



303 Sixth Road, Woburn, MA 01801

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## **Partnership Agreement CTM Media Group and Springfield Business Improvement District**

### **Digital Interactive Touch-Screen Kiosk**

#### **OVERVIEW**

CTM Media Group, Inc, known forward as CTM, will place a digital interactive touch-screen kiosk, known as ExploreBoard, for the purpose of providing tourist and visitor information, and will be responsible for all servicing and sales related to it, at the Springfield Regional Visitor Center, 1319 Main Street, Springfield, MA 01103. The CTM Operations team will ensure the timely and proper maintenance of the kiosk.

#### **Partnership Agreement Points:**

- CTM will place an Exploreboard digital touch screen kiosk, screen size 32", that is mutually agreed upon by both parties as to the size and color, in a location within the Springfield Regional Visitor Center. CTM will maintain ownership of the unit.
- CTM will provide the sales and support staff necessary to acquire agreements from businesses that will be displayed on the kiosk and CTM will contract, invoice, and collect and funds associated to the agreements.
- CTM will set the pricing rates for agreements and will retain ownership of all associated contracts and customer information.
- CTM will enter in to a revenue share agreement with the Springfield Business Improvement District, commissioning at a rate of 20% of all contracted and collected sales related to the ExploreBoard at the Springfield Regional Visitor Center, referred to CTM by the Springfield Business Improvement District.
- CTM will reconcile sales into the display on a quarterly basis and will provide payment to the Springfield Business Improvement District for their portion of the revenue share.
- The agreement is for 36 months and will automatically renew unless notice of cancellation or review of terms is submitted in writing 90 days prior to end of the current term by either party.



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**Summarization**

CTM will provide all service and sales ExploreBoard digital touch screen kiosk, placed the Springfield Regional Visitor Center, fulfilling the need to provide tourism/visitor information for travelers, visitors and other patrons, and will enter into a revenue share agreement with Springfield Business Improvement District for all associated sales

Springfield Business Improvement District can be fully confident in CTM's ability to execute the plan above based on its long successful history and years servicing, now over 19,000, individual locations in North America.

2.13.19

Springfield Business Improvement District

Date

CTM Media Group

Date

Executive Director

Northeast Director

Title

Title

**About CTM Media Group & Ettractions, Inc**

IDW Media Holdings, a publicly traded company, is the parent company of CTM Media Group and Ettractions, Inc. CTM Media Group was founded in 1983 and distributes over 128 million brochures each year, performs thousands of service stops each month, maintains over 20 warehouses, and employs over 150 corporate, service, and sales representatives. CTM's comprehensive marketing approach includes Brochure Distribution, FunCard™, Publishing, Printing, and Digital Distribution. Digital distribution is done through Ettractions, Inc.

Ettractions, Inc, based in Woburn, Massachusetts, maintains visiotrfun.com and a network of hundreds of touch screen information kiosks known as ExploreBoards. Ettractions aims to provide detailed local visitor information with practical and useful information that will help travelers determine where to go and what to do during their trip. Ettractions.com also provides an extensive behind-the-scenes platform where Ettractions owners can interact with other organizations in the visitor industry. Ettractions' information is available on the web, from mobile devices, via text messaging, touch screens, email and social media platforms.