

## Frequently Asked Questions

### 1. What is event marketing?

a. Event marketing is an onsite gifting experience for corporations to reward their employees or customers with a gift giving experience where they get to sample, try out and ultimately select the gift they want.

### 2. How does it work?

a. Top Brands provides one point of contact that works with your event manager or venue contact to oversee the entire experience. We provide product inventory and management, the gifting station set-up and tear-down, event staffing and the distribution of the attendee's gifts.

### 3. How do I select the right mix of products?

a. We will help you find the right assortment of gifts based on price point and demographics to fit your guests.

### 4. Will I be provided with a contract?

a. We will provide you with a detailed contract that entails the gifting selection budget and staffing requirements provided by Top Brands.

### 5. How is pricing determined?

a. Our one inclusive price is determined using the following calculation and will be provided in the contract (Product Tier Price x # of Guests + Staffing Fee = Final Price). All product and display elements will be sent to the event location via ground shipment and the customer will be billed actual shipping cost.

### 6. How is payment collected?

a. Top Brands requires a 50% down payment 30 days prior to the event with the balance collected within 30 days after the event.

### 7. Is there a lead time?

a. Yes, please allow at least a 45 day lead time from order to event date.

### 8. Is there a guest minimum?

a. We can accommodate groups as small as 100 dependent on the overall budget and goals of the event.

### 9. How many staff members are required?

a. Top Brands will base the amount of staff provided based off the pre-planning discussion and event requirements. Each staff member is available 10 hours per day with appropriate breaks.

### 10. Are there lodging requirements for Top Brands staff?

a. Yes, all lodging expenses for on-site staff are required. The number of nights will be determined by the availability of flights.

### 11. What display elements does Top Brands provide?

a. Top Brands will furnish all product display stands and signage for a true brand experience.

## Frequently Asked Questions continued

**12. Is a sampling program available?**

a. Yes, we offer a sampling program where guests will be able to interact with the products and receive a website access card with their login information. After the event, they can simply go online, enter their login information and redeem for the product they wanted.

**13. Do you offer custom packaging options?**

a. Yes, we can accommodate most custom packaging requirements to suit your event. Contact us for more details.

**14. Do you have an international option?**

a. Yes, Top Brands will review customs, duties and travel requirements to the destination location to determine accessibility.

**15. What additional information will Top Brands require?**

a. We will require a hardcopy roster of event attendees in advance to be checked off after they have selected their gift.

**16. How do I get started?**

a. Call us at 920.236.2800 or email [sales@top-brands.com](mailto:sales@top-brands.com)!

