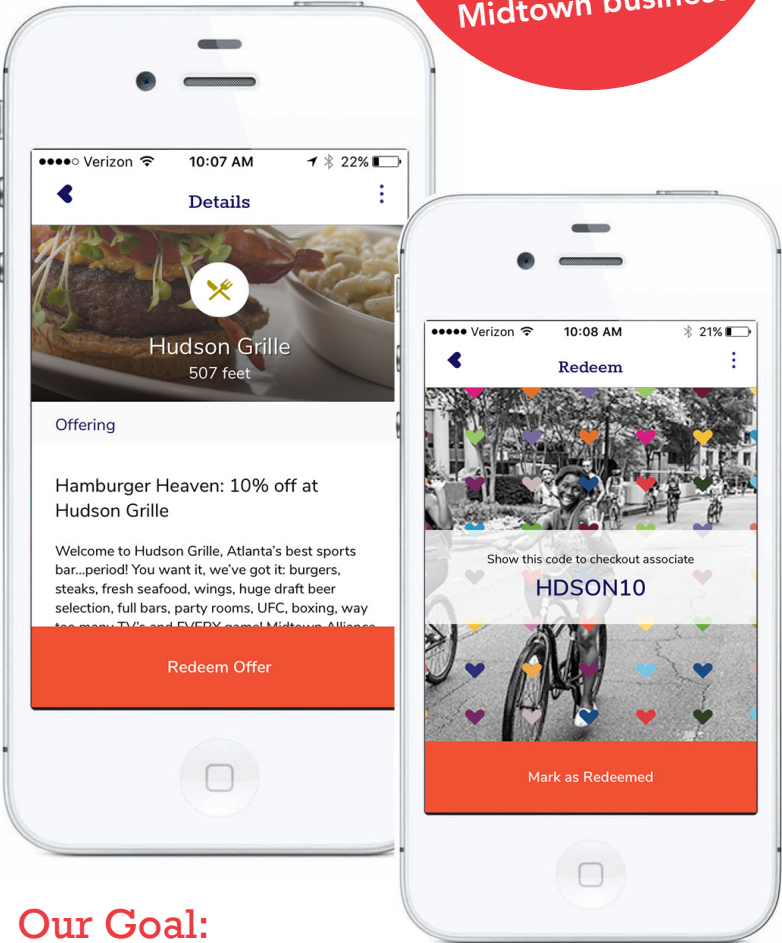


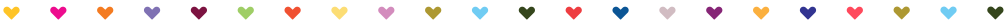
A new, rewarding way for residents and workers at 350+ Midtown Alliance member organizations to experience your Midtown business.



Introducing IN*MidtownATL

Attract more sales by offering exclusive, hyper-local shopping, dining, nightlife and other unique experiences to our network of Midtown Alliance members.

Midtown Alliance is piloting a new project to bring our popular "Meet Me in Midtown" Discount Card into the digital age. As participation grows, we will look to refine it and add new features. Be part of our mobile experiment, and tell us what you think.



How it works



Designed exclusively for Midtown Alliance members



Android and iOS



Our Community Manager works with you to develop and input custom offers



Offers are organized by proximity to the app user's location using geofencing



We promote the app to members to get them to use it regularly



We track performance for each offer + share reports with you

Get Started



Give us your thumbs up - 10%



Work with our Community Manager



Train your staff on how to redeem offers from the app.



Demo the test version, and give feedback.



Our Goal:

Bring compelling offers + experiences to Midtown Alliance members that they can't get anywhere else.

IN*MidtownATL
Midtown Alliance Member App

Powered by
MIDTOWN Alliance



Thought Starters:

What can you offer that's truly unique and memorable?



Dining

Meet & Greet with Executive Chef

Cooking Demo in Chef's Kitchen

Free Dessert with Purchase of an Entrée



Shopping

Product Samples + Giveaways

Buy-One-Get-One Offers on Select Items

One-on-One Consultations for New Services/Products



Nightlife

Backstage Passes to a Show

Cover Charge Waived at the Door

Special Cocktail Courtesy of the Bartender



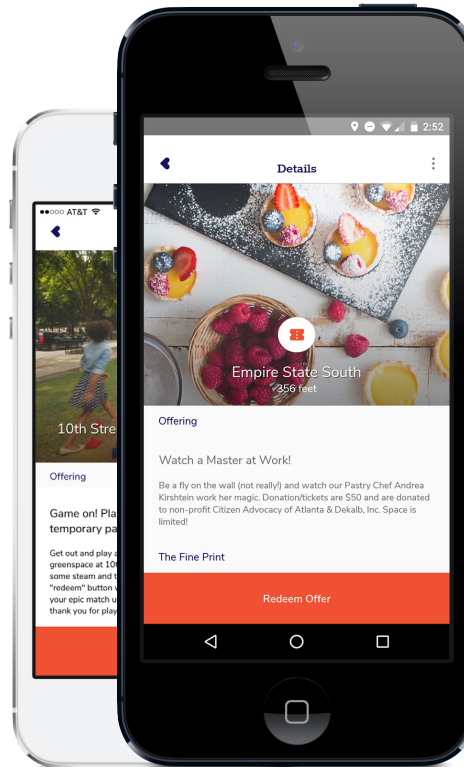
Experiences

Behind-the-Scenes Tour

Games in a Nearby Park or Plaza

VIP Experiences like a Special Rooftop View

In addition to the 10% discount, we are looking for top-shelf custom offers to attract Midtown Alliance members to your business.



You can do a lot with our custom offers platform:

- Expiration date
- Limited # of redemptions
- Limit per user
- Custom redemption codes for staff to use w/ POS

Our Community Manager is here to help you ... at no cost

- Offer development, including copywriting, providing guidance for terms & conditions, supporting photography needs, and posting your offers to the app.
- Active promotion to our member network to use the app regularly.
- Detailed reporting on how your offers perform.



IN*MidtownATL

Midtown Alliance Member App

Powered by **MIDTOWN**
Alliance

AppSupport@MidtownATL.com

MidtownATL.com/MemberApp