



SPONSORED SHOPPING EXPERIENCE

**BED BATH &
BEYOND®**

**buy buy
BABY®**

Delivering localized reach, unparalleled frequency
and perceived endorsement

Cover	01
Contents	03
Community Health & Wellness	04
Leveraging Value	05
Advertising with Us	06
Brand Recognition	07
Top of Mind Recall	08
Essential Criteria	09
Targeting	10
Repetition	12
Connecting	13
Product Features	14
Ad Size Matters	15
Accountability	16
Questions	17
Ratecard	18





For over a decade, we've been connecting businesses with potential customers through wellness

TBM has partnered with more than 1,000 malls, 5000+ supermarkets, 5,000+ drugstores, airports and other strategic locations to provide welcome center/cart wipes for the health and wellness of their billions of guests.

Now, we are offering shopping carts exclusively in

BED BATH & BEYOND®

a sampling of our vendor partners



BED BATH & BEYOND®

spends millions of dollars to draw customers into their store



FIRST TIME EMAIL SUBSCRIBERS
SIGN UP TODAY
get 20% OFF one item purchase Savings Certificate

THE SOONER YOU USE IT THE MORE IT'S WORTH!
20% OR 10% OFF ONE SINGLE ITEM
NOW through 1/31/11

NEVER A FEE, NEVER EXPIRES
WE WILL NOT BE UNDERSOLD, GUARANTEED!

THE BRIDAL GIFT REGISTRY
REGISTER AND PURCHASE IN-STORE OR ONLINE



1ST

After all that spending, **YOUR AD** will be the first message shoppers see when entering the Bed Bath & Beyond.

BUY UP TO 100% OF ALL CARTS

100% of serviceable carts will be branded with your 8" x 10" ads, with approximately half facing forward and half facing the shopper. Shoppers will be tethered to your message for virtually the entire 30-50 minute shopping journey. That's one long-lasting impression!



WHAT'S MORE?

You will have the perceived endorsement of the well respected and loved Bed Bath & Beyond chain, which pulls from upper income households in your community.





Humana

Repetition
+
Familiarity
=
RECOGNITION

Your ad assures you **EXCLUSIVE** ownership, a prominent position in the store and constant recognition among your customers.

Align your business with
Bed bath & Beyond on
shopping carts that shoppers
use on practically every trip

Imagine being able to greet all Bed Bath & Beyond customers every day, every minute the store is open, on all serviceable carts. Your brand will achieve top of mind recall because your ad will potentially be on each and every cart! You'll have the first right of refusal for the following period to lock your competition out.



Media effectiveness is measured by 3 essential criteria:

SPECIFICS



TARGETING

The right demographic means no wasted \$

REACH



EXPOSURE

How many at what cost?

FREQUENCY



REPETITION

How often at what cost?

Comparing Media



TV

Effective but beyond most budgets



RADIO

Too Broad. Satellite Radio taking market share



NEWS

Broad and less effective



DIRECT MAIL

Effective but expensive



PAY PER CLICK

CPM must be high to standout

For an ad to be effective it must also connect with the right geographic and demographic target.



- BBB pulls from a much wider geographical area vs. supermarkets
- BBB gets 3-4 x more unique shoppers per month vs. supermarkets (and less frequency)





Reach home buyers & sellers, people who just moved to a community



#1 bridal registry in the USA with 3 of 5 brides registering (660,000)



Customers are college educated, have families, disposable income, 83% own a home and in "need" phase



Categories that would benefit are real estate, medical, insurance, security, cable/internet, plumbers, electricians, garage, renovation companies, financial service companies



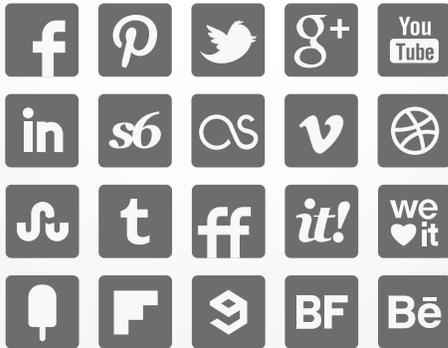
A person must see something 10-12 times to create **lasting memory.**



Approximately **600-700k** shopping trips per year

Scan and Connect for Instant Web Offers

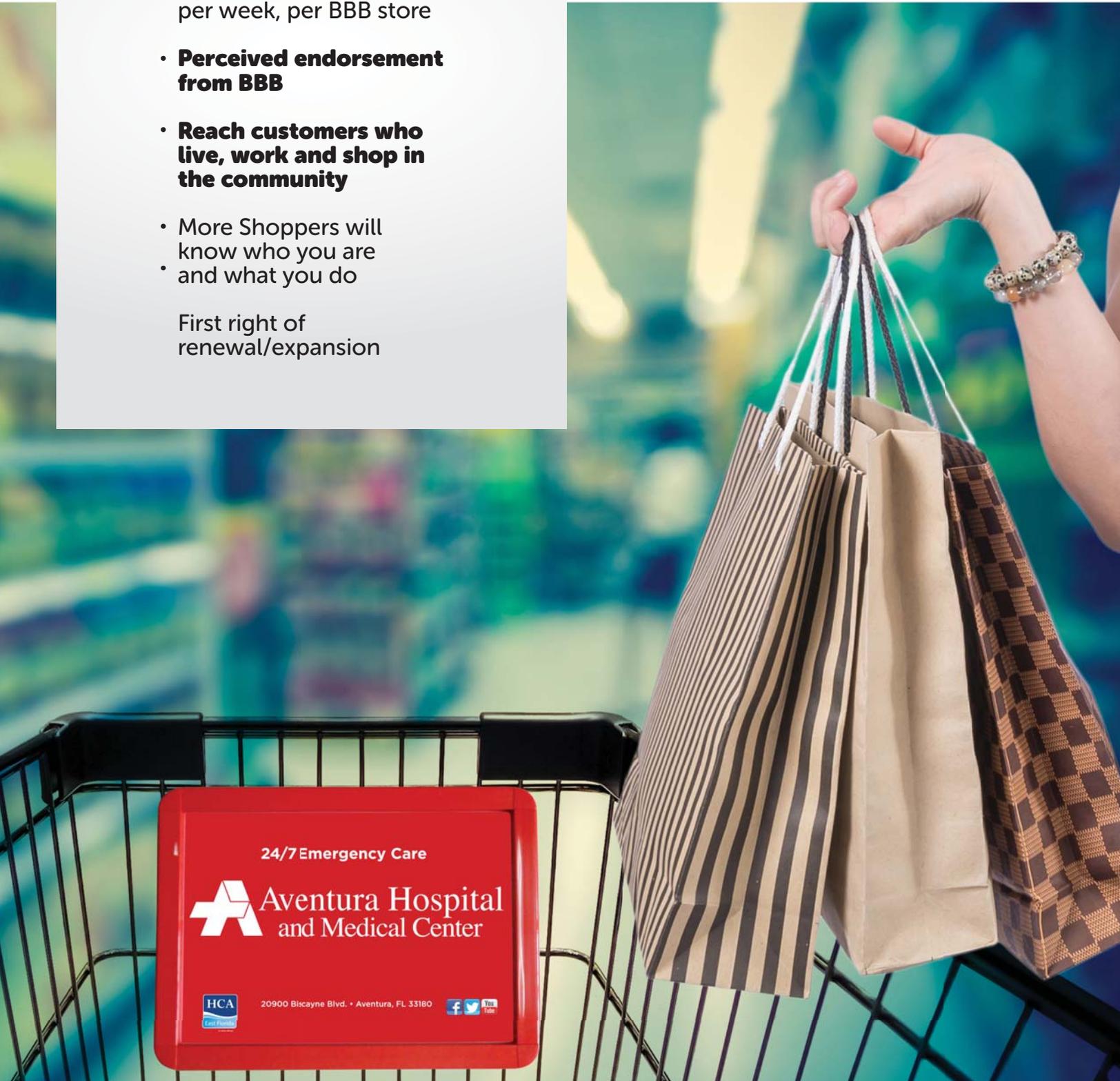
- Take the shopper directly to your website
- Connect the shopper with your Facebook or Twitter page
- Provide the shopper more information about your business
- Ability to offer discounts and promotions to shopper



A billboard used, is a billboard remembered!

- Up to 15,000 shoppers per week, per BBB store
- **Perceived endorsement from BBB**
- **Reach customers who live, work and shop in the community**
- More Shoppers will know who you are and what you do

First right of renewal/expansion

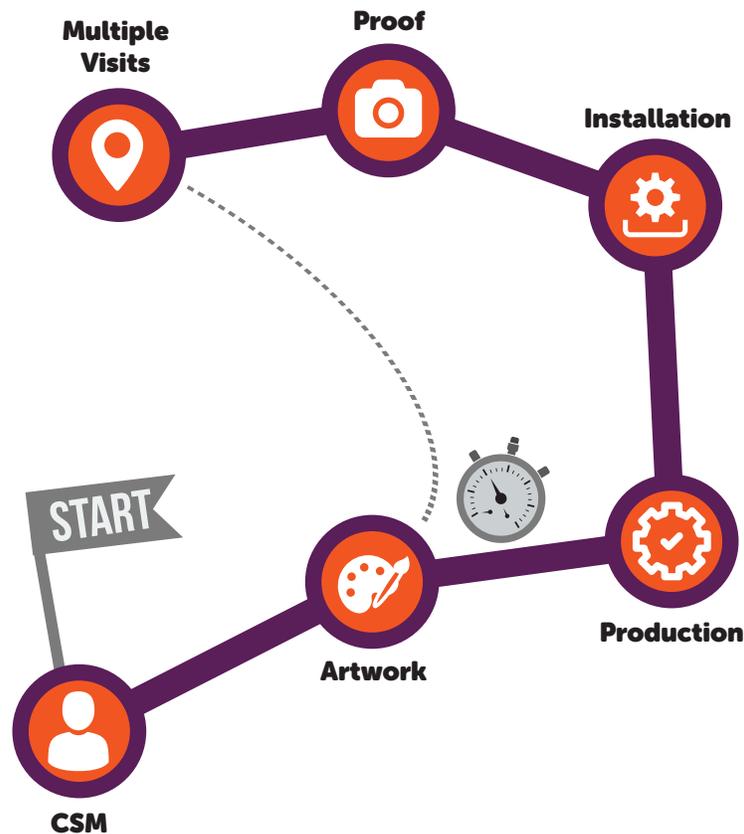




Total Display Coverage

8" x 10"
End of the Cart

8" x 10"
Baby Seat

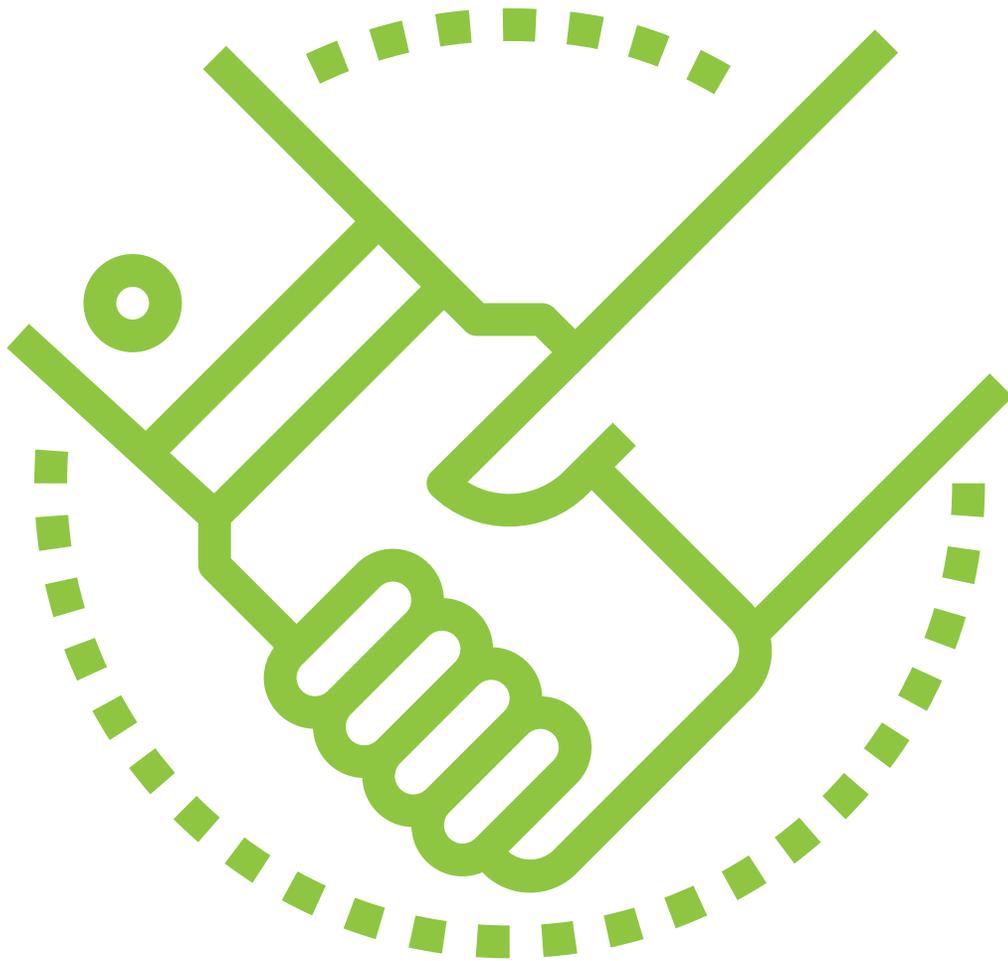


You will be assigned a Campaign Success Manager (CSM) after you sign the contract. They will be responsible for ensuring your artwork is approved on time and posted up in your contracted locations. Your program is 100% turnkey – and Terraboost handles the production, installation, and maintenance of the carts.

We will provide you with proof of performance pictures upon installation. Please note your campaign run time does not start until you are installed, so you will always receive your full run time per the contract terms. During the course of your ad program, we will provide additional picture reports as we proactively audit your locations to ensure everything is picture-perfect.

For my ad to be posted by	I need to submit art elements by	I need to have my ad finalized by
12/15/2020-21	11/8/2020-21	11/15/2020-21
1/19/2020-21	12/6/2020-21	12/13/2020-21
2/16/2020-21	1/3/2020-21	1/10/2020-21
3/16/2020-21	2/7/2020-21	2/14/2020-21
4/13/2020-21	3/7/2020-21	3/14/2020-21
5/11/2020-21	4/3/2020-21	4/10/2020-21
6/15/2020-21	5/9/2020-21	5/16/2020-21
7/13/2020-21	6/6/2020-21	6/13/2020-21
8/10/2020-21	7/4/2020-21	7/11/2020-21
9/14/2020-21	8/8/2020-21	8/15/2020-21
10/12/2020-21	9/5/2020-21	9/12/2020-21
11/16/2020-21	10/3/2020-21	10/10/2020-21
12/14/2020-21	11/7/2020-21	11/14/2020-21

Have I explained why sponsoring up to
100% of the carts in Bed Bath & Beyond
will benefit your BUSINESS?



**Is there anything preventing us
from moving forward today?**

2020-2021 Sponsorship Rates

Terraboost Cart Ad Placement and Sponsorship Rates Monthly rate card - Bed Bath & Beyond

	12-Month rate (per month)	6-Month rate (per month)
100% of carts*	\$400 (about \$4.50 per cart)	\$450 (about \$5 per cart)

*Approximately 75-100 carts per store, will include all serviceable carts. All programs require \$250 production/art charge.



When you buy 100% of the carts, approximately 50% of the ads will be facing the shopper, and 50% the oncoming shopper traffic.

*To reserve your ad today, payment may be made as Paid-in-Full, or a deposit of one third Down with two equal payments at thirty and sixty days. There is a \$250 production fee for the first board purchased; \$100 production fee for each additional board purchased. Balance payment may be paid as automatic debits from a credit or debit card account; or as an ACH automatic debit from a checking account; or as future dated checks dated 30 and 60 days after the contract date.

**5% Discount for Advertisements
Paid in Full**





SPONSORED SHOPPING EXPERIENCE

www.terraboost.com | (877) 837-7210 x 741