

Shmooz'R – VALUE-ADDED FEATURES

[Specs; Saving Money; Fast Ordering; Benefits]

■ Shmooz'R Specs; Ordering & Features

Two Versions and Two Sizes: Shmooz'Rs come in two versions: the **Standard Shmooz'R** and the **Chat It Up**.

All **Standard Shmooz'Rs** are single-sided and come in two sizes: a 4" X 6" badge (note: we use the words "badge" and "name tag" interchangeably) and a 3" X 5" badge. All **Chat It Ups** are double-sided and also come in either 4" X 6" or 3" X 5". All **Standard Shmooz'Rs**, regardless of size, are priced the same. All **Chat It Ups**, regardless of size, are priced the same. [For some unexplained reason, men seem to appreciate the larger size more.]

Both Full Montys and Chat It Ups have bundled FREE accessories : Lanyards, ribbons and more.

Each badge image is an accurate reflection of the wearer's identity: literally a wearable biopic, an exuberant mash-up of personal history, experience and interests...all out there for everyone to see.

Image Display: Whether **Standard Shmooz'R** or **Chat It Up**, each side of a 4" X 6" badge displays 4 or 5 images and 2 or 3 text areas, including the wearer's name. The 3" X 5" badges, meanwhile (again, for both Full Monty or Chat It Up) display 3 images and two text areas on each side, including the wearer's name. Each badge is a fully customized and curated photo collage made up of a wearer's choice of personal or stock photo images. Each badge is inserted in a vinyl pocket attached to a custom, no-spin lanyard emblazoned with the school name.

Individual Survey Form: Each individual **Shmooz'R** is made up from information submitted by the wearer by completing a one-page, online **Individual Survey Form**. The **ISF**, sent by the college alumni office to the reunion attendee, asks non-intrusive questions about the wearer's background and interests.

Imprinted Ribbon: One FREE Imprinted ribbon(s) can be attached to a **Standard Shmooz'R** because it's single-sided. Affiliation (e.g. Greek, sports, etc.) ribbons and alumni funding ribbons are particularly recommended because most colleges already use them on their name tags. Class year designations (or conversely the anniversary name, such as "25 Year Reunion") are really valuable ways of highlighting people who you're really looking forward to meet. Ask about the cost of attaching additional ribbons.

Imprinted Lanyard: Each Shmooz'R comes with a custom no-spin, imprinted, adjustable lanyard. For school branding purposes, the lanyard may be imprinted with the school name. Each lanyard uses Velcro strips or a self-adjusting bead so the wearer can adjust the Shmooz'R to the optimal wearing position (basically, with the top of the badge two inches lower than a line running from both armpits).

Wearer Instruction Tag: Shmooz'Rs come with wearer instructions on a peel-off label that explain how to position it correctly on the body.

User Evaluation Form: We have a sophisticated evaluation form that can easily and accurately determine user satisfaction with the Shmoooz'R they wear at the reunion. See a copy at our website: www.shmooozr.com

Can you believe using a name tag that comes with metrics? That notion even blows us at Shmoooz'R away.

FREE Shipping: All Shmoooz'Rs are delivered FREE to the client.

■ ORDERING SHMOOOZ'R IS FAST & EASY

RESPONSIBILITIES:

What Alumni Office Does: With respect to administration and order processing, neither the Alumni Office nor reunion volunteers have to do anything except inform all potential reunion attendees that the college has partnered with Shmoooz'R to provide name tags for the event. Shmoooz'R handles all the back office details seamlessly, including any necessary communications with alumni-customers. Basically, we want to keep you out of the loop so that you can attend to the myriad other event details.

What Shmoooz'R Does: Shmoooz'R handles all the front and back office details including order processing and Shmoooz'R name tag instruction. Shmoooz'R also takes care of all billing details.

Shmoooz'R will correct any mistakes it makes in producing each Shmoooz'R such as typos, misspellings, misinterpretations of bio information. Shmoooz'R will not make redos or corrections on completed Shmoooz'Rs due to wearer picture/text likes or dislikes and other editorial preferences. That means if a customer prefers a different view of Toledo or a different picture of a skier at Lake Tahoe, Shmoooz'R will not make those accommodations. Shmoooz'R will also not send "proofs" or advance showings of ordered Shmoooz'R name tags. Revisions or corrections to Individual Order Form by customer will be accepted only if Shmoooz'R has not yet been produced.

What Attendees Do: Attendees of course, would be asked to complete an online Individual Order Form (asking non-intrusive questions) and return it, along with requisite personal photos and payment, to Shmoooz'R. We'd like to make this an integral part of the ongoing reunion registration process so that as many alumni get Shmoooz'Rs as register. Shmoooz'R will make name tags for all attendees regardless whether they provide Shmoooz'R or the college with background information. Shmoooz'R will deliver completed name tags to the school prior to reunion activities.

■ SPECIAL FEATURES

1. **Total Class Ordering Makes Them Hassle-Free:** When all reunion attendees wearing Shmoooz'Rs are signed up by the Alumni Office (i.e. orders will not be accepted from individual attendees), every attendee will receive a Shmoooz'R whether they have completed an Individual Order Form or not. The idea behind this

is to have all attendees wearing the same kind of bio-name tag so that no one feels different or excluded. Now, in the event the attendee does not complete an order form, a suitable one will be designed for the individual based on relevant data on hand. For example, in the absence of reported hometown, schooling or special interest information, Shmoooz'R will extrapolate what we already know about the alumnus and combine that information with current city/state information and common images of the school holding the reunion.

2. *Special Pricing Keeps Shmoooz'R Costs Low: Sizable discounts are available to college Alumni Reunion Offices.* To put the pricing question in perspective, we estimate conventional name tags (with photo) cost event organizers around \$5.00 per unit: therefore, Shmoooz'R pricing is very competitive. You can take advantage of our EARLY-ADOPTER pricing: The first 3 college sign-ups in 2014 will receive their Shmoooz'Rs at cost.

3. *Fast Turnaround Times Reduces Stress of Last-Minute Orders:* We understand that perhaps 50% of reunion registrations take place within a few weeks of the event. This puts a strain on Alumni Office staff handling last-minute processing work. Obviously, that would burden the Shmoooz'R name tag process as well. Since Shmoooz'R has automated most of its operation, we can process up to 400 Shmoooz'R name tags with a seven-day turnaround time. It's hard to imagine a circumstance where so many orders arrive at the last minute that we wouldn't be able to handle the surge. Shmoooz'R is working on an expedited customer phone service to speed things along even more.

4. *Special Customizing Available: We'll gladly customize each Shmoooz'R, at no extra charge, with an event description/donor contribution level ribbon. If you want your school logo (OR ANYTHING ELSE FOR THAT MATTER) in one of Shmoooz'Rs display boxes, we can arrange that too. For example, let us know if you'd like an image heading for one of the two, top image areas to read something different from these four standard headings [1. School, 2. From, 3. Expertise, 4. Looking to Meet]: Suggestions of Different Headings: Last Trip: Reading Now: Last Best Movie: Collecting: Bucket List: Dream Job: (Or Anything Else).*

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