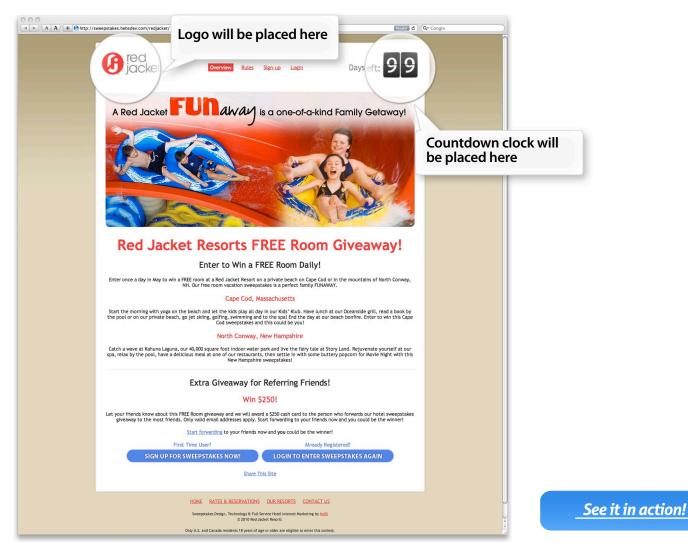
Design & Pricing

Now that you know what type of sweepstakes you want, it's time to decide on the different levels on customization. HeBS offers three different design options, which determine the pricing of the interactive sweepstakes:

1. Template Design

Standard layout:

- Layout is standard (no changes to the template layout)
- Elements that may be changed: background, logo, photos, copy, navigation
- Will include exciting flash highlighting marketing messages and hotel amenities



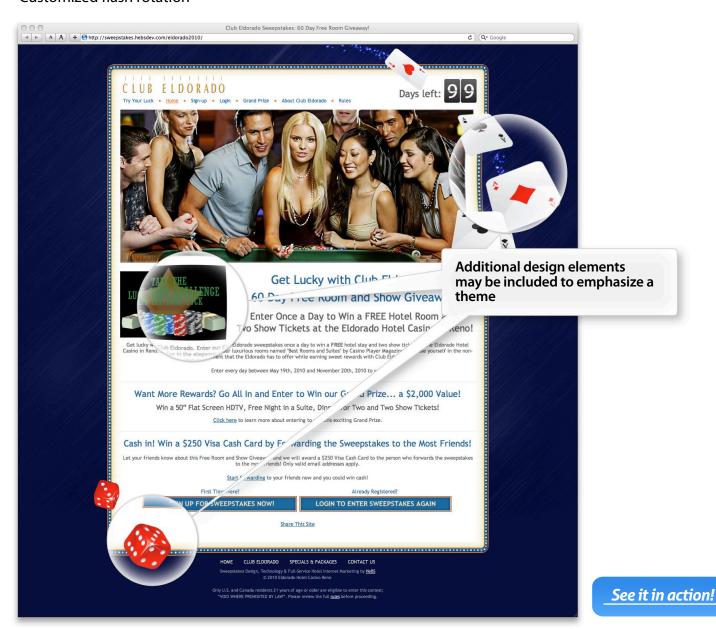


Design & Pricing

2. Modified Template Design

Standard Layout Plus:

- Additional visual elements to emphasize on hotel's main theme (golf, spa, casino, etc.)
- Custom background that fits best
- Customized flash rotation



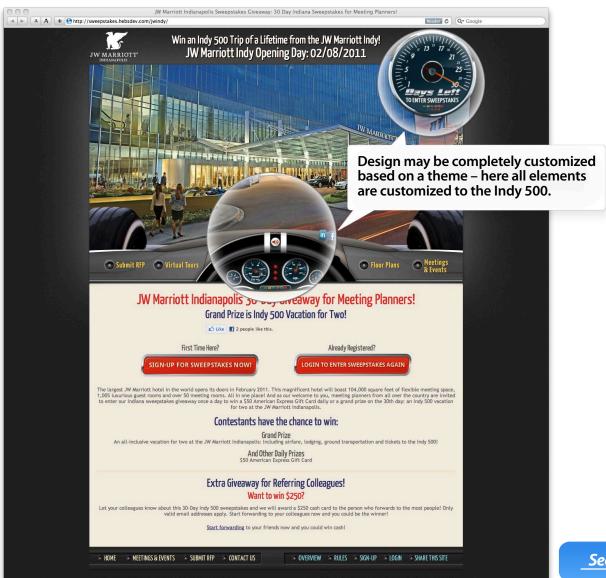


Design & Pricing

3. Custom Design

Custom Design:

- Logo/copy/slogans placed where it fits best
- Additional theme elements incorporated throughout custom design
- Custom day counter and buttons
- Custom layout





Optional Add-Ons

HeBS offers the following optional add-ons, which may be added as an enhancement to all sweepstakes:

Customer Survey

Want to gain deeper consumer insight? Offering entrants an optional customer survey allows you to gain valuable feedback about your hotel, your marketing initiatives, the travel industry, and consumers' wants and needs. All data collected is stored in the sweepstakes backend and is easily exportable.

Some valuable questions you can ask are:

- Where did you hear about Hotel Name? (TV, print, our website, online publication, social media, word of mouth, etc.)
- What is the most important factor in choosing a hotel (price, room size, free breakfast, etc.)?
- Have you ever stayed at our hotel? Do you plan to in the future?

Interactive Game

In the age of Web 2.0, consumers want to be engaged. To make the sweepstakes more engaging and to add an extra incentive for entrants to visit the sweepstakes on a daily basis, HeBS can incorporate a fun, interactive game branded to the marketing message and branded to your hotel identity. When arriving at the sweepstakes homepage, consumers can click a button to play the game before registering or reentering the sweepstakes.

Some example games include:

- Spot the Difference Game: two photos of the hotel, hotel rooms etc, where users have to spot the differences between photos
- Card Games/Casino Games
- Memory Games



Optional Add-Ons

Different Daily Prize

To help build mystery, excitement, and anticipation, you can offer a different daily prize each day for daily winners. This will further encourage registrants to enter on a daily basis and add a unique spin to the Travel Consumer Sweepstakes.

Some marketing ideas:

- Mystery prize: Entrants can view all of the possible prizes but they don't know what prize is being awarded on what day. This encourages people to enter daily because they do not know what day the prize they desire is being awarded.
- Prize gets Bigger as the Days Countdown: If you are using the sweepstakes as a countdown to a big event, you can have the prizes become more valuable as the days countdown closer to the event. This will encourage registrants to keep coming back as the prizes increase in value.

Grand Prize

To help build buzz and anticipation around the sweepstakes, you can offer a grand prize drawing at the end of the sweepstakes. This adds an extra incentive outside of the daily prizes for registrants to come back and enter.

Grand Prize Take Action

To help boost your followers on Twitter, fans on Facebook, and your mobile database, you can ask registrants to become a fan, become a follower, text a short code, or forward the sweepstakes to 5 friends to be entered in the drawing for the grand prize. This helps increase the viral aspect of the sweepstakes and significantly grows your base of fans and followers on Facebook and Twitter.

Mobile Module

To help boost your mobile marketing list, you can give entrants the option to text a short code to be entered for a grand prize. Entrants can easily be entered into the drawing for the grand prize from any mobile device with one simple text. This will opt them into your mobile marketing list for future mobile promotions.