ACTIVE works®

Product Release Notes for April 2016
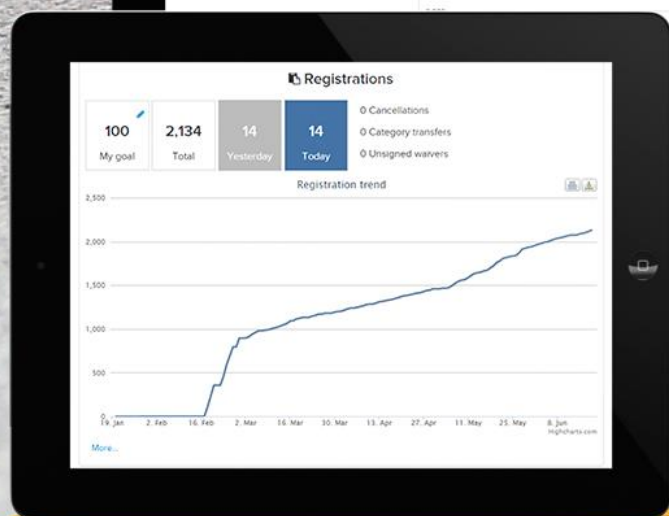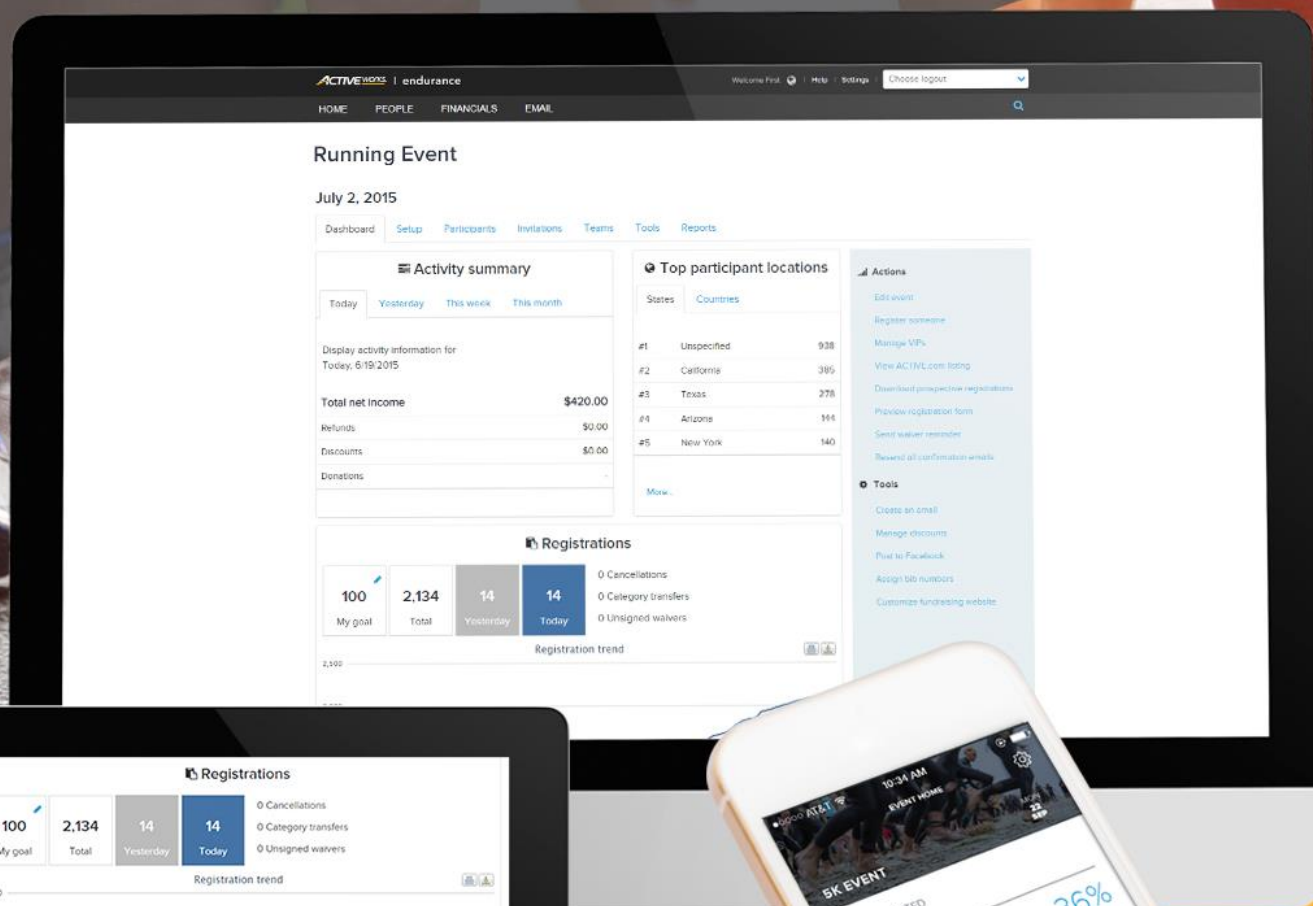

Table of Contents

ACTIVE Event App

ACTIVE's spectator app is great for engaging spectators, adding value to sponsorships and updating participants. Once you create your event app, participants and spectators can download it for free from the Apple Store or Google Play. Brighton Marathon recently used the app to increase onsite registrations for next year's event by 160% compared to their 2015 results.

What's in it for me…

The Event App helps you provide a premium event-day experience. You can directly communicate with participants and spectators through push notifications and you don't have to go through an expensive custom development studio.

For Sponsors…

Your sponsors will love the extra exposure. You can create Promoted Map Landmarks to show where your sponsors are located or have sponsored landmarks at your event. There's also the option to set up notifications of sponsor messages to app users. Use sponsor promoted Instagram hashtags to get participants and spectators interacting with and sharing sponsor content. You can also customize your home page photos with sponsor logs or products.
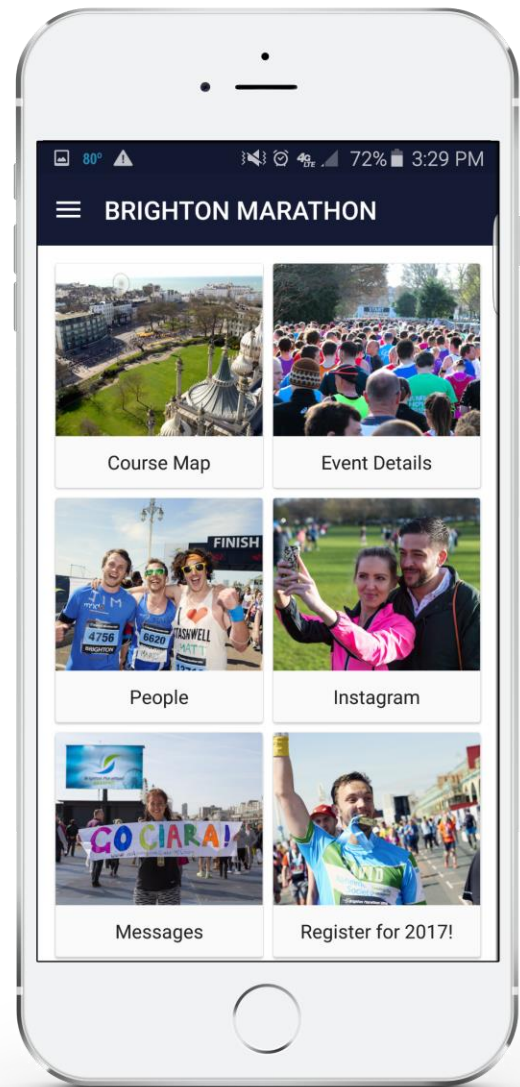
For Participants…

Registrants who download the app receive relevant push notifications, access to FAQs, can see real-time split times and can share their location with friends and family. They'll also receive a personalized Finisher Photo with split times to share. The interactive course map allows them to interact with the host city and your sponsors. Best of all, they can register for next year's event through the app.

For Spectators…

Spectators can track their favorite runner as they progress though the course and they are updated with split and finishing times. When they're not cheering, spectators can explore your venue with the interactive course map. They'll receive event news and sponsor offers throughout the event to keep them engaged and have the option to register for your next event.

Contact your Account Manager to Learn More!

ACTIVE On-Site Watch App

It all started with a customer wish:

"The ACTIVE website is a fantastic event management console, but we live in a world of real-time status updates and a traditional website just doesn't get it done. I have an Apple Watch on the way and I fantasize about getting a tap on the wrist each time somebody signs up to my event."

The mass participation sports market is more competitive than ever and your success depends on getting information quickly. Now, registration information is a flick of the wrist away.

Just update to the newest version of the On-Site App and enable the app from within the watch app in iOS.

ACTIVE Network, LLC

About ACTIVE Network, LLC

ACTIVE Network, LLC is a technology and media company that helps millions of people find and register for things to do and helps organizations increase participation in their activities and events.

For more information about ACTIVE Network, LLC products and services, please visit ACTIVEnetwork.com.

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