



#OwnYourTime

For race organizers, add value and generate revenue for your event



WHAT iTAB medal personalization is
WHY you should add iTAB to your event
HOW iTAB helps your business



No matter how big the event you're running, being a race organizer is a labor of love. But let's be frank: it's also a serious business.

On the one hand, you want to create special memories for people who take part in your event, to help enhance your race reputation and keep people coming back.

But on the other, you're looking to make as much revenue as you can from each participant – to help your business thrive.

Sometimes those goals might seem incompatible. But there's a service that helps you meet both.

That service is iTAB – the medal personalization service for your race.

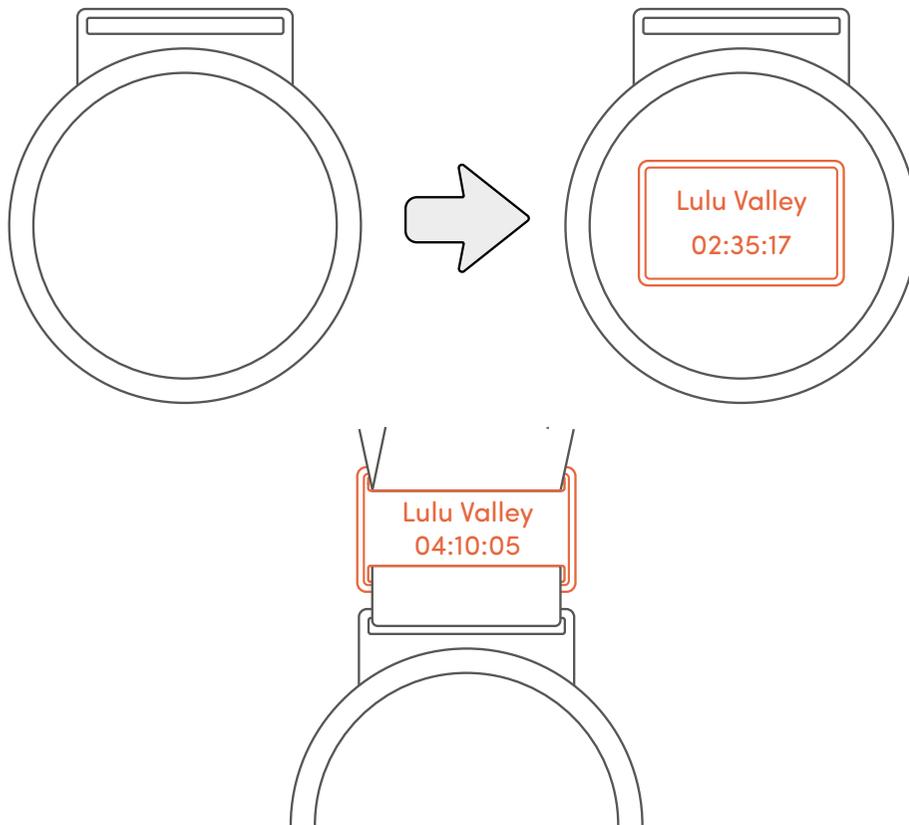
iTAB gives participants a personal memento they'll cherish – while adding revenue for every runner who chooses the service.

Interested? Read on to find out more about iTAB: the **WHAT**, the **WHY**, and the **HOW**.

A silhouette of a person running on a path, captured from the waist down. The person is wearing dark leggings and light-colored sneakers. The background is a bright, hazy sunset or sunrise, with a warm orange and yellow glow. The text "What is iTAB?" is overlaid on the right side of the image.

What is iTAB?

What is iTAB?



iTAB is a medal personalization service – that lets you encourage participants to share and celebrate the memory of their experience at your event.

The product itself is a bespoke plate that allows people to add personal details to their medal – such as their name, a message, and their finish time. The plate fits on to the back of the medal, or is attached to the ribbon with a unique iTAB buckle.

Runners and riders will love iTAB because they can remember the story of their event, and share it with friends and family in person and on social media. This also helps promote your race.

But for you, iTAB is more than a product – it's also a revenue-generating service.

It's a simple, hands-off way to add a revenue stream to your event, quickly and easily – without having to increase your event size.

What our customers say

"iTAB enables us to enhance our participants' experience, providing a service to memorialize their achievement that they would most likely not engrave on their own."

Mike Nishi, Chicago Event Management

"Who would think that one little iTAB on the back of a medal could add so much value? Our runners love iTAB!"

Gus Karagiannis, Xtra Mile Events (Greater Manchester Marathon)

"We constantly strive to bring to all our organisers valuable solutions that are both easy to use and have immediate impact.

Our partnership with iTAB's offers just that and more importantly helps the participants have a more memorable experience."

Hank Jandrell, Head of Account Management – International (EMEA and APAC), ACTIVE Network



Why iTAB?

Why iTAB?



Add value to your medal



Inspire your racers



Used by over 400 events worldwide



Generate income for your event



No set-up costs to add iTAB



Fulfilment managed by iTAB

iTAB is a way to help runners and riders share their story of your race – while adding revenue per participant.

With iTAB, you can:

- **Let participants celebrate your event.**

For runners and riders, the event experience is about far more than race day: it's about the months of training in advance and the years of memories to come.

Because iTAB personalizes the race medal, it encourages participants to celebrate their hard work and share their race stories after the event.

This isn't only great for your customers – it also helps boost your reputation and keep people coming back.

- **Add revenue per participant.**

To grow an event business, you increasingly need to add revenue per participant rather than increasing your event size.

Because iTAB is a simple, optional add-on for participants, iTAB helps you add the extra revenue you need.

How iTAB helps your business

iTAB doesn't only raise revenue and enhance entrants' experience. It's also easy to add – with no set-up costs for you apart from your investment in marketing time.

We manage the fulfillment process

We manage the process of fulfillment – working with customers directly and sending the iTAB to their address.

We make promotion easier

We make marketing easier for you, by creating a library of assets which you can use or adapt – whether on your own website or event registration pages.

We ask for no up-front financial commitment

With iTAB, we give you a share of revenue from every iTAB sale.

Add value and generate revenue for your event

See the page 8 for how the process works.

Why iTAB?

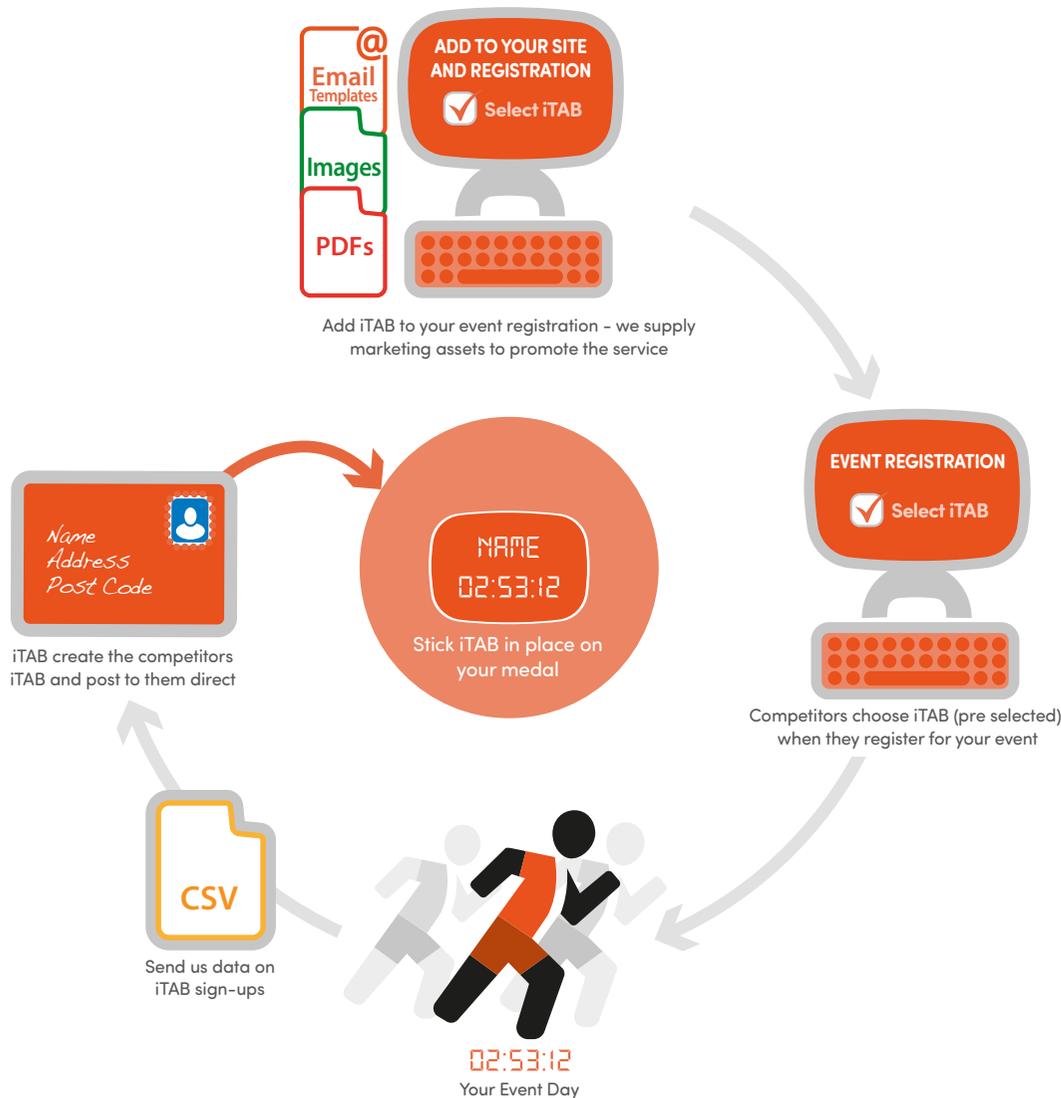


400+ Races Worldwide use iTAB



How do you
use iTAB?

How do you use iTAB?



We make adding iTAB as simple as possible, with our simple, four-step process.

1. You add iTAB to your registration platform.

Adding iTAB to your registration process is usually seamless – because all the main registration platforms offer the function to add it as an option.

We've created guides to adding iTAB to most of the main platforms – and of course, if you run into issues, you can always ask us for help.

2. You promote iTAB with assets we provide.

Good marketing is key to iTAB's success. The good news is we make the process of promoting iTAB as easy as possible, by giving you a library of marketing assets you can use or adapt to your event.

We'll also publicize your event on our social networks, website and blog.

3. You send us data after the event.

When race day is over, you send us data about runners who selected the iTAB option – including name, finish time and shipping details.

4. We manage fulfillment.

We engrave, package and ship the iTABs to customers – managing any queries or issues ourselves via our dedicated customer services team.

The iTAB support and assets

Sign up on our website at: www.itab.us.com/event-organizer, and once your account is approved and activated you will have access to a wide range of marketing and support assets to make adding iTAB to your event a real breeze.

A close-up, low-angle shot of a person's legs and feet as they run on a reddish-brown track. The person is wearing white and red athletic shoes. The background is a bright, hazy sunset or sunrise, creating a warm, golden glow. The text "Next Steps" is overlaid in white on the right side of the image.

Next Steps

Let's get started. iTAB



To find out more about iTAB, contact us on +44 (0) 1189 332761 or via [email](#). We can then talk you through the options for your event.

If you're happy to proceed, we'll send you a document outlining the service we provide – and follow up with you to check you're happy before activating your account.

We look forward to hearing about your event.

CALL +44 (0)1189 332761
info@mysportingtimes.com
to find out more.



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Thank you for considering iTAB, to talk to us further
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www.itab.us.com