



Tradeshow Exhibitor Challenge:

You invest heavily to participate, and you want to:

- ✓ Create buzz & excitement in your booth;
- ✓ Collect a list of attendees without the hassle of entering names/numbers one by one;
- ✓ Drive potential customers back to the booth to create a relationship and/or continue the conversation;
- ✓ Give your customers a way to ask questions quickly & easily;
- ✓ Follow-up immediately so you don't miss a sale!
- ✓ Send customers a direct link to digital product info, pictures, videos (Think **GREEN**) and mobile sites to purchase products in the moment! Less printing means lower expenses!

The Solution:

- ✓ Brilliant Mobile® provides a tool that lets you communicate with your audience on the device they have with them wherever they are 24/7: their mobile phone.
- ✓ As a Permission-based platform, consumers opt-in to receive messages that they value, unlike spam/junk mail.
- ✓ Our Mobile Commerce Sites give your prospects an easy way to buy products on their phone. Its cost-effective & green. Single Click Transactions make sales simple and profitable!

Why Mobile Works:



- ✓ There are 246 Million Mobile users in the U.S. today.
- ✓ In May 2010, 160 Million Mobile Users sent a text message to another phone, and 85.5 Million are Mobile Internet users.
- ✓ Over 98% of existing mobile phones owned by US customers are text-capable and over 80% of US Mobile users actively use texts on a regular basis.
- ✓ Texts have a 94% Immediate Open rate.
- ✓ 28 million Americans have unlimited mobile packages on their cell phone service. (2008:Nielson)

Brilliant Mobile® provides solutions and services for interactive digital, mobile marketing and mobile commerce options that help drive traffic to Retail, Movies, Theaters, Restaurants, Events & Websites.

Standard Carrier rates apply, but Brilliant Mobile does not charge end-user for SMS service.

Text MaryBarnett to 69302 for a Mobile Business Card; Text BrilliantMobile to 69302 for a sample SMS.

Call: 951-898-3727; Click: <http://www.BrilliantMobile.com>

Attract & Inspire Your Audience

- ✓ **Text 2 Join:** At the event, people can text in while they stroll the aisles & are driven back to you by the value that you offer. Timed promotions create BUZZ!!
- ✓ **Text 2 Receive:** Mobile Coupons, Promo Codes and Mobile Commerce Sites will drive traffic to other shows, websites & retail locations.
- ✓ **Text 2 Win:** Everybody loves to Win, Increase your opt-in and conversion rates building your database.
- ✓ **Text 2 Vote:** Increase participation, gain insights on your ideal customer.
- ✓ **Text 2 Remind:** Send out auto-reminders to increase attendance or sales on events/releases.
- ✓ **Text 2 Screen:** Create Buzz, Excitement & Build Momentum on Digital Screens in Seminars & Booths!
- ✓ **Text 2 Go:** Administrator can send texts to target lists from their cell while at show, no need for internet!

More Brilliant Features

- ✓ **Brilliant Merge:** Personalized IM, Emails & Texts: "Hey John, looking forward to seeing you..."
- ✓ **Mobile Business Cards:** Save a tree, text instead!
- ✓ **Online Sign-up Pages:** Give your audience the choice of how to communicate with them!
- ✓ **Facebook Widgets:** Expose your promotion and gather fans from over 500 million users!
- ✓ **Brilliant Social:** Instant Multi-site Updates broaden your reach with one click!
- ✓ **Mobile Optimized Websites:** Give your audience access 24/7 from their mobile device!
- ✓ **Brilliant Analytics:** Prove ROI and measure results for campaign analysis