



## 22" TABLET ON DESKTOP STAND OR FLOOR STAND

- Android App
- Available as Touchscreen only

## 32" OR 42" EXPLOREBOARD SCREEN ON FLOOR STAND

- Available in Touchless and Touchscreen options

FLOOR STAND COLORS: Silver, Black & White: Please ask for current availability

## PROMOTE LOCAL TOURISM:

ExploreBoards showcase engaging visitor content with high quality images and videos of fun things to do 24/7.

Participating businesses are managed through relationships with your local CTM Media Group representatives at no cost to you as a host partner.

## DRIVE REVENUE:

Feature your restaurant, bar, spa, or other on-site services on your ExploreBoard with additional exposure on [visitorfun.com](http://visitorfun.com).

## SHARABLE INFORMATION VIA EMAIL AND SMS:

Most ExploreBoard content is published on [visitorfun.com](http://visitorfun.com) so your guests can send information to their personal devices through email or SMS (text message) as they explore your area.

## ENHANCE YOUR GUEST EXPERIENCE THROUGH USING THE FOLLOWING EXPLOREBOARD FEATURES:

Maps & Directions From Your Business To Local Attractions Including An "Around Here" Feature.\*

Information translations in English, Spanish, German, Portuguese, French or Mandarin.\*  
Local Airport Flight Departure Times\*

Menus, Brochures, and Schedules from Participating Area Businesses\*

Event Calendar\* with details for upcoming special events, timed exhibits, and performances.

Special Offers and Deals\*

Booking information to make reservations or purchase tickets\*

## HOME SCREEN HOST LOGO & WELCOME MESSAGE:

Your business logo and name are continuously promoted on your ExploreBoard home screen to increase brand awareness and welcome guests.

## PRIVACY, POWER, AND INTERNET CONNECTIVITY:

Our screens are not Internet browsers and do require users to provide any personal information. The security of your network and guest privacy is important to us.

ExploreBoards do require a standard power outlet and stable wired or Wi-Fi Internet connection. Please ask for our full **Technical Brief** for details on clearing necessary ports, MAC addresses, and fi rewalls to ensure a safe and constant connection for all guest features to work properly and provide the latest information for events and fl ight times.

## SERVICE & SUPPORT

Full-time content support is available for host partners and local businesses through CTM Media Group.

ExploreBoards are serviced with technical online and phone support and on-site service visits from uniformed CTM Media Group staff.

## LICENSING PARTNERSHIPS:

We work with local CVBs, DMOs and Chambers on license partnerships to promote member content on their own ExploreBoard network. Ask for current pricing for hardware and content support.

## WORK WITH US:

**1-888-303-0615**  
[ctmmediagroup](http://ctmmediagroup)  
[visitorfun.com](http://visitorfun.com)

Timing is everything.  
Right now someone  
somewhere is wondering  
what to do next...

## EXPLOREBOARD TOUCHSCREEN CAMPAIGNS



### DIGITAL SIGNAGE:

A single **Screen Take-over** ad spot is activated every two minutes when the touch screen is not in an active user session.

**ExploreBoard Banner Ads** rotate in 20 second intervals on the home screen as content is refreshed.

### BUSINESS PROFILES:

Profile thumbnails rotate on the home screen and are activated a user session with a visitor's self-selected touch.

## TOUCHLESS EXPLOREBOARD CAMPAIGNS



### DIGITAL SIGNAGE:

A single **Screen Take-over** ad spot is activated every two minutes.

### BUSINESS PROFILES:

Network profiles appear in a continuous loop. Each receives 30 seconds of screen time during each appearance.

## VisitorFun.com ADDED VALUE



### BUSINESS PROFILES:

Regardless of your ExploreBoard network selection, all business profile campaign content is published and easily accessible at visitorfun.com for reference on a visitor's personal device.

### EXPLOREBOARD DIGITAL SIGNAGE:

Screen Take-Over Ad (Appearances & Touches)

ExploreBoard Banner Ad (Appearances & Touches)

### BUSINESS PROFILES:

Profile Thumbnail Image

5-10 Profile Photos (Appearances & Touches)

Profile Video (Appearances & Touches)

Physical Street Address

Map & Directions (Business)

Map & Directions (Event)

Contact Phone Number

Booking Phone Number

Booking Message

"Why You Should Go" Copy

Days and Hours of Operation, Cost, Payment Options,

Discounts Offered, Access, Parking, On-Site Amenities

Up to 3 Special Offers

Up to 3 Insider Info Tips

Up to 3 PDF Documents

VisitorFun Events: (Event Name, Date, Start/End Time,

(1) Event Photo, Location, Booking Info, and

Event Description)

VisitorFun.com website  
Touchless ExploreBoards  
ExploreBoard Touchscreens  
Activity Reporting

### EACH JOURNEY BEGINS WITH A MOMENT OF DISCOVERY...

Create a moment of discovery through a digital signage or profile campaign. A visitor becomes aware of the unique experience you offer at the same time they are open to suggestions on activities for their vacation itinerary.

Your potential customer can easily consider your experience when your profile answers many important questions relevant to their itinerary planning. Capturing their interest, high-intent signals including requests for directions and booking details continue their path to a moment of commitment.

## MOMENT OF DISCOVERY

### APPEARANCES

Recorded when ad or profile appears on screen in the network's content rotation loop.

### PROFILE ENGAGEMENTS | OPENS:

Recorded number of user self-selections to your ad or profile on visitorfun.com or on an ExploreBoard touchscreen triggering your business profile to open in full-view.

### BUSINESS DETAILS | INTERACTIONS:

Providing this additional profile content keeps the user engaged. Addressing questions and concerns now can eliminate additional searches where competitors may take their attention, or the user bounces from your website when this information is found across multiple landing pages.

### NEXT STEPS | ACTIONS:

Understanding the visitor is using an in-market ExploreBoard and requesting specific details related to directions, booking and anything related to saving or sending your business info to their phone or e-mail are tracked as high intent signals.

## MOMENT OF COMMITMENT