



Engage with **VACATIONERS** in their “home away from home” At more than 30,000 **AIRBNB & VRBO** rental homes nationwide

The Network

Looking to connect with vacation travelers at more than **15,000 Airbnb and VRBO hosts** and **30,000+ properties**? What better way for guests to experience your product than in an immersive “home-away-from-home” environment. In strategic marketing alliance with ShowplaceHQ, we are thrilled to bring you an exclusive network of vacation rental lodging host partners (100% opt-in, average 4.5 stars rating, and more than 75% “Superhosts”)—the **Vacation Rental Sampling Network™**. Our hosts love partnering with brands to feature products in their spaces because it creates better experiences for their guests. Your brand becomes a part of their immersion with samples individually placed for each guest in the kitchen, bathroom, bedroom, living area—wherever your product best fits and where your brand usage narrative will come alive!



Demographics & Lifestyle

- 73% ages 25 – 54 (heavily skewed millennial)
- Male / female guest split (brands can sample both men’s and women’s products concurrently)
- Mid-upscale, average HH Income \$106,000
- 95% guests report samples improve their stay



Locations/Reach

- 15,000 hosts / 30,000+ homes and growing
- National, regional, or by DMA
- Year-round distribution
- Recommended programs 3-6 months
- Targeting by region, DMA, or lifestyle activities (e.g., beach, mountains, etc.)



Signage and Recap/Research

- Tent card signage showcasing sample and optional research call-to-action
- Host photos and social media created content, product reviews, and more
- Optional depth guest online survey and post-sampling conversion research

Product Sampling

- Product sampling up to 1 million units / year (submit sample for approval)
- Sample at up to 30,000+ Airbnb & VRBO properties
- Includes tent cards and creative services
- Host Deliverables: brand photos, social media posts, product reviews (each host picks one)

Investment*

Sample Volume	Cost/Unit
50,000 – 75,000 samples	36¢ / sample
75,001 – 100,000 samples	28¢ / sample
100,001 – 200,000 samples	24¢ / sample
200,001 – 300,000 samples	22¢ / sample
Above 300,000 samples	20¢ / sample

* Staging & shipping quoted based on sample weight and case configuration. Consumer opt-in research \$3,000 for 100 fully completed surveys (incl. \$10 Amazon eGift card rewards). Conversion research additional \$1,500 (incl. \$10 Amazon eGift card rewards).

INSTANTLY DRY FOR A CLEANER FEEL

Be one of the first 300 guests to fully complete our online survey and we'll send you a \$10 Amazon eGift Card!

To participate, visit: DrySprayGuestSurvey.com or scan the QR below

TRY ANTIPERSPIRANT THAT GOES ON DRY AND STAYS DRY

TELL US WHAT YOU THINK AND GET REWARDED!

ENJOY YOUR PLAY-CATION

Add some play for your stay with Spin-Washer Guard! Try a selection of games with your friends and family!

Otrio **HEBRANZ**

Keep the Good Games Going!

TheraBreath. IT'S A BETTER MOUTHWASH. I GUARANTEE IT.

The TheraBreath Difference is Clear! All our Rinses are:

- Alcohol free and non-fluorinating
- Not tested on animals
- Certified Vegan, Gluten Free, & Kosher
- Free of dyes and colors

HEALTHY SMILE Fluoride powered rinse that helps fight cavities for strong teeth and a healthy smile.

HEALTHY GUMS Anti-bacterial rinse that helps fight bleeding gums and gingivitis for 24 hours.

TELL us what you think and get a \$10 Amazon eGift Card! See other side for details

BUONGIORNO TO TWO ITALIAN FAVORITES

LAVAZZA **GIAMBINI** **CIOCCOLATI**

TELL US WHAT YOU THINK AND GET REWARDED!

Be one of the first 100 guests to fully complete our online survey and we'll send you a \$10 Amazon eGift Card!

Visit our survey website and scan the QR code. LavazzaNonniSurvey.com

v.2024.1.0

For more information contact Brian Sockin | (919) 303-3223 | fax: (919) 303-3225 | bsockin@cooptions.com

the **samplingstore**

www.samplingstore.com

In strategic marketing alliance with Showplace HQ

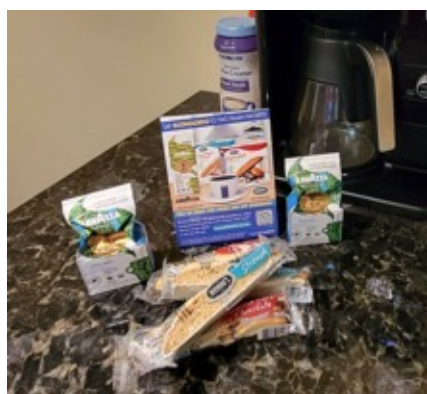


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GROUP COMPANIES



SPOTLIGHT: Nonni's® Biscotti and Lavazza® Coffee: Power in Partnership

Here's a great example of two brands coming together to create a special "wake up" experience at 444 Airbnb's and VRBO's nationwide. We connected long-time client, Nonni's® biscotti, with new client, Lavazza® coffee, to demonstrate that when it comes to experiential sampling, two brands really can be better than one. Additionally, the brands were master packed together and shared collateral, shipping, research, and other program costs making this a win-win for both brands. Conversion rates for this promotion exceeded all previously run programs significantly. If you have a partner to share a themed program or want us to find you one, please inquire.



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The Hosts

- **15,000+ hosts** welcoming 3.8M+ guests a year, across Airbnb, and VRBO properties
- **4.5** ★s and up
- **75%** of our community members are *Superhosts* (only 5% of hosts get this status); 5% are *Plus Hosts* (only 1% get this status)




 **Katherine**
A Plus Host
in Virginia



 **Sheila**
Property Manager of
20 Homes in Sierra
Nevada Foothills



 **Mike**
Property Manager of 70
Luxury Homes in Palm
Springs + Indio

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The Guests

Guests & Stays

- Average # Adults per stay: 6.46
- Host rentals / month: 5.8 avg.
- Avg. length of stays: 4.3 nights (varies by market, longer in large cities)
- 95% of guests reported that product samples enhanced their stay
- Ability to target families and lifestyles by geography and destination / environments



DEMOGRAPHICS

Household Income

- Average: \$106,000

Gender

- 52% female
- 46% male
- 2% identified other

Guest Age

- 15% between 18 and 24
- 36% between ages 25 and 34
- 23% between ages 35 and 44
- 14% between 45 and 54
- 7% between 55 and 64
- 5% age 65 and older



Tina

The "Planner" of the Group
Seeking Homes with Multiple
Rooms | Wants Hiking Trails and
Cycling Roads

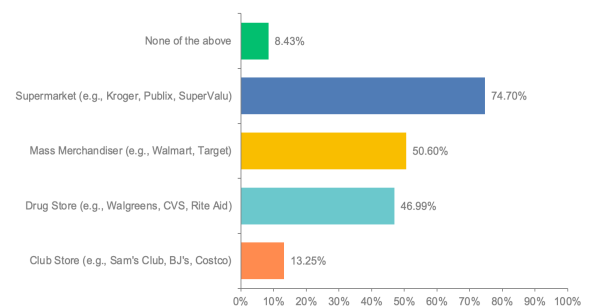


Suzie and Charlie

Parents with One On the Way
Seeking Family and Dog-
Friendly Stays | Wants Nearby
Parks for Picnicking

Our own research shows that 91.6% of guests **shop** at a supermarket, mass merchandiser, and/or chain drug stores to stock during their stays (and we see this immediate purchase conversion behavior)!

At which of the following types of stores did you shop during your vacation? (Choose as many as apply)



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The Process

Programs are completely turn-key and provide multiple benefits and insights.



Create a Campaign

Pick your product(s), timing, # of homes, and preferred geography. Provide creative assets for us to design / produce tent card signage (included). If you are running consumer research, we will curate with you.



Host Opt-In & Research

Hosts apply to your sampling campaign based on brand criteria and agree to distribute your samples in the manner and with the chosen deliverable set for the campaign opt-in.



Ship Product

Brands can ship their product directly to host locations by manifest or to us at our Minneapolis warehouse for make or break bulk, fulfillment, staging, shipping, and host receipt tracking.



Receive Deliverables

We provide you with a full program recap, including host photos, host-created social media content, and product reviews. Consumer research and conversion study results (optional, recommended).

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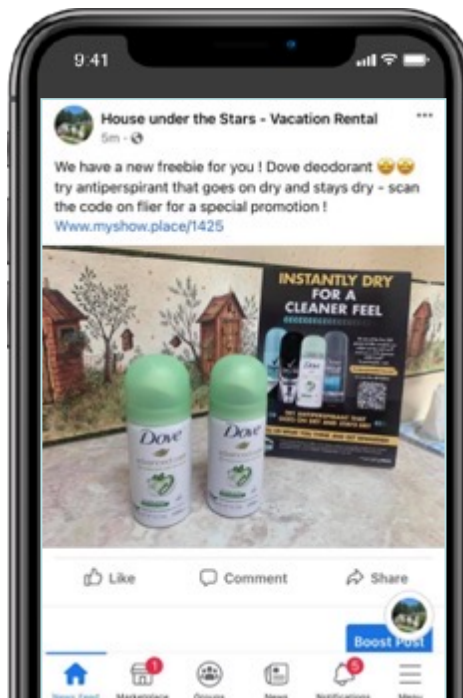


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Campaigns

A few parting shots from recent campaigns.



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