

# A reimagined mobile event experience for next- gen brand activations

## Solution Overview

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# Contents

## OVERVIEW

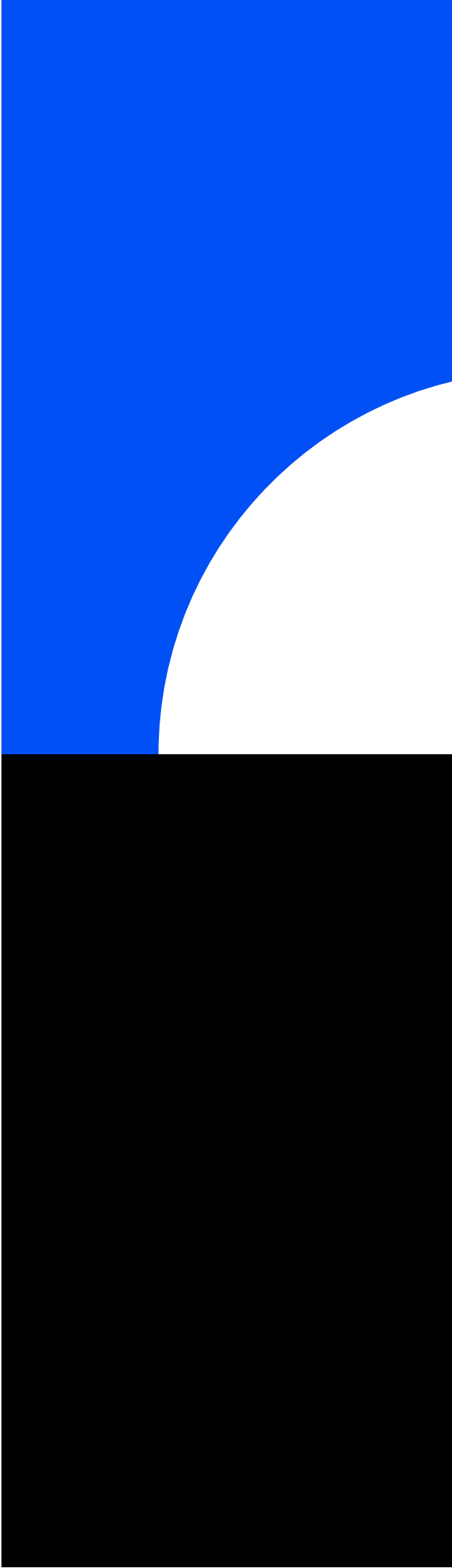
How it Works

- Event wallet

- Platform

- Benefits

Contact Us



# Forget Clunky Apps. Launch A Wallet.

Take your in-person or hybrid events to the next level. Provide participants with a convenient digital wallet to improve their event experience and drive new insights for your business.



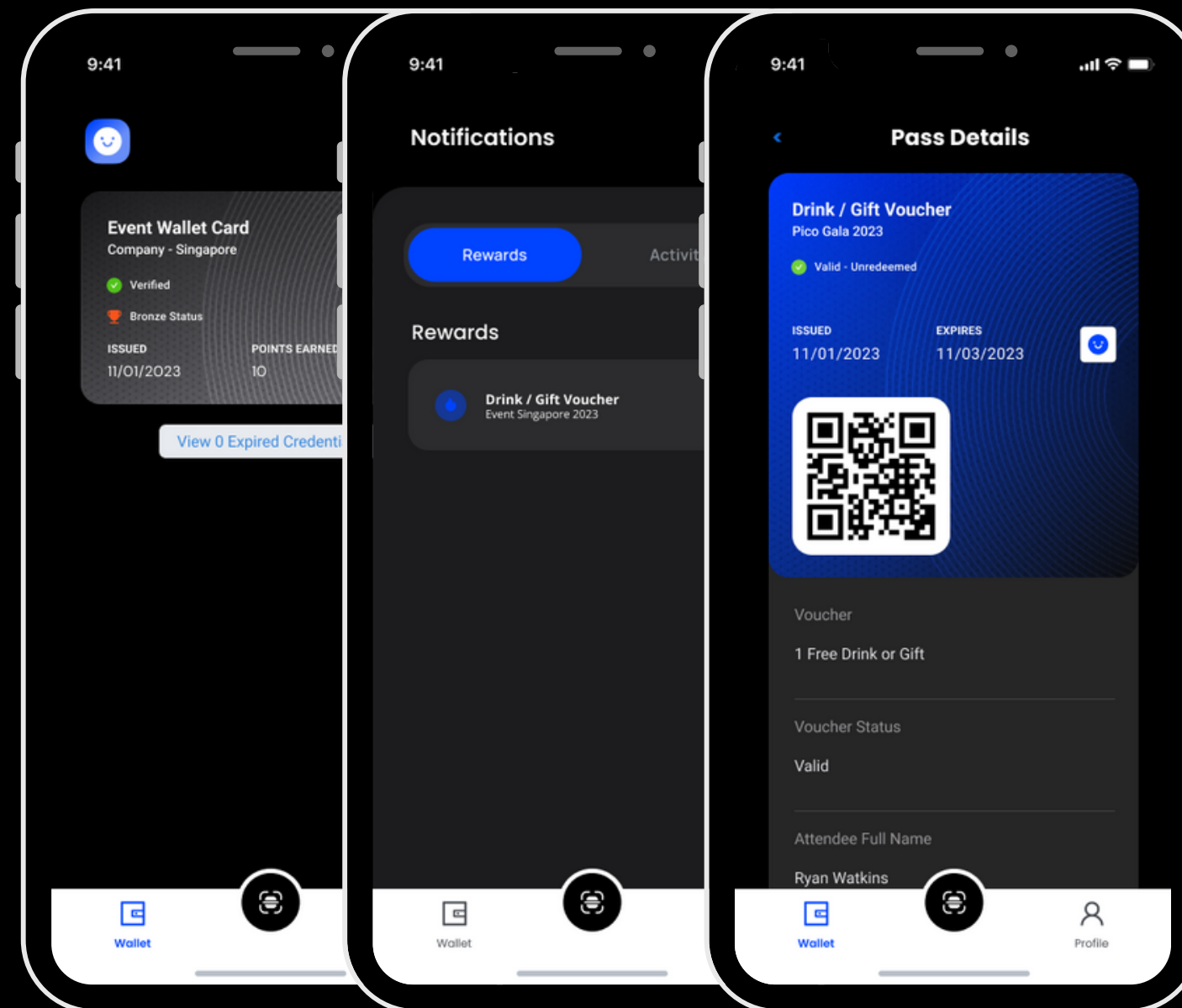
## Fully Branded Event Wallet

Customize the wallet to fit your brand identity and only activate the features you need.



## Verifiable Credentials

Issue passes, credentials, and airdrops that are verifiable and fraud-proof. Streamline event access and save time.



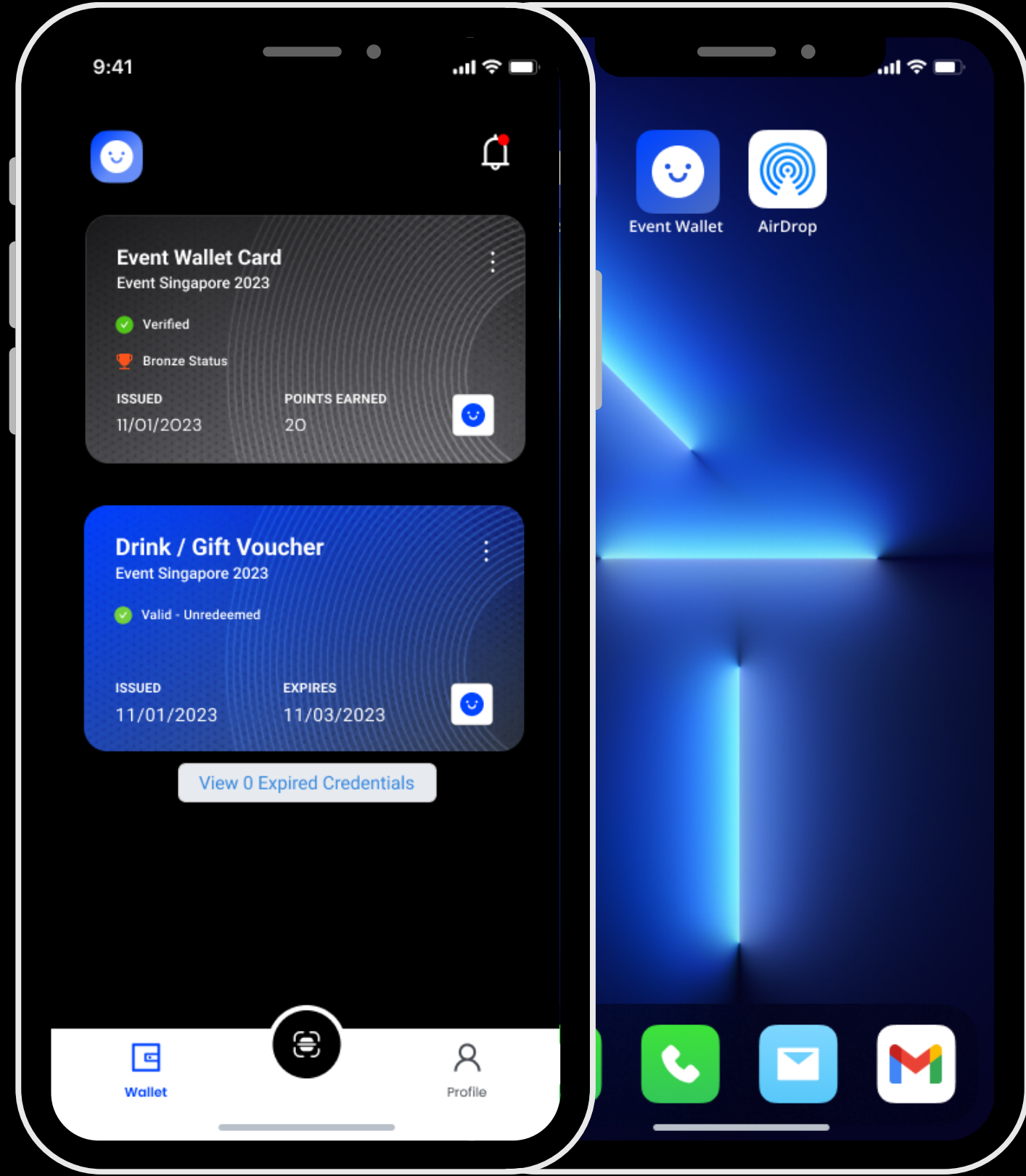
## Built-In Pass Scanning

Allow vendors and suppliers to scan badges, verify credentials, and redeem vouchers.



## Sponsorship and Monetization

Add value for your exhibitors with new web3 sponsorship opportunities. Issue collectibles, VIP passes, and more.



# Simple to deploy. Easy to use.

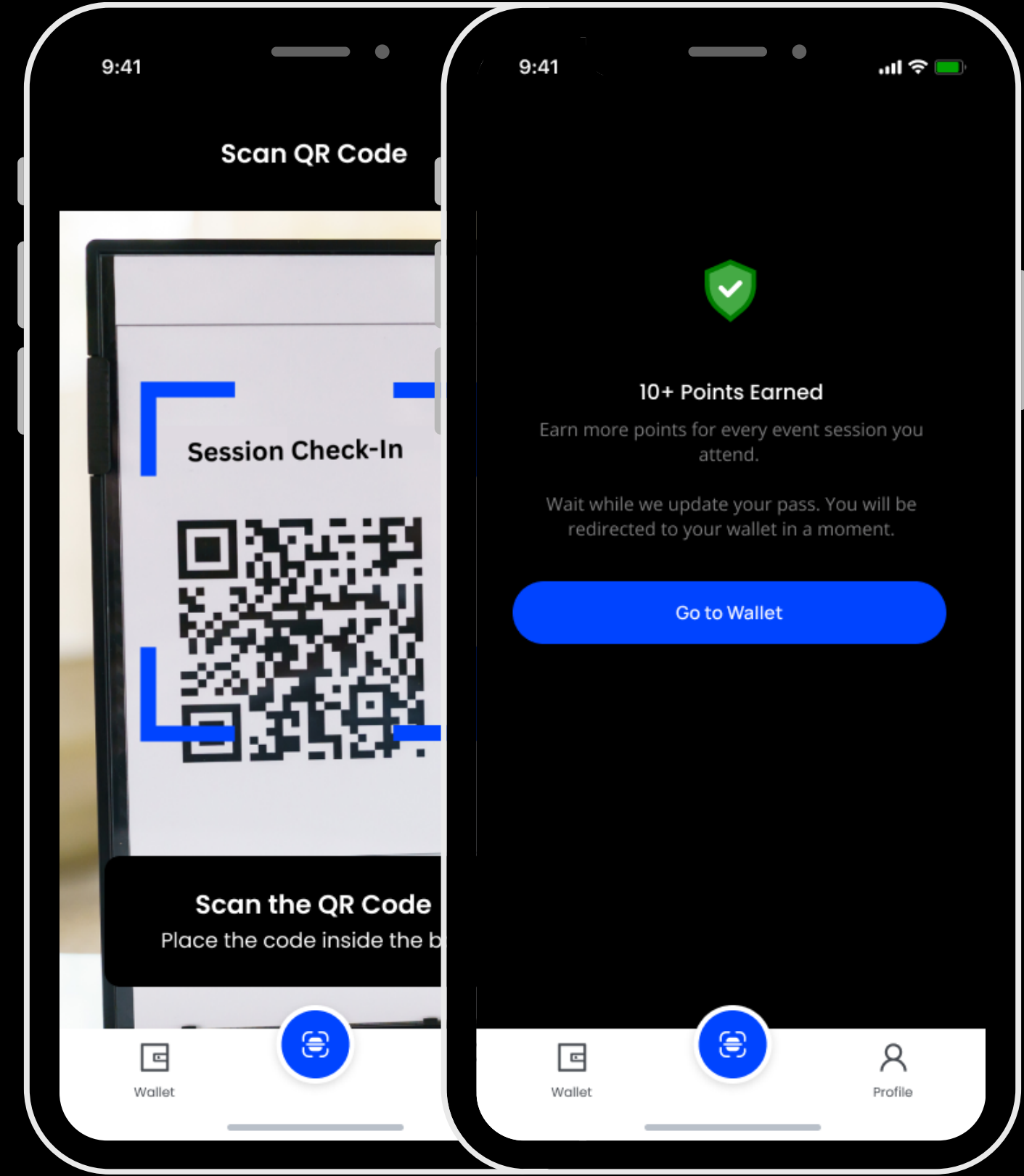
Quickly launch an Event Wallet using Metacommerce's White-Label Wallet or Wallet SDK, and let your event participants conveniently store, manage and present their passes, rewards and more for use and scanning.

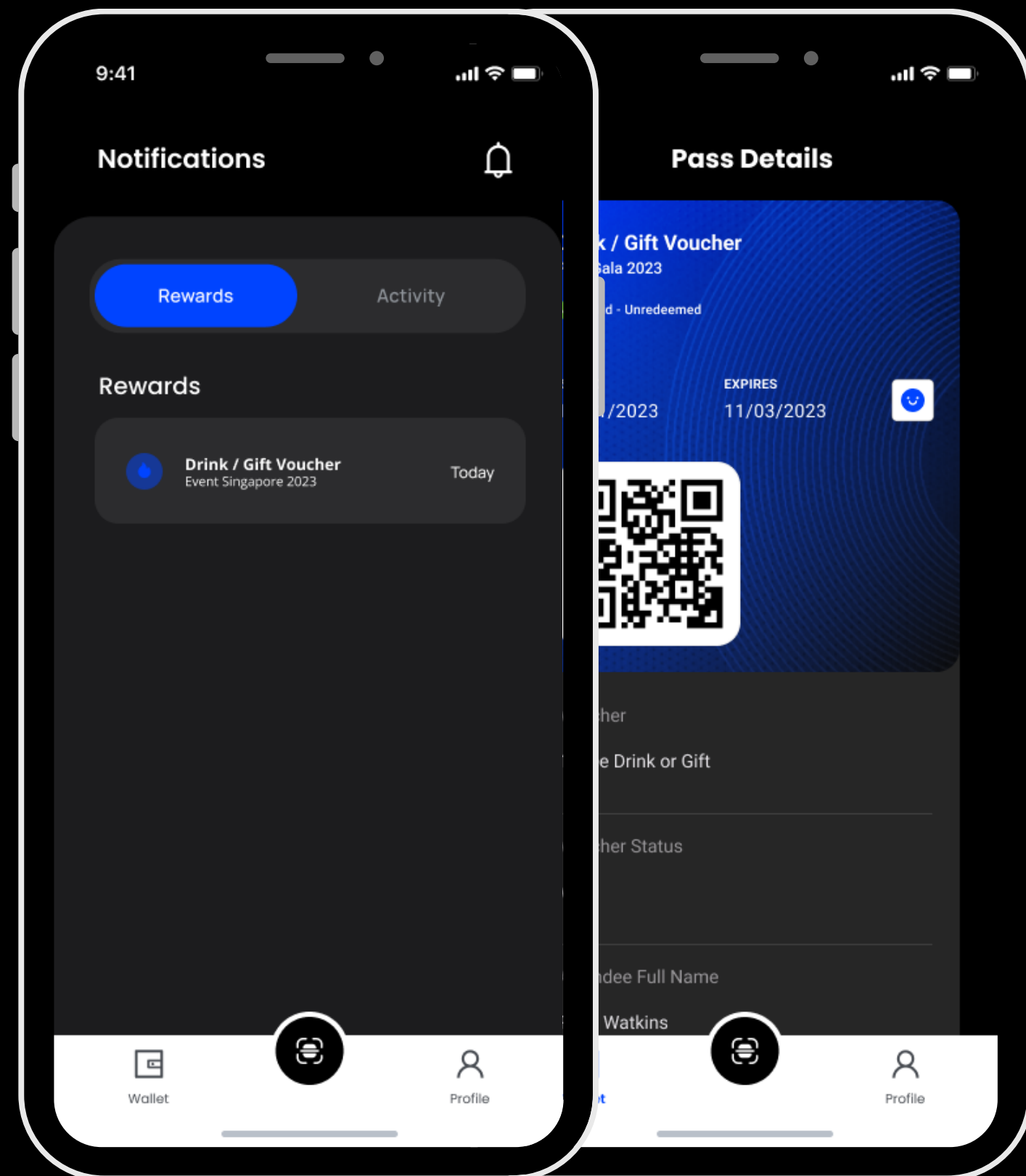
- ✔ Customize the wallet to match your brand identity
- ✔ Access automatic updates for simple maintenance
- ✔ Skip the app store and bothering participants with downloading leveraging our Progressive Web App (PWA) approach.

# Drive positive actions. Improve your event.

Allow attendees to scan QR codes and check-in at event sessions and booths. Add points and token based experiences to drive positive behaviours in a low-effort way.

- ✓ Provide attendees with simple and engaging tools.
- ✓ Define and build campaigns to suit your needs.
- ✓ Understand participant engagement and track leads.





# Access new channels. With a familiar interface.

Issue or airdrop, digital collectibles, verified employment credentials, event passes, discount vouchers, and more. Provide push, sms, or in-wallet notifications to notify participants.

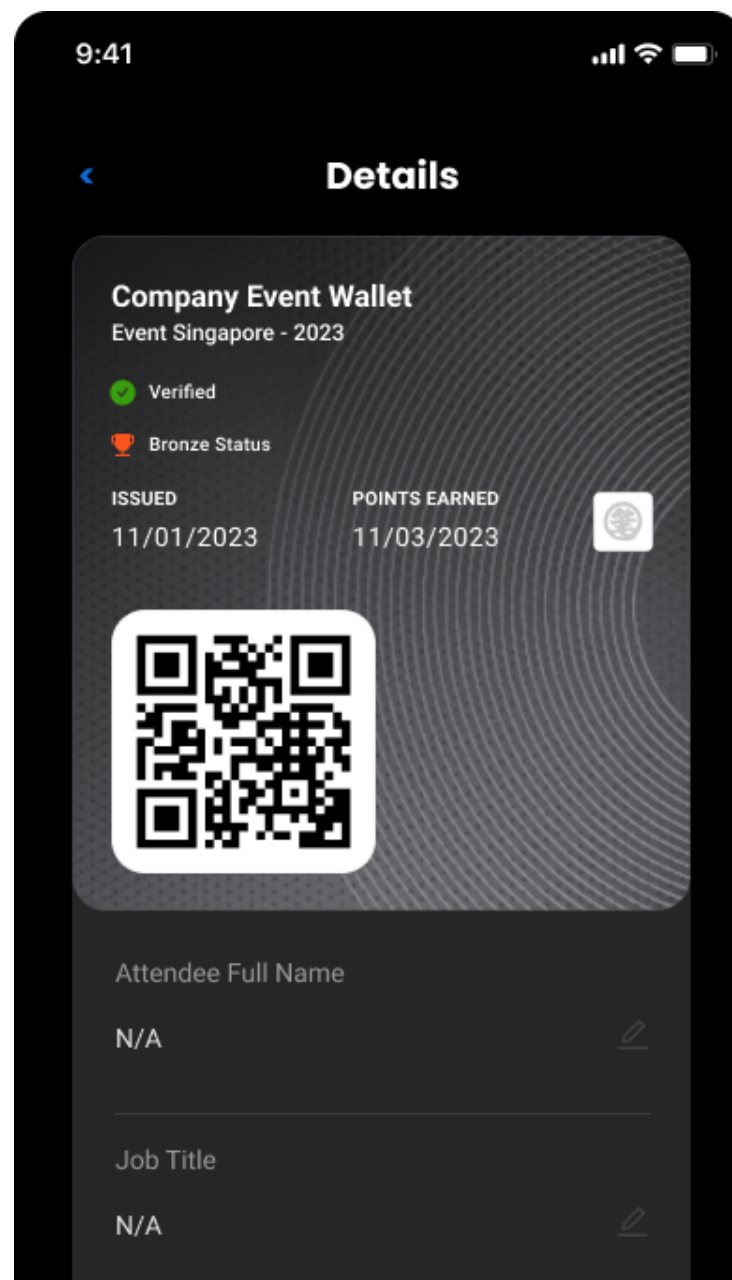
- ✔ Provide new marketing channels for sponsors.
- ✔ Craft next-gen hybrid experiences for attendees.
- ✔ Drive additional revenue with new web3 monetization and data opportunities.



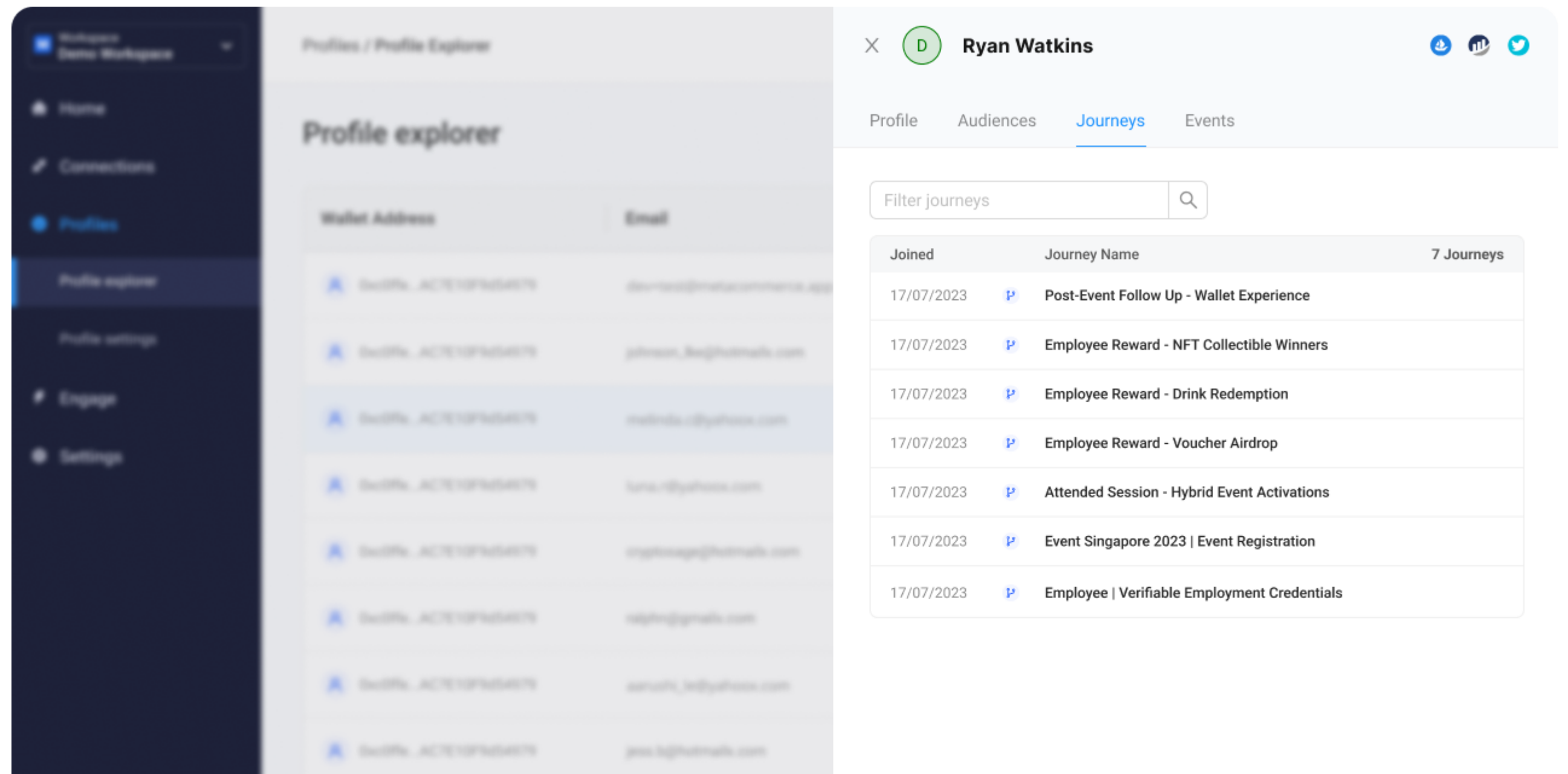
# Manage It All From One Place

Forget clunky event apps that get thrown away after each conference. Give your attendees event wallets that can be re-used, white-labeled, tracked, and managed from one easy-to-use platform.

## Wallet



## Platform





## Claim your pass from Company

Issued By

Event Company Ltd.

Pass Name

General Admission - NFT



Claim Pass

For security purposes, please **do not forward this email** and keep your credential secure. The credential **import links and QR code** in this email **will expire within 1 week**.

# Innovative activations. Without the headache.

Simplify the web3 experience without sacrificing on the benefits. Meet your participants where they already are with new marketing channels including wallets, NFTs, and verified credentials.

- ✔ Issue wallets to participants via SMS or email.
- ✔ Send NFTs to be claimed or automatically airdrop them.
- ✔ Access new channels to engage and reward event participants - POAPs, digital collectibles, credentials, passes, discounts, and more.



# Have questions? We have answers.

Get an in-depth view of the actions your event attendees and leads take. Use this data to build advanced audiences that can power web3 campaigns, reporting, and more.

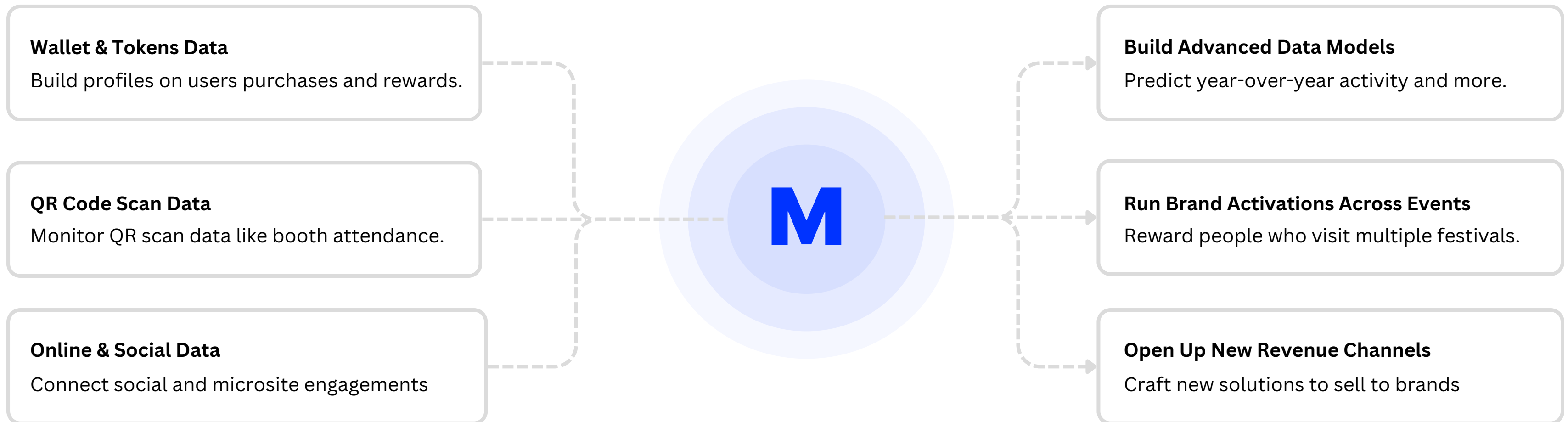
- ✓ Understand attendees actions in real-time
- ✓ Track who has scanned QRs or engaged on social.
- ✓ Export or sync data to your CRM or reporting platform of choice.

The screenshot shows a user profile for Ryan Watkins with a navigation menu (Profile, Audiences, Journeys, Events) and a list of events. The 'Events' tab is active, showing a search bar and a list of events categorized by date. The 'Today' section contains 7 events, and the 'Yesterday' section contains 3 events.

Date	Time	Action
Today	04:31pm	Rewards Airdrop Sent
	03:05pm	Attended Event Session
	03:04pm	Attended Event Session
	01:49pm	Message Delivered
	01:27pm	Claimed NFT Pass
	12:56pm	Created Wallet
	11:43am	Viewed Page
Yesterday	09:17pm	Viewed Page
	06:22pm	Followed Twitter Account
	06:18pm	Mentioned Keyword

# Gather new insights year-over-year

With the new data and web3 infrastructure in place event producers can now **collect data on attendees and wallets year-over-year**, allowing for a range of new data modelling and sales opportunities.



# Key Business Benefits



## Enhanced Data Security and Personalization

- Give attendees control over their event data and what they chose to share or not share. Allow PII to be provided via ZK-proofs to prevent data leakage.
- Connect online, offline, and on-chain behaviours to drive net-new experiences.



## Improved Ticketing Experience

- Reduce ticketing fraud with verified credentials that ensure uniqueness/authenticity.
- Reduce scalping by controlling how a ticket holder can transfer or resell their ticket.



## New Monetization Opportunities

- Drive royalty revenue from all secondary market ticket sales (i.e. resales).
- Collaborate with companies, artists, and brands to sell NFT merchandise, digital collectibles, or token-gated experiences tied to the event (i.e. meet & greets, etc) and open another new revenue stream.

# Question? Contact us

For questions, requests and anything else we can help you with, please email us at [ryan@metacommerce.app](mailto:ryan@metacommerce.app)

