Ego Id Ticket ™

Personality Identification™

Instructions

EGOID TICKET

Overview

The Ego Id Ticket™ provides an unprecedented opportunity to track and extend your promotional dollars. By placing an Ego Id Ticket™ in the hands of your customers, you can drive traffic from one event to another, to Web sites and into retail outlets. This allows for renewable promotions and unlimited branding opportunities via our collectible and fashionable Ego Id Tickets™. The barcode or serial number on the Ego Id Ticket™ is scanned at any specific event and/or location such as a point of sale terminal, a venue entrance, a Web site or any other location in which data can be scanned or entered. We offer complete on-line raffle/sweepstakes, membership and admissions modules that allow you to utilize the Ego Id Ticket™ while building a valuable data base of customer information. You have the ability to customize your Ego Id Ticket™ registration and scan pages to garner any type of demographic information your company requires. This new data collection, scanning, tracking, and reporting feature, together with the proven popularity of our fashion forward Ego Id Tags™ separates Ego Id Tickets™ from any other marketing device in the industry today.

Scan It - Track It - Secure It - Wear It!™

Describe Your Data Collection and/or Promotional Environment

- **Do you have a Web based interface?**
- **Is Registration required to participate?**
- **Is Scanning hardware required?**
  - **Are there PCs or laptops available?**
  - **Are there wireless requirements for tracking admissions?**
  - **Are there POS (point of sale) terminals involved with retailers?**
- **Is there currently an existing database for integration?**

Ego Id will provide hardware and software solutions for data hosting and collection based on your existing infrastructure, promotional requirements, budgets and desired goals.

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Choose a Design Package

We can help you decide how much support you'll require from Ego Id to accomplish your promotional goals. Purchase only what you need from "nuts and bolts" to "bells and whistles."

- **Basic Package – FUNCTION only**
- **Custom Package – Function + FORM**
- **Seamless Package – Function + Form + FASHION**

Ego Id, Inc. is your secure server partner for hosting your promotion or we can provide you with instructions on how to host it yourself.

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Basic Design Package

Example: Registration Page – FUNCTION ONLY

PLEASE NOTE: We do not share your information with anyone

Your "Ego Id" Tag Number

First Name

Last Name

Email

Please confirm Email

Phone:

Company Name:

Address:

City:

State: Select a State

Zip:

Submit

Provides the interface for basic data entry or scanning and simple instructional text.

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Custom Design Package

Register to win

Please fill out this form by January 12, 2005 for our

2005 PPAI EXPO RAFFLE

Register your Ego Id Ticket™ right now!

Join the Freudian Fun!

You can win cash and prizes! Wear your Ego Id Tag to BOOTH #6849 in Las Vegas. We'll SCAN IT, TRACK IT and SECURE IT$_{TM}$ to see if you are an instant winner. Get valuable coupons on your first order just for entering. You must be registered to win!

PLEASE NOTE: We do not share your information with anyone

Your "Ego Id" Tag Number	
First Name	
Last Name	
Email	
Please confirm Email	
Phone:	
Company Name:	
Address:	
City:	
State:	Select a State
Zip:	

Submit

EGO ID DRAWING

Provides the interface for basic data entry or scanning along with custom design and copy.

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Seamless Design Package

Example: Registration Page – Function + Form + FASHION

Provides the interface for basic data entry or scanning along with seamless Web design, custom copy, navigation, etc. into a client's existing Web-based marketing programs.
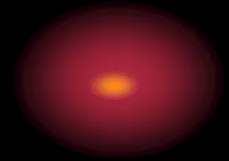
Choose Your Pages

- **Administration – Required**
- **Registration – Recommended***
- **Scan – Recommended***
- **Registration Thank You – Optional**
- **Scan Verification – Optional**
- **Coupons – Optional**
- **Polling Questions – Optional**
- **Email Responses – Optional**
- **Other – Designed per Request**

*at least one Registration Page and/or Scan Page is required to run an Ego Id Ticket™ promotion

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Administration Page

Required

Login Page

Please enter your login and password below:

login: [_____]

password: [_____]

[Enter]

View your demographic data, track coupon click throughs, select winners, set-up polling questions, etc.

Administrative Console: Ego-ID

| Entrants | Offers | Polling |

Logout

Entrants List (PromoID = 1)

Serial#	Name	Email	Date	Action	
1219	Susie Quincy	refo@adv.com	1/3/2005	Edit	Delete
1299	Tony Hare	hare@designs.com	12/31/2004	Edit	Delete
1327	Joe Elliott	jelligott@aol.com	1/3/2005	Edit	Delete
1823	Steve Hineburg	logo@burg.biz	1/3/2005	Edit	Delete
2173	Kelly Osbornre	kelly@promos.com	12/31/2004	Edit	Delete
2398	Larry Genner	Promotions@aol.com	1/2/2005	Edit	Delete
2446	Rachel Jones	rachel@advinad.com	1/3/2005	Edit	Delete
2764	Joni Smith	joni@sbcglobal.net	1/2/2005	Edit	Delete
2986	Ann-Marie Whales	mail@whalesandassociates.com	12/31/2004	Edit	Delete
3056	Chris Arra	chris@marketing.net	12/31/2004	Edit	Delete
3392	Mark Elliott	elliott@aol.com	1/3/2005	Edit	Delete
3400	Larry Stattin	promos@aol.com	1/3/2005	Edit	Delete
3887	Guy Hall	guy@halldesigns.com	12/31/2004	Edit	Delete
3964	Dan Lasgow	dan@images.com	1/3/2005	Edit	Delete
3985	Lynn Livier	Llivier@aol.com	1/3/2005	Edit	Delete
4494	Audry Hepburn	hepburn@web.net	1/3/2005	Edit	Delete

Record Count=16

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Registration Page

Recommended

Register to win

Please fill out this form by January 12, 2005 for our

2005 PPAI EXPO RAFFLE

Register your Ego Id Ticket™ right now!

Join the Freudian Fun!

You can win cash and prizes! Wear your Ego Id Tag to BOOTH #6849 in Las Vegas. We'll SCAN IT, TRACK IT and SECURE IT™ to see if you are an instant winner. Get valuable coupons on your first order just for entering. You must be registered to win!

PLEASE NOTE: We do not share your information with anyone

Your "Ego Id" Tag Number
First Name
Last Name
Email
Please confirm Email
Phone:
Company Name:
Address:
City:
State: Select a State
Zip:

Submit

EGO ID DRAWING

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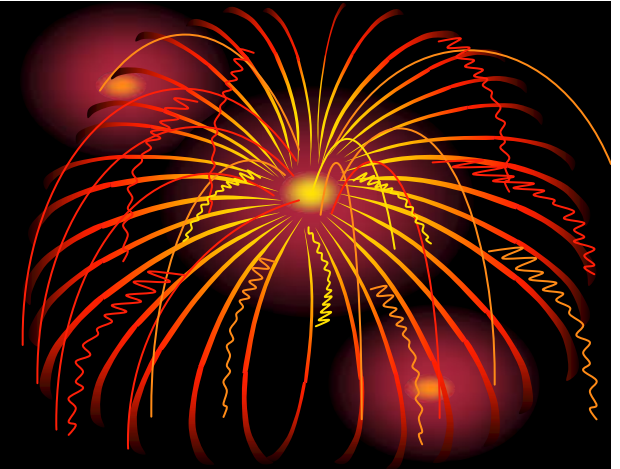
Collect demographic data, create membership drives and rewards programs, register sweepstake/raffle entrants, etc.

This page can be customized to collect all of your required demographic information.

Scan Page

Recommended

Please Scan or Type in your
EGO ID TAG Number to see if
you have won!

[Submit]

You can instantly win any one of the following
prizes:

1ST PRIZE - 1000 FREE EGO ID TAGS (~$2000 value)

2ND PRIZE - 500 FREE EGO ID TAGS (~$1000 value)

3RD PRIZE - 250 FREE EGO ID TAGS (~$500 value)

CASH PRIZES - $5, $10, $20

Scan Ego Id Ticket™ for admission, login to fan clubs, redeem rewards, claim prizes.

This page can be customized to announce winners, direct traffic to secure Web locations, grant or deny access.

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Registration Thank You Page

Optional

Thank your participants for signing up, offer coupons, perform surveys.

This page can be customized to give perks for participating.

Direct traffic to secure areas.

Scan Verification Page

Optional

Instruct entrants, announce raffle winners or prizes, grant or deny access.

These pages can be linked to priviledged areas in a Web site, announce specific prizes, etc.

Coupons

Optional

Free Set-Up on your first order — click here

Free Shipping on your first order — click here

Give incentives for participation, track all click throughs.

Coupons can be custom designed to fit your promotion.

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Polling Questions

Would you like us to contact you on how to use EGO ID TICKETS to create your own raffles, club memberships, or admissions?
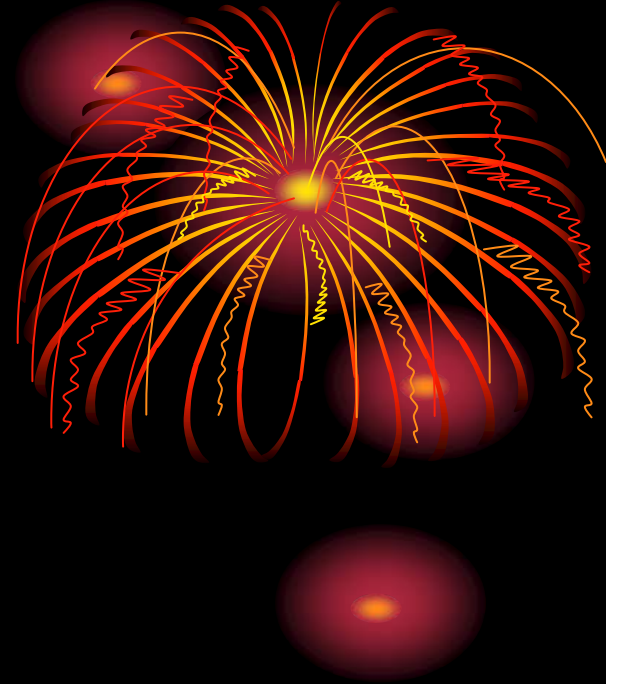
○ YES

○ No Thanks

Submit >>

Collect additional demographic information.

Start a survey.

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Automatic Emails

Optional

Remind participants to claim prizes.

Direct participants to events, retail stores and Web sites.

Thank participants for performing some requirement.

Swipe your Ego Id Ticket
PPAI The Expo Las Vegas
January 10-14, 2005
Visit us at booth #6849

Thank You for Registering for our PPAI EXPO 2005 raffle.

Your Ego Id Ticket™ number is *******

Don't forget to bring your Ego Id Ticket™ to Booth #6849 to see if you're a WINNER!.

PLEASE JOIN US FOR SOME FREUDIAN FUN!

Stop by and learn all about our amazing, traffic-building Ego Id Tags™ and Ego Id Tickets™!

Personality Identification™ for Everyone

With Compliments,

The Ego Id Staff

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SWIPE your
EGOID TICKET.
at booth #6849
Register to Win PRIZES @ WWW.EGO-ID.COM

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Conclusion

Purchase your **Ego Id Tickets™** today and get them into your customer's hands via direct mail, event give-aways, on-site registration, on-pack gifts, by purchase, guerilla marketing, etc.

Provide instructions on how to register or participate. We can help you with this.

Create successful promotions for you and your clients using our proven **Ego Id Tickets™.**

We guarantee you will be amazed by the response you get from your next marketing campaign using **Ego Id Tickets™.**
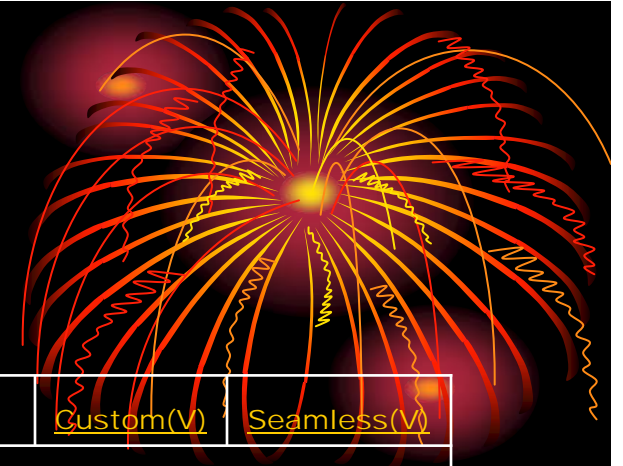
We'll help you every step of the way.

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2005 Pricing

Personality Identification™ Packages

	Basic(V)	Custom(V)	Seamless(V)
1) Required Pages			
A. Administration Page – Login/admin rights assigned to your promotion	$125	$125	$125
B. Registration Page – Participants enter data here	$125	$315	$435
and/or			
C. Scan Page – Participants get results here	$125	$185	$315
2) Additional Page Options			
D. Registration Thank You Page - Thank participants for entering	$125	$185	$315
E. Scan Verification Pages – Direct participants here according to results	$125	$185	$315
3) Miscellaneous Options			
F. Coupons	n/a	$125	$185
G. Polling Questions	n/a	n/c	n/c
H. Automatic "Thank You" email after registration	$125	$185	$315
I. Additional Database Customization	$125/hr	$125/hr	$125/hr
J. Additional Web Page Design	$75/hr	$75/hr	$75/hr

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