

HOST INFORMATION PACKAGE & GUIDELINES

We are looking forward to visiting your region and excited to share the UltraTour mobile experience with your customers. In order to ensure that everything is organized and runs smoothly, we ask that you review this package and provide all of the required information.

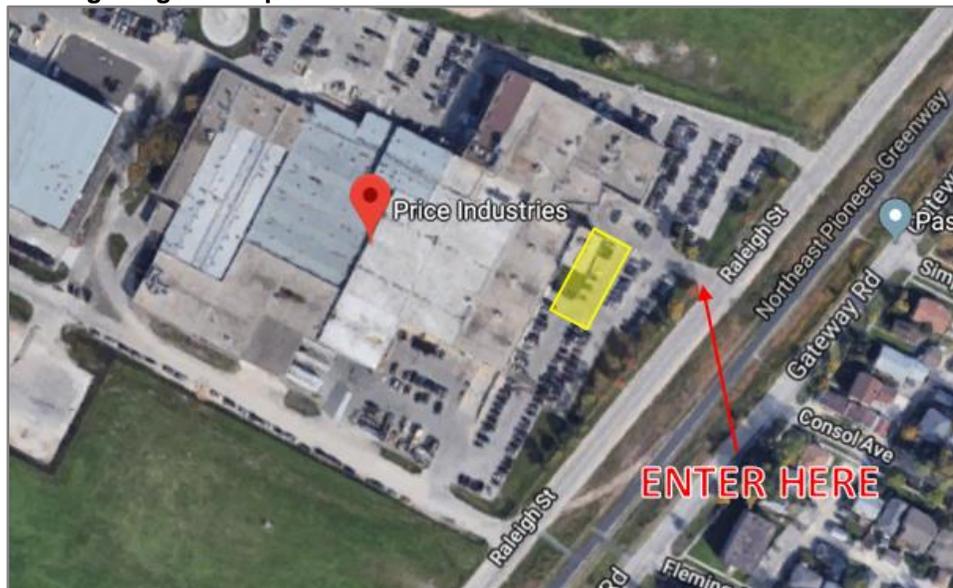
This package includes details on the following:

- Critical Planning Considerations
- Visit/Event Information (required)
- Planning Timeline
- Event Support Material
- Communications & Preplanning Meetings
- Price Support Team
- UltraTour Cost
- Price UltraTour Contacts
- UltraTour Fact Sheet

CRITICAL PLANNING CONSIDERATIONS:

These are the most critical details that you need to consider when planning your visit(s) and event(s).

- **UltraTour Fact Sheet:** Provides additional information (attached on last page).
- **Parking Requirements:** The UltraTour is 36 ft. long and must have an additional 4 ft. to access at the back of the vehicle (40 ft. total required). Since all of the demonstrations are done inside of the UltraTour, we need to ensure that the ground is fairly level. The unit is equipped with a leveling system however, this does not allow us to setup on an incline/decline. The rep company must work with the contacts at each location to ensure that there is an area blocked off and clearly marked, prior to the UltraTour's arrival.
 - **Parking Image Example:**



- **Setup, Travel and Pack-up Time Required:** In addition to the travel time between locations, the UltraTour takes 30 minutes to setup and 30 minutes to pack-up at each stop. Please keep this in mind when scheduling visits/events and ensure that there is enough time.
- **Weather:** Although invited guests will attend all demonstrations within the UltraTour vehicle, please still consider weather as a factor when confirming the visit/event location. In case of rain, it would be best to have the UltraTour parked close to an entrance door at the venue (office, restaurant or other space).

VISIT/EVENT INFORMATION (required):

For each visit/event that is scheduled, the Price Representative Company will need to confirm and provide the following details:

Logistics:

- **Location:** Company name & address of where the UltraTour will be parked. If you are hosting an visit/event with multiple companies in attendance, please provide the names of all companies.
- **Event Time:** The start time that we need to have the UltraTour ready for customers and the time the visit/event will conclude.
- **Lead Representative Contact Name and Cell Number:** Which sales representative will be coordinating directly with the customers and assisting us with parking the UltraTour at each location?
 - **Important:** The lead representative must arrive at the visit/event venue 45 minutes prior to the event time so that they can assist the driver with parking the UltraTour.
- **Parking:** A map of the parking lot/site and area where the UltraTour will park for the visit/event. The map should also include an indication of where the vehicle should enter the parking lot/site.
 - **Important:** If a property manager requests a certificate of insurance (COI) to allow the UltraTour to park onsite during a visit/event, please inform us immediately as we require 2 weeks to produce this documentation.
- **Guest Information:** Number of expected attendees and area of focus of visit/event (i.e. contractor, engineer, architect, building owner, etc.).

Planning Timeline:

Timeline	Price Representative to Provide/Confirm the Following Details
6 WEEKS PRIOR to visit date	<ul style="list-style-type: none"> • Confirm lead representative contact – this contact will work directly with the Price Event Team to coordinate the visits/events • If the UltraTour will be visiting multiple cities, within the Price Representative’s territory, please confirm which dates will be spent in each city (i.e. Nov. 9-10 – Atlanta, GA, Nov. 11- Savannah, GA, Nov. 12-13 – Jacksonville, FL, etc.)
3 WEEKS PRIOR to visit date	<ul style="list-style-type: none"> • Confirm schedule including the following details: <ul style="list-style-type: none"> ○ Timeline of visits/events per day ○ Visit/Event Location or Name of Company/Facility Name ○ Address ○ Anticipated number of attendees at each visit/event • Provide parking maps for each location (see example map above)
2 WEEKS PRIOR to visit date	<ul style="list-style-type: none"> • Final confirmation/review of the schedule • Request certificate(s) of insurance (COI), If required for visit/event

EVENT SUPPORT MATERIAL:

We have provided the following event support materials that you can share with your customers:

- **Editable Invitation** (co-branded): In a separate attachment, you have received a co-branded invitation that has editable fields for you to update for each of your visits/events.
- **Online Resources:**
 - To download a copy of the Price Ultrasuite® Brochure, please [click here](#).
 - To view UltraTour, Ultrasuite®, and FFU videos, please [click here](#) to visit our YouTube channel.
- **Literature/Promo Items:** Price product brochures and Ultrasuite® promotional items will be available within the UltraTour to use at visits/events.

COMMUNICATIONS & PREPLANNING MEETINGS:

- **Initial Planning Webinar:** Scheduled 6-8 weeks prior to the visit. The objectives of the meeting will be to review the UltraTour planning considerations and provide guidance for successful UltraTour visits/events. This meeting will include members from the representative companies and the Price Team. Price Events will schedule the webinar. **Representative Company Action Item:** Please forward the invitation on to all sales representatives who will take part in UltraTour planning.
- **Tour Timeline:** Based on the information provided above, the Price Events Team will put together a detailed tour timeline to share with the representatives involved in organizing the visits and the Price support team.
- **Price Communication:** Please direct all correspondence to ultratour@priceindustries.com

PRICE SUPPORT TEAM:

During the initial planning webinar, we will discuss the presence of Price Product or Sales Team support at your event(s) or customer visit(s).

Price support personnel will be prepared to demonstrate the technologies inside the UltraTour and provide onsite product knowledge to customers as they tour through the mobile showroom.

Price personnel may not be present with the UltraTour at all times. In this case, it is expected that the representative use the UltraTour without the help of Price personnel. When possible, Price personnel will train the representative staff on how to use the UltraTour vehicle and give an effective presentation. Video resources will also be available in the event that Price personnel are unable to provide training. The UltraTour driver is responsible for set-up and teardown of the vehicle, and can assist with technical concerns. Please note the driver is not trained on Price products.

ULTRATOUR COST:

The cost to the Price Representative Companies is \$400.00 USD/day. This is a daily rate for the UltraTour vehicle, and is not impacted by the presence of Price personnel.

PRICE ULTRATOUR CONTACTS:

If you have any questions or concerns about this package or the visits/events that you are planning, you can reach us by email at ultratour@priceindustries.com or you can contact one of the following Price personnel:

Brett Nickol, Events Coordinator
Mobile: 431-588-5293

Jordan Enns, Marketing Manager & Product Specialist – Critical Environments
Mobile: 204-297-2287

Richelle Single, Director, Corporate Events
Mobile: 204-294-1260

Product Support, Critical Environments
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