

WORK ORDER: EventLink+ Event App GSCA  
DATE: 3/26/20



<u>Event</u>	<u>Dates</u>	<u>Location</u>
GSCA 2020	November 11-13, 2020	Savannah, GA

The Term of this Work Order begins on the effective countersigned date of the Work Order and expires One Hundred Eighty (180) days after the conclusion of the last event listed above.

**Complete Event Technology, Powered by Partnership.**

Welcome to the Core-apps experience. We're here to provide the best event technology experience for your team, exhibitors and attendees. We're more than just a platform; we're a full-service company. Consider us your trusted partner for your complete event technology needs.

Pursuant to the Core-Apps, LLC Licensing Agreement between Core-Apps, LLC and GSCA from the executed countersigned date the terms of which shall govern this document except when otherwise provided below, this Work Order provides the details of your selected Core-apps Product and is designed to provide clarity on what we're going to be creating for your event. If at any time you would like additional information, please reach out to your account team and they will be happy to help!

## Application Platforms

Core-apps supports a premium-branded, native app on the Apple and Android platforms with easy to use features. (90% of the app features will function without Wi-Fi or connectivity including interactive scheduling, maps, exhibitors, sessions, and speakers)

Our native application on the Apple and Android platforms covers all Apple and Android devices and is optimized for the iPhone, the iPad, iPad mini, Apple Watch and all other Android devices and tablets. A tablet specific app is supported for iPad along with a universal Android tablet app.

Core-apps supports an HTML5 app for BlackBerry, Windows, and all other web-based devices for access on personal computers.

## Application Features Include:

### I. Dashboard

- a. Includes Banner Ads, Recent Alerts, Upcoming Schedule
- b. Configurable color palette, icon theme, and images
- c. Quick Access Tool Bar provides shortcuts to most utilized features
- d. Contextual Help In-app tutorial provides “how to” instructions
- e. About the Event and About the App WYSIWYG HTML screens
- f. General Information, Documents, Dailies
- g. Explore Screen images highlight important event content areas
- h. Boolean Global Keyword Search
- i. Global Notes, Favorites, and Downloads
- j. Icon links to external URLs

### II. Schedule of Events/Sessions

- a. Browse schedule of events/sessions in list and grid view by date and time, category, type, and track
- b. Include multiple tracks/types or multiple separate event lists
- c. Search functionality (different from browsing capability) - search entire event list by event title, speaker, and description
- d. Event detail screen - event title, description, location, date, time, speaker(s)
- e. Speakers list - bios, photo, role
- f. Session Room Locator - pinpoints session room location on interactive venue floor plans
- g. Add event to personal schedule
- h. Share with friends and via social media
- i. Take notes directly on the session and annotate handouts, presentations, and papers which can be saved, shared, and emailed
- j. Rate sessions, up to 6 questions on 1-5 star scale (comments box can be substituted for 1

question)

### III. My Schedule

- a. Build a personalized schedule and add customized items
- b. Prepopulate user schedules with important mandatory events
- c. Upcoming schedule allows user to set reminder notifications
- d. What's On Now - snapshot display of current and upcoming sessions
- e. Desktop web planner allows user to build planner online and sync to app

### IV. Exhibitors

- a. Includes up to 100 exhibitor listings. Additional listings will be billed at \$50 per listing
- b. Browse and search exhibitor list by name, category, booth number, and keyword
- c. Take notes on exhibitor and annotate handouts, which can be saved, shared, and emailed
- d. Create a bookmarked exhibitor list and mark them as "visited"
- e. Share with friends and via social media
- f. Exhibitor detail screen - company name, booth number, description, contact details, website, logo
- g. Green Package - Enhanced exhibitor listing provides exhibitor access to upload logo and PDF resources (\$150 per exhibitor value)

### V. Maps

- a. Display up to 10 map(s) of entire venue layout and landmarks – provided by organizer
- b. Static exhibit hall floor map (PDF)
- c. Drop a pin - set as current location, add notes and reminders
- d. Session Room Locator – pinpoints session room location on interactive venue floor plans
- e. Local Places - local listings integrated with Google maps

### VI. Sponsorship Opportunities: Organizer will retain 100% of app sponsorship revenue

- a. Sponsorship package brochures available
- b. Gold Package Overall App Sponsor - Limited to one per event (Branded Secondary Splash Screen on start up, My Schedule Logo Watermark, Banner Ad with Landing Page, Multimedia Video, and Exhibitor List Highlighting)
- c. Banner Ad with Landing Page displays at top of Dashboard screen. Can include Multimedia video (Limited sale to 4 per event)
- d. Push Notifications/Alerts - Recommended max of 5 per day
- e. Green Package - Enhanced exhibitor listing provides exhibitor access to upload logo and PDF resources (\$150 per exhibitor value)

### VII. Social Features

- a. Facebook, Twitter, LinkedIn, Instagram - post with official event hashtag

- b. Global Activity Feed - user driven activity feed displays sponsored posts, captions, photos, alerts, and popular user favorites
- c. Video - integrated YouTube video playlist
- d. Photo Gallery - user shared and captioned event photos (moderated through admin portal)
- e. News - integrated RSS news feed or blog

#### **VIII. Networking**

- a. User Profile - configurable contact fields, demographics, photo, LinkedIn integration
- b. Active Users - search by segmented demographics, request connection
- c. Contact - share status, contact info, direct messages, personal schedules and meeting invitations

#### **IX. Push Notifications/Alerts**

- a. Pre, onsite, and post event delivery - pre-scheduled or real-time
- b. Targeted alerts based on user profile demographics
- c. Set Geofenced GPS locations on up to 20 alerts
- d. iBeacon location based alerts (additional cost)
- e. Alerts display in Message Center and Global Activity Feed

#### **X. Multi-Device Sync**

- a. Manage personalized app schedule, bookmarked exhibitors, notes, and contacts across multiple devices for one universal app on any platform

#### **XI. Reporting**

- a. Stats portal to view pre, onsite, and post event metrics, yearly comparisons, downloads by platform, usage graphs, and reports on all app features in real time

#### **XII. Account Manager Support**

- a. Dedicated Core-apps Account Manager facilitates data importation
- b. Training and support for Admin and Stats Portal
- c. 24/7 Organizer support by email and phone
- d. Provided Sponsorship brochures and marketing materials (screenshots, QR code, download language)
- e. 24/7 User Technical Support by email and phone
- f. On-site support when requested (additional cost)

#### **XIII. Admin Portal**

- a. Easy-to-use organizer access to manage app content
- b. Live tutorial training and support by Account Manager
- c. Exhibitor Portal for exhibitors to upload logo and PDF handouts

- d. Speaker Portal for speakers to upload bio, photo, PDF handouts
- e. Stats Portal to view comprehensive app metrics and reporting

#### **XIV. Content Data Importing and Updating**

- a. Seamless API integration with 3rd party data hosts JSON, XML, SOAP etc.
- b. Database report importation (Excel, CSV)
- c. Core-apps Account Manager facilitates data importation
- d. Easy-to-use organizer Admin Portal access to manage app content

#### **XV. App Production Timeline (sample)**

- a. Core-apps Account Manager facilitates app build process
- b. Required items set up: 1 week (graphics, branding, initial data import)
- c. Apple Approval: 2-4 weeks
- d. Additional features/finishing touches: 1 week
- e. Recommended at least 4 weeks of pre-event marketing and promotion
- f. App lives on as a reference tool for an entire year following the event

#### **XVI. Other Core-apps features - Additional fees apply (to be covered under separate addendum if not part of original Work Order Customizations and Additional Included Features below)**

- a. Follow Me interactive exhibit hall floor plan maps with routing
- b. Featured Products includes product image and description linked to exhibitor directory listing. Product voting and product scanning available
- c. Importation of user profiles and/or schedules from 3rd party host or registration
- d. Custom Survey and Complex Session Evaluations
- e. Searchable list of Abstracts, Papers, Talks, Poster Sessions
- f. Lock Code restricted access (also available for icons and handouts)
- g. Exhibitor Lead Retrieval badge scanning
- h. Kiosk Wayfinders (iPad, dual screen, single screen exhibitor locators)
- i. Gamification, Audio Tours, Leaderboards
- j. Multi-Language picker (additional cost per language other than English)
- k. Session check-in for CE credits
- l. Real-time Audience Response (Live Q&A Polling and Question Submittal)
- m. Comprehensive GoExpo Floor Plan Booth Sales Event Management Software
- n. Beacon indoor location tracking services technology
- o. Conference Notes - second screen presentation mark-up, notes, audio recording playback, and analytics
- p. Access 365 year round app engagement
- q. QR code scanner

- r. Custom HTML screens
- s. On-site support

**XVII. Customizations and Additional Included Features**

**a. App Lock: \$500**

\* Manual entry of event data or custom import logic to provide content and/or graphic design for advertisements and/or HTML screens, and any other required/requested professional services will be billed at \$150 per hour. [Billings will be in thirty (30) minute increments; minimum bill to be \$75.]

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**This pricing quote is valid for 60 days from the date sent.**

<b>GSCA 2020</b>	<b>Investment</b>	<b>Client Initials</b>
<b>Event app fees: EventLink+</b>	\$5,250	
<b>Additional Feature: App Lock</b>	\$500	
<b>Event Total Investment</b>	\$5,750	

Terms: 50% of Initial Year of Event total investment due upon signature, the balance of initial year event total investment due upon app Build Commencement. For subsequent events listed, 50% of Event total investment due sixty (60) days after conclusion of previous corresponding event. The balance of event total investment of subsequent events due upon app build commencement. Payment for each invoice is due thirty (30) days from the date of each invoice. Licensee must be current on all invoices before work can be started on all new events listed on each Work Order. In the event any invoice is outstanding for more than forty-five (45) days, the charges on such bill are



subject to a service charge of 1.5% per month on the outstanding balance due in excess of forty-five (45) days.

Agreed and Accepted:

**Core-apps, LLC**

**GSCA**

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_