

 **beats**™ by dr.dre™



EVENT GIFTING



ACTIVE COLLECTION



urBeats 3
UPGRADE YOUR SOUND

SKU: MQHY2LL/A



urBeats 3
UPGRADE YOUR SOUND

SKU: MR2H2LL/A



x wireless
Ultimate sound. Fit to move.

SKU: MLYE2LL/A



x wireless
Ultimate sound. Fit to move.

SKU: MLYF2LL/A



EP
Start listening. Enter premium sound.

SKU: ML992LL/A



EP
Start listening. Enter premium sound.

SKU: ML9A2LL/A

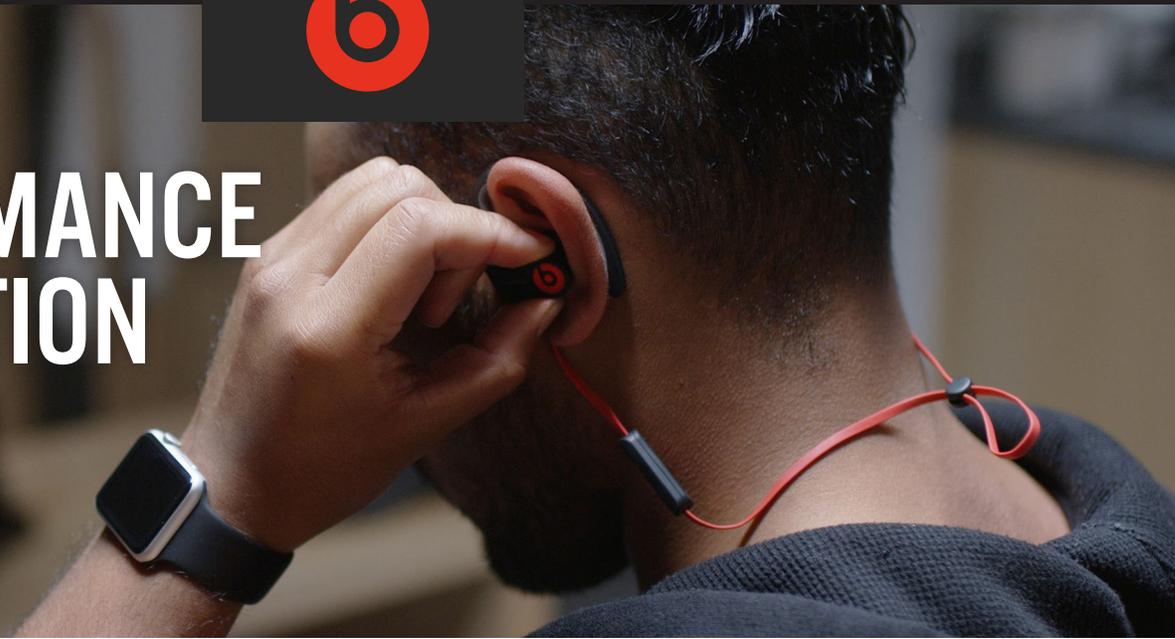


EP
Start listening. Enter premium sound.

SKU: ML9D2LL/A



PERFORMANCE COLLECTION



x wireless

Ultimate sound. Fit to move.

SKU: MLYE2LL/A



x wireless

Ultimate sound. Fit to move.

SKU: MLYF2LL/A



powerbeats³ wireless

Performance. Power. Strength

SKU: ML8V2LL/A



powerbeats³ wireless

Performance. Power. Strength

SKU: ML8W2LL/A



EP

Start listening. Enter premium sound.

SKU: ML992LL/A



EP

Start listening. Enter premium sound.

SKU: ML9A2LL/A



EP

Start listening. Enter premium sound.

SKU: ML9D2LL/A



“THE EXPERIENCE”

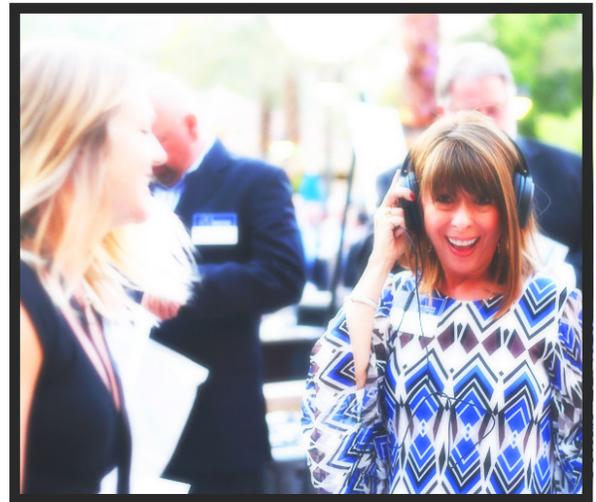
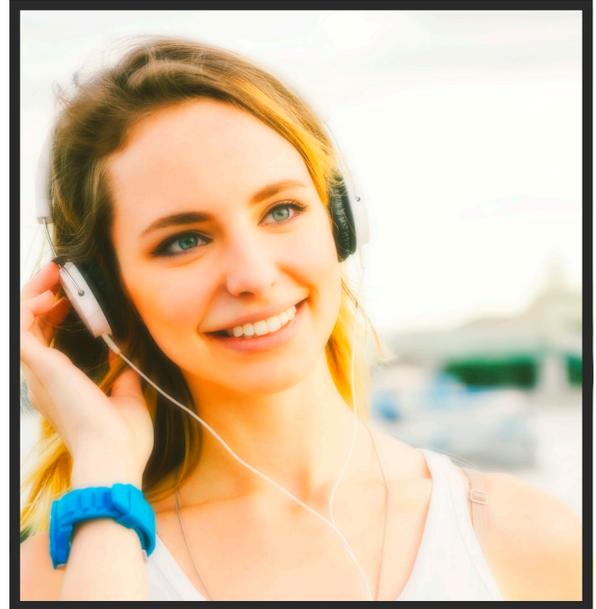
1

ALL INCLUSIVE. ON-SITE EVENT GIFTING. WE MANAGE IT ALL!

Take your upcoming event to the next level with a Beats experience. This method delivers an end-to-end solution that provides your guests a unique and personal gift within your event. Your guests will be able to sample, try on, or listen to the gifting product at an on-site branded gifting station. You'll receive one point of contact who oversees it all: inventory management, gifting station set-up and tear-down, guests' gift selection and product distribution. If you're looking for a no stress, all-inclusive gifting solution, look no further than “THE EXPERIENCE” for your next event!

THE **beats** by dr.dre EXPERIENCE DELIVERS

- 🎧 A listening station that includes:
 - Trained staff to assist guests in making their selection and pass out gifts
 - Ipod on site to allow your guest to experience each product
 - Complete set-up and teardown of all listening station elements
 - Branded table skirt
 - Headphone/speaker display unit
 - Inventory of headphones & speakers
- 🎧 Ample inventory is shipped to ensure each guest receives the gift of their choice
- 🎧 One inclusive price that includes:
 - Beats expert fee
 - Product packaging fee
 - Freight to and from event location
 - Handling fees



PRICING MODEL

$$\begin{array}{c}
 \text{Tier Price} \\
 \times \\
 \text{\# Of Guests} \\
 \times \\
 \text{Per Guest Fitting Fee} \\
 = \\
 \text{Final Price}
 \end{array}$$

* See rep for tier pricing and fitting fee



WEB REDEMPTION

2

LOG IN. SELECT YOUR GIFT. REDEEM.

This method allows you to give your guests a customized redemption card that directs them to log onto a Beats webstore where they can shop for the item of their choice. The web redemption method delivers a fully functioning website that visually allows your guests to select the gift of their choice. Links will supply an event URL along with unique redemption codes that you will distribute to your guests. Once selected, your guests will receive their gift at the address of their choice. The web redemption method is perfect for large groups, room drop gifts, and international events. It is that easy!

PRICING

Tier Price



Webstore and Redemption
Card Production



Fulfillment & Drop ship per Product



Final Price

* See rep for tier pricing

SAMPLING

3

REVIEW THE SAMPLES. SELECT A GIFT. GIFT IS SHIPPED.

This method allows you to give your guests the ability to try on many Beats styles and select the pair of their choice and then the gift is sent to their chosen address. You will receive one point of contact that works with your event manager/venue contact for sample management and gifting station set-up/tear-down. We gather all the pertinent information to ensure that your guests receive their gift selection. Guests can expect to receive their gift within 7-10 business days, if the shipping address is located within the 48 continental United States.

PRICING

Tier Price



Fulfillment & Drop ship per Product



Final Price

(SAMPLES MUST BE PURCHASED AND CANNOT BE RETURNED)

* See rep for tier pricing