



VENDOR PARTICIPATION

ENJOY SHARE **EARN**®



PARTNERING WITH AN INDUSTRY LEADER

Traferral is the newest partner in the travel and tourism industry. Our goal is to coordinate commissions given to anyone who helps create new sales for your business. Traferral enables commissions to be earned from the sharing of text messages, social media posts, websites, blogs and hotel concierges using our website as their personal Point of Sale (POS) system.



Universal **CONCIERGE PROGRAM**

Many travel and tourism businesses participate in Concierge Programs whereby they provide incentives to concierges who recommend their products and services. Traferral will improve and simplify this process and make it available to everyone equally.

Medium & Large Businesses

Medium to large companies who participate in concierge programs can expect costs to average between \$5,000 and \$10,000 or more annually. **Traferral reduces these expenses to zero!**

Small Businesses

Smaller companies may not participate in concierge programs due to the lack of resources and staff required to visit all the hotels and concierges.

Traferral will enable every small business to work with concierges!

Universal System

Concierges must work with many different vendors and each vendor have their own unique tracking system. This diversity makes it challenging for concierges to learn and maintain proficiency with each system.

Traferral will create one universal concierge program!

HOW CONCIERGES BENEFIT? (1 OF 2)

A concierge will benefit from Traferral by helping them organize retail rates and net rates while increasing their product offerings.

Price & Commission Organization

A concierge may have difficulty organizing the hundreds of products available in their marketplace and they must rely on their own organizational skills to accomplish this task. Traferral makes it easy for all concierges to reference thousands of tours in our system!

Increased Inventory

Many vendors only offer a small number of products to concierge programs due to many factors and restrictions which only minimizes the power of concierges influence. Traferral encourages vendors to list all your products including the VIP Tours, selected dates, holidays and more!

SAVINGS

Traferral aims to eliminate all the fees associated with running a successful concierge program.



No delivery fees



No printing costs



No accounting fees

HOW CONCIERGES BENEFIT? (2 OF 2)

Cross-Market Awareness

Currently, a concierge program for a tour and activity is only relevant in the same marketplace.

Traferral makes cross-marketing possible by providing concierges in different marketplaces the same commissionable opportunities with products from another marketplace.

Last Minute Offerings

Vendors don't have a fast and convenient way of adding last minute tours and products to a concierge program.

Traferral will be able to push these new products to the entire network immediately.

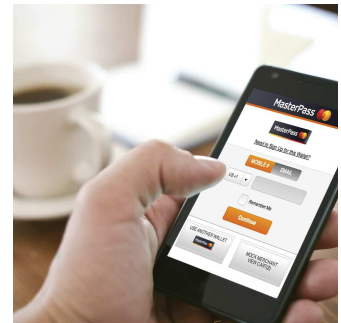
Mobile Phone / POS

Many concierges don't have a way to collect full payment from guests interested in tours and activities. They must rely on voucher books to track sales for them or they must take cash deposits which irritates guests.

Traferral empowers the concierges to use our site like an extended POS System enabling them to take full payment for an activity or tour.



Concierges could promote products outside their own marketplace.



Concierges can login to our website then use it to as their personal credit card machine which enables them to purchase tickets for their guests.

Marketing SOCIAL MEDIA

Traferal utilizes the power of social media by providing anyone, including concierges, the opportunity to earn commissions by sharing links of tours to guests digitally. This process allows the entire world to become potential customers.

Social Media Plugins

Traferal integrates the Top 5 social media sites and makes it easy to share in just 2-clicks: first click opens the plugin and second click shares link on the social media site.

Social Media Manager

Our system allows each vendor to track their own social media efforts and their effectiveness.

Social Media Enhances SEO

Integrating, Search Engine Optimization (SEO) and social media can create an effective and long lasting cycle of link building.

Social Media is only one area of link placements and there are many more places someone can share on including: websites, blogs, emails and text messages.



Social Media vs SEO: Social Media is directly competing with SEO and winning because Social Media allows you to push information to an audience instead of SEO where a business waits for someone to find them.

PLUGINS



Rank #1



Rank #2



Rank #3



Rank #4



Rank #5

Total Monthly
Unique Visitors:
1,835,000,000

SIMPLE BOOKING ENGINE

Traferal offers a simple booking engine anyone may add to their website and blog which will track sales from their site. It is simple because our "Make Reservation" button gets added by copying and pasting.

The code enables their website to have purchasing and ticketing capabilities instantly. So it's powered by Traferal but feels like the visitor is still on their website.

This feature allows many more websites to sell tickets to your company at no additional cost. By simply registering with Traferal, your product gets offered to our vast referral network.

VENDOR WEBSITE


Our Simple Booking Engine can be added to your website as well. We offer this simple solution to your business as another option for you and your company. *(It's capabilities are limited and this solution is not for every attraction or product.)*



ANY
WEBSITE


TRAFERRAL'S
BOOKING
ENGINE

A screenshot of a laptop screen showing a booking form for 'Bayside Blast'. The form is divided into three main sections: '1. Who is going?', '2. Choose your date', and '3. Choose your attribute?'. The first section has dropdown menus for 'Adults (12+)' and 'Children (3-11)'. The second section has dropdowns for 'Month', 'Day', and 'Year'. The third section has dropdowns for 'Choose your level', 'Choose your pack', 'Choose your seat', and 'Choose your seat?'. A yellow 'Continue to Billing' button is at the bottom left. The text 'Powered by Traferal.com' is in the top right corner of the form.



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The Big Bus has the nicest double decker buses in Miami.

HOP-ON HOP-OFF BUS TOURS

This unique tour provides the most convenience while visiting Miami because you can Hop-On Hop-Off anywhere we go please. If you want to stop in Coconut Grove in the morning but don't see on Miami Beach in the afternoon and watch the sunset on a boat in the early evening then this Hop-On Hop-Off bus tour is for you!

Miami's only Hop-On Hop-Off Bus Tours enable the total flexibility to create your own itinerary and see the sites that are of interest to you. Even if you want to stay at one destination longer than catch the next Hop-On Hop-Off bus to the next destination, it is totally easy.

The tour offers a fantastic view of Miami from the city's only double decker open top sightseeing buses.

The Hop-On Hop-Off Bus Tour route is designed to feature the very best of Miami with sightseeing, attractions, art, architecture, museums, shopping and plenty of dining opportunities at every stop. Every main area, district and much more place is covered through their route with main hubs being South Beach, Downtown Miami, and Coconut Grove.

Enjoy a one-of-a-kind narration by live guides. From top to history, from public art to Art Deco - our entertaining tour introduces the magic city with facts and fun. Miami's International flavor, natural beauty, celebrity intrigue, cultural depth, some traditions, diverse neighborhoods and rich history come alive as we blend the past, present and future. The tour narration is exclusively ours and has been developed with the guidance of Miami natives, city and county officials and area experts, including our featured artist and cultural adviser, Xavier Cortada.

Choose from the many individual or combined Miami Hop-On Hop-Off Bus tours for the package that best suits your needs.

2

Tour Highlights

Map

Route

- South Beach
- MarineCity Causeway
- Downtown
- Little Havana
- Coconut Grove
- Coral Gables
- Art Deco District
- Freedom Tower
- Ocean Drive
- Vizcaya Museum and Gardens
- Venetian Pool

[about us](#)

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 [Privacy Policy](#)

WEBPAGE FEATURES

Traferral adapts to constant changes your business and products need. The main webpage can be updated and changed endlessly to stay accurate.

- Unlimited Photos** - Traferral allows an unlimited amount of photos to be added to your listing to help showcase your business better.
- Five Feature Tabs** - Each page has up to 5 tabs to highlight information about your products.
- Multiple Tours** - Traferral makes it easy to list all your different options on one page.

Vendor Promotion - Traferral makes it obvious to the website visitor who the vendor providing the tour offered is. We do not hide this information from the customers on our website.

Traferral is built on Responsive technology and will adapt to the visitors device automatically.

PURCHASING FEATURES (1 OF 3)

Traferral is aware that every vendor has different restrictions and we built our system to be adaptable to every circumstance imaginable. Scroll through the list and see if your unique circumstances are listed.

Features & Restrictions

Dates Offered - Traferral can work with businesses that offer tours Every Day, Limited Days, One Date and Select Dates.

Purchase Buffer - Traferral allows you to enter a buffer that prevents a customer from purchasing same day, next day, 48 hours ahead or any time necessary.

Total Passenger Number - Traferral allows your business to set the total maximum and minimum number of passengers per purchase.

Days of the Week - Traferral allows you to set specific days of the week that your business is available for.

Commission Type - Traferral allows you to select the commission type between Percentage and Exact.

MILLIONAIRE'S ROW CRUISE

Save \$3

September ▾

23 ▾

2014 ▾

Choose the number of Adults

Choose # of Adults ▾

Choose the number of Children

Choose # of Children ▾

Choose the number of Seniors

Choose # of Seniors ▾

Choose the number of Military passengers.

Choose # of Militaries ▾

Choose the number of Infant passengers.

Choose # of Infants ▾

Choose your pickup time

Choose # of Pickup Time ▾

Choose your time

Choose # of Time ▾

Choose your Color

Choose # of Color ▾

Choose your Size

Choose # of Size ▾

**PURCHASE
TICKETS NOW!!**

PURCHASING FEATURES (2 OF 3)

Group Purchase - Traferral allows you to set your product to group purchase so a customer doesn't have to enter every passenger name for their group.

Customizable

- 1 Set Number of Passengers** - Traferral allows you to set the maximum and minimum number of passengers per purchase for up to 5 passenger types.
- 2 Error Messages** - Traferral allows you to set or edit every error message so the customer understands your products restrictions better.
- 3 Between Dates** - Traferral allows you to set the available start dates and end dates to match the seasonality of your product.
- 4 Different Passenger Types** - Traferral allows each product to have up to 5 different passenger types per product while also providing the names to be editable as they relate to your products.

1

Choose the number of Adults

Choose # of Adults

1 Adult
2 Adults
3 Adults
4 Adults
5 Adults
6 Adults
7 Adults
8 Adults
9 Adults
10 Adults
11 Adults
12 Adults
13 Adults
14 Adults
15 Adults
16 Adults
17 Adults
18 Adults
19 Adults

CHOOSE IT'S NOW!!

WINE'S ROW CRUISE

2

The selected date was either in the past or too near to allow online ticket purchases.

MILLIONAIRE'S ROW CRUISE

Save \$3

September

21

2014

Choose the number of Adults

Choose # of Adults

Choose the number of Children



PURCHASING FEATURES (3 OF 3)

Confirm Reservations - Traferral makes it easy to confirm reservations by sending the vendor a confirmation link required to be clicked on before a customer receives the voucher.

5 Additional Attributes - Traferral has 4 distinct attributes, pre-built into our system that will allow the vendor to utilize if important to the product or service. The 4 attributes are Pickup Times, Times, Colors, and Sizes.

6 Step-by-Step - Traferral has built a step-by-step process for adding new products to our network. This simple process makes adding new products fast and easy.

Tickets Cap - Traferral has the ability to sell and cap the total number of tickets sold.

Traferral has many of the restrictions built into our system but if your restriction isn't present then we are happy to add the feature or restriction that suites your products needs. Our staff is equipped to make fast implementations on new ideas.

4

Choose the number of Adults

Choose the number of Children

Choose the number of Seniors

Choose the number of Military passengers.

Choose the number of Infant passengers.

5

Choose your pickup time

Choose your time

Choose your Color

Choose your Size

PURCHASE TICKETS NOW!!

6

Step 4: Name or describe the passenger types.

In order for us to display the passenger type, we need to have the singular version and the plural version separated by a comma. For example: adult, adults

Passenger Type 1:

Passenger Type 2:


VOUCHERS & REDEMPTION

Traferall understands the importance of tracking all purchased tickets and vouchers. Our vouchers all contain a unique number and we've also created a digital way to track the vouchers for your business.

1 Edit Vouchers - Our backend database helps you edit and customize your voucher easily.

2 No Voucher Selection - With our effective redemption system, the pickup points don't have to collect the voucher from the customer. Our system will coordinate and track the vouchers for your business eliminating any work required by your accounting department.

Voucher Name	Lightsewing - Cruise
Voucher Type	
<input checked="" type="checkbox"/> Print <input type="checkbox"/> PDF <input type="checkbox"/> Barcode <input type="checkbox"/> QR Code <input type="checkbox"/> Paragraph - Fort fam! - font size 12	
MILLIONAIRES ROW LIGHTSEWING CRUISE <p>This is your boarding pass. This voucher must be exchanged at our ticket booth for a boarding pass. From above:</p> <p>To obtain boarding passes, you must bring this voucher to the ticket booth. (Tour ID#255593)</p> <p>Path = path > strong > open Words: 116</p>	
Voucher Logo	
<input checked="" type="checkbox"/> Image <input type="checkbox"/> Video <input type="checkbox"/> Audio <input type="checkbox"/> Paragraph - Fort fam! - font size 12	
<p>The pre-paid voucher is exclusively for the date indicated above.</p> <ul style="list-style-type: none"> Departure Times (Daily 10:00am, 11:00am, 12:00pm, 1:00pm, 2:00pm, 3:00pm, 4:00pm, 5:00pm, 6:00pm and 7:00pm*) * There are advised the latest time may or may not operate and we strongly recommend calling 781-334-3344 directly to confirm the latest time. <p>Path = path > strong Words: 116</p>	
Voucher Description	
1: <input checked="" type="checkbox"/> Image <input type="checkbox"/> Video <input type="checkbox"/> Audio <input type="checkbox"/> Paragraph - Fort fam! - font size 12	
<p>From the North: Take I-95 South to I-395 East. Exit at the 2nd Avenue/Bicentennial Boulevard Avenues/Rt East Only continue straight through NE 2nd Avenue to Bicentennial Boulevard. Make a right turn on Bicentennial Boulevard. Continue past the American Airlines Arena on the left. Make a left on Fort Boulevard (NE 3rd Street), stay on the right and follow road into Path = path > strong Words: 287</p>	
Voucher Description	
1: <input checked="" type="checkbox"/> Image <input type="checkbox"/> Video <input type="checkbox"/> Audio <input type="checkbox"/> Paragraph - Fort fam! - font size 12	
<p>From the North: Take I-95 South to I-395 East. Exit at the 2nd Avenue/Bicentennial Boulevard Avenues/Rt East Only continue straight through NE 2nd Avenue to Bicentennial Boulevard. Make a right turn on Bicentennial Boulevard. Continue past the American Airlines Arena on the left. Make a left on Fort Boulevard (NE 3rd Street), stay on the right and follow road into Path = path > strong Words: 287</p>	
Voucher Description	
2: <input checked="" type="checkbox"/> Image <input type="checkbox"/> Video <input type="checkbox"/> Audio <input type="checkbox"/> Paragraph - Fort fam! - font size 12	
<p>Parkings: Car outside prepaid garage or valet parking behind the Hard Rock cafe. Bay: Bayside parking garage.</p> <p>By Rail: Path = path > strong Words: 71</p>	
Voucher Notes	
<input checked="" type="checkbox"/> Image <input type="checkbox"/> Video <input type="checkbox"/> Audio <input type="checkbox"/> Paragraph - Fort fam! - font size 12	
<p>Notes: To redeem pre-paid ticket voucher, please proceed to the ticket booth in Raydon's Marketplace. After going through the main entrance of BaySide Marketplace, the ticket booth is located adjacent to the entertainment stage and TradeFairs Bar and Grill.</p> <p>Path = path > strong Words: 39</p>	
No:	
<input checked="" type="checkbox"/> Image <input type="checkbox"/> Video <input type="checkbox"/> Audio <input type="checkbox"/> Paragraph - Fort fam! - font size 12	
<p>http://www.tfr.com/images/map_je_cruises.jpg</p> <p>Path = path Words: 1</p>	
<p>Voucher Map</p> <p>http://www.tfr.com/</p> <p>[Submit] [Clear Form]</p>	



TRAFALGAR
TRAVEL

Ticket Number:
1127274223

MILLIONAIRE'S ROY SIGNING CHURSE

This event is **FREE** to the public. The number seats is 10,000 and it is a ticket event for the following days. Please check the following dates and times.

Located at Bayline Marketplace
at 001 Biscayne Boulevard, Miami, FL 33132

Sightseeing Tour
August 27, 2014

- This pre-paid voucher is exclusively for the date indicated above.
- **Departure Times (Daily)** 10:00am, 11:00am, 1:00pm, 1:30pm, 2:00pm, 3:00pm, 4:00pm, 5:00pm, 6:00pm and 7:00pm.
- *Please be advised the fixed time may vary on special occasions and we strongly recommend calling (800) 574-3344 directly to confirm the fixed times operational for the day of the event.*
- This pre-paid voucher can be used for any of the trips on the fixed time listed above.
- Please make sure to present this voucher at the ticket booth 15 minutes prior to the following event in order to obtain a boarding pass.
- Please arrive 1 hour and 30 minutes prior to the cruise you wish to take during the holiday season: December 14th through Jan 1st.

1
Adult

From the North:

Take I-95 North to Exit 102 at NE 2nd Ave-Biscayne Boulevard/Avenues P&C take right turn onto Biscayne Blvd. Make a right turn on Biscayne Boulevard. Turn right onto Stanton Avenue. Turn right onto NE 4th Ave. Make a left turn off Port Boulevard (NE 5th Street), stay on the right side of the road into the parking garage. Make a right turn into the parking garage. The parking area, enter the mall by the music stage with a sign that reads: "Miami Tunes and Attractions."

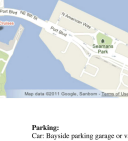
From the South:

Take I-95 Southbound/Biscayne Boulevard/ Downtown Exit 24, keep to the left and take the SE 2nd Avenue/Biscayne Blvd. Exit. Continue straight past 3rd St Street and continue past 5th St Street toward downtown Biscayne Boulevard. Continue passed 6th St Street, NE 1st Street and NE 2nd Street into Biscayne Boulevard. Continue passed 5th St Street, NE 4th Street, NE 1st Street and NE 2nd Street into Biscayne Marketplace. Stop to the left and follow the sign pointing to parking garage Park in the parking garage. Turn park and enter the mall by walking right toward the center of the mall. Our ticket booth will be located in front of the water to the left of the music stage with a sign that reads: "Miami Tunes and Attractions."

By Bus:

Miami Miami Beach, take an S/C Cruise line to Biscayne Marketplace. From the roadhead turn left to the right.

From Miami Airport, take the P7 bus to Biscayne Marketplace.



Parking:

Bayline parking garage is on a lot parking behind the Hard Rock Cafe. Bus: Biscayne parking garage.

By Rail:

Miami's Metrolink is the Government Center and connects to the downtown Miami Metro Inlet Loop and connects to the College Beach County, Biscayne to the Rock Block exit. From Broward and Palm Beach County you can take the Tri-Rail commuter trains that connect with Miami's Metrolink system and follow the instructions listed above.

Note: To redeem pre-paid ticket voucher, please proceed to the ticket booth in Bayline Marketplace. After going through the main entrance of Bayline Marketplace, the ticket booth is located adjacent to the entertainment stage and TradeWish Inn and Grill.

Thank you for choosing Island Queen Cruises. Not all trips, cruises and tours leave from this address. Please check the information above.

Phone: 878.379.1191 or 800 (1-800) 574-3344. Fax: 878.379.3434.

Available for your personal use. No resale, transfer, and/or use will be available for you within the boat.

Use this ticket to check in digitally without having your voucher/proof from your provider. Check in without voucher.

STATS, REPORTING & ACCOUNTING

The main underlining thread of Traferral is centered on statistics, reporting and accounting.

- 1 Traferral informs your business with weekly, monthly and yearly statistics of all your products listed on our network. Each email will show page views, money earned and the number of purchases made. This is FREE to any vendor who participates in our program.
- 2 Traferral stores all sales in our database and schedules monthly reports to be pulled automatically in order to pay your invoices immediately.

2

All Upaid Invoices video

Keep in mind, you are able to update an unlimited number of invoices at one time. Make sure you check the Checkboxes of the invoices you will be updating.

Invoice	Vendor	Invoice ID	Amount	Check Number	\$5
<input checked="" type="checkbox"/>	08/26/2014	Sightseeing Tour	11467631010	20.19	<input type="checkbox"/>
<input checked="" type="checkbox"/>	08/27/2014	Sightseeing Tour	14723653778	7.69	<input type="checkbox"/>
<input checked="" type="checkbox"/>	08/27/2014	Sightseeing Tour	15485770530	7.69	<input type="checkbox"/>
<input type="checkbox"/>	08/27/2014	Sightseeing Tour	1127274223	7.69	<input type="checkbox"/>
<input type="checkbox"/>	08/27/2014	Sightseeing Tour	13646021413	20.19	<input type="checkbox"/>
<input type="checkbox"/>	08/27/2014	Sightseeing Tour	14484118273	20.19	<input type="checkbox"/>
<input type="checkbox"/>	08/27/2014	Sightseeing Tour	17408437018	20.19	<input type="checkbox"/>
<input type="checkbox"/>	08/27/2014	Sightseeing Tour	14087642675	20.19	<input type="checkbox"/>
<input type="checkbox"/>	08/27/2014	Sightseeing Tour	1326528263	20.19	<input type="checkbox"/>
<input type="checkbox"/>	08/27/2014	Sightseeing Tour	17037446014	20.19	<input type="checkbox"/>

Traferral makes it easy to send your business statistics of your links.

1



Sightseeing Tours Management, Inc.
See your August in review.

This is your Traferral performance for the past month.



103

Total
views

\$0.00

Commissions
Earned

0

Total
Purchases

#1 VISITED TRAFERRAL

<http://www.traferral.com/sightseeing-tour>

31 views

#2 VISITED TRAFERRAL

<http://www.traferral.com/fourth-of-july-dinner-cruise>

25 views

#3 VISITED TRAFERRAL

<http://www.traferral.com/easter-sunday-brunch-cruise>

19 views

#4 VISITED TRAFERRAL

<http://www.traferral.com/miami-skyline-cruise>

17 views

#5 VISITED TRAFERRAL

<http://www.traferral.com/dance-cruises>

8 views

#6 VISITED TRAFERRAL

<http://www.traferral.com/bayside-blasters>

3 views

Great job this year
Why not tweet about it?

Tweet

Traferral, Inc. 18830 Belmont Drive, Cutler Bay, FL 33107

RESELLER AGREEMENT & MARKETING PLANS

Besides the concierge program, Traferral works as a regular Reseller with our main objective being to sell your products and services on our website. As we operate our business, we have many Marketing and Advertising ideas that will help achieve our goals.

Combos - Traferral will create excitement about your tours by combining different products together. Our system makes it easy for us to combine and promote different activities together but still keeping them separate.

5% Discount - Traferral allows customers on our website to save an additional 5% per item when purchasing two or more items.

Traferral is a key resource for the most influential people in the travel and tourism industry. We consistently communicate and inform our audience

Video Marketing - Traferral has a partnership with a video production company who will create a FREE video and stream your video to multiple websites.

Daily Deals - Traferral has built our own daily deal network and will roll out this feature upon request.

Souvenirs - Traferral allows other products to be sold on our network like food, souvenirs and retail items.

Payment - Traferral works with many companies differently and our payment process is adaptable: NET 15, NET 30 or credit card on on file.



PREMIUM MEMBERSHIP

A Premium Membership will give you more information about your products and we will highlight your business in many different ways that will help your business stand out.

- 1 Peoples & Names** - Traferrall will provide details about the concierges and the people who share links of your tours. **Non-concierges must opt-in to share their information to you.**

Preferred Placement - Traferrall will place your business in key spots throughout our network, communication channels, email blasts and our website.

Multiple Categories - Traferrall will place your business in multiple categories to improve visibility.

NOT REQUIRED

Premium Memberships are not required and isn't expected by new vendors signing up to Traferrall. We offer this Premium Membership to our existing customers who understand our program and want to get even more from it.



Category	Photo ID	User ID	Shared L
Ryan Guerra	1	22143851251	22085102
Carina Guerra	2	22085102532	0
Damian Jaworek	3	22572451621	0
Rene Tolosano	4	24635730308	0
Edward C. Guerra	5	27447843067	0
Jenna Guerra	6	22233472637	0
ANNE	7	2728328743	0
Julian	8	21343350113	0
Charlotte Ferreira	9	28665110812	0
Charlotte Ferreira	10	28648328502	0
Colby G.	11	25076311427	0
Lizet Ferreira	12	26108490404	0
Elin Thomas	13	23853334333	0
Zay Copia	14	20403880274	0
Jose Nelo	15	20027870874	0
Chelsea Stokes	16	26372127636	0
Colby Guerra	17	21176687481	0
James Ferreira	18	27147413806	0
Yasha Johnson	19	21235353330	0
Leilicia Santini	20	21622047870	0
Trevor S. Guerra	21	21770072714	0
Jeanne Juan	22	22344001238	0
Carlos J Escalona	23	21477004634	0

