

## **2022 Servus Edmonton Marathon Virtual Event Bag**

Contact **Tom Keogh** at [tom.keogh@21one.ca](mailto:tom.keogh@21one.ca) to discuss Vendor and Sponsor opportunities. Once you've confirmed your interest, the steps below give you an idea of what you'll need to create your placement on the 2022 Servus Edmonton Marathon Virtual Event Bag.

### **Decide which type of placement you want to create**

1. Voucher
2. Discount
3. Advertisement
4. Document Share

### **Next, gather the information needed**

- Placement Title
- Company Name
- Placement Description
- Promo Code (optional, for Discount)
- Expiration Date (for Voucher and Discount)
- Engagement URL (for Discount and Advertisement)
- Company Website (optional)
- Facebook Page URL (optional)
- Placement Disclaimer (optional)
- Company Logo and Placement Image





### **You're ready to build your placement on the Engage Active Platform!**

- Once your participation is confirmed, you will be provided with a link to the Virtual Event Bag
- Click "Start Building Your Placement"
- Enter your company's information
- Select the type of placement desired (Voucher, Discount, Advertisement or Document Share)
- Build your placement
- Review and submit

## What are the placement categories?

### SELECT PLACEMENT CATEGORY

Choose the category which best describes the type of placement you plan to create and submit.

	<b>Voucher</b>	<b>ACTION</b>	<b>Email Voucher</b>
<p>Visitors engage with the print action or show vouchers on their mobile device to redeem. This placement type is usually used by companies who operate in a physical location or exhibitors encouraging redemption at their event booth.</p>			
	<b>Discount</b>	<b>ACTION</b>	<b>URL Link</b>
<p>The online discount creates a link to your e-commerce website store in which visitors can take advantage of a discount using a special promotional code. This category is usually used by e-commerce stores or other businesses who sell via an online store.</p>			
	<b>Advertisement</b>	<b>ACTION</b>	<b>URL Link</b>
<p>The advertisement creates a link to a business or company website. This category enables companies to achieve the goal of driving traffic to a website for the purpose of generating awareness, brand building or education about a company, product or service.</p>			
	<b>Document Share</b>	<b>ACTION</b>	<b>Download File</b>
<p>The document share placement enables you to share a digital document with a visitor. When the visitor engages they choose to send the document to their email inbox. Use this placement to share a PDF coupon with a special barcode or a general information PDF.</p>			

## What information do I need to build a placement?

You need a company logo, main image, description, and details for customers (expiration date, promo code, redemption instructions, etc.). For efficiency, we suggest gathering the information before starting the process on the Active Engagement Platform. Here is what a placement looks like:

**FLIP**  
burger boutique

Logo

Offer Image

Free Appetizer with any Entree Purchase

Flip Burger

Company Name

Title

Print Now

\* Button Title varies based on placement type

Designers or Agencies: Image Size = 540px by 396px

A modern burger boutique featuring a menu that redefines what we've come to think a hamburger should be. In a modern space FLIP incorporates elements of fine dining with a creative, raw energy.

Chef Richard Blais

FLIP's chef, Richard Blais, is one of the country's most innovative chefs and is the winner of BRAVO'S season 8 'Top Chef All-Stars.' In addition, he appeared on BRAVO's 'Top Chef: Chicago' and on the Food Network's 'Iron Chef America.' He has been featured in various media outlets including Today on NBC, Live! With Regis and Kelly, Sports Illustrated, The New York Times and Food & Wine magazine for his creative take on American food.

Description

The Fine Print

This offer is not real nor valid toward any purchases. Offer is intended for example purposes only and not to be confused with an offer for any value. Please never attempt to use this offer at a real location.

Disclaimer

Expiration Date	11/12/2013
Promo Code	1234

Expiration Date  
\* Discounts Only

Promo Code  
\* Online Discounts Only

Website Link

Interested in learning more?

Visit Website



## 2022 Servus Edmonton Marathon

Event Website

Submission Deadline

**08/16/2022**

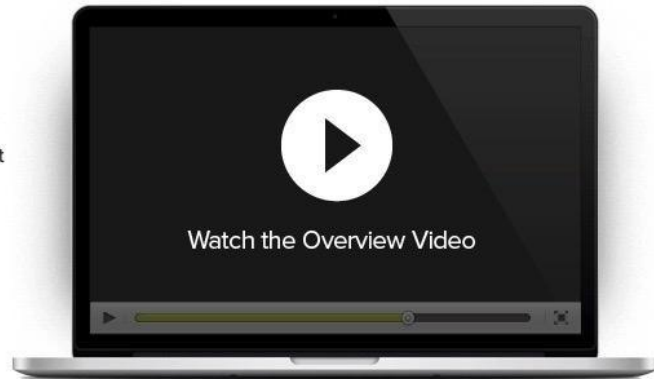
### The ideal way to connect with event audience

We are using a digital event page which enables your company to reach our audience in an engaging way at the time of their peaked interest. You are invited to create a placement in the page to promote your products or services to our audience.

[Start Building Your Placement](#)



Click here to start



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Submission Deadline

**08/16/2022**

**1**

COMPANY

**2**

CATEGORY

**3**

CONTENT

**4**

REVIEW

**Complete each of the four steps**

### COMPANY INFORMATION

The first step in creating your placement is sharing your company information. The next step will be choosing the category of the placement you would like to create.

Full Name

Email Address

Company Name

Phone Number