



Engage with **VACATIONERS** in 12,500+ **AIRBNB & VRBO** rental homes nationwide, **plus OUTDOOR ADVENTURERS** at **NEW campsites & glampsites!**

The Network

Looking to connect with vacation travelers at more than **12,500+ Airbnb and VRBO host properties** with measurable results for ROI—nearly **100% trial, 41.2% purchase conversion**, and unprecedented **44.2% branding switch from a competitive product?*** Now you can with our **Vacation Rental Sampling Network™**, which delivers outstanding results by engaging guests to use and adopt your brand in a uniquely immersive “home-away-from-home” environment. Your product will become a part of the guest experience, with samples individually placed in kitchens, bathrooms, bedrooms, living areas, or wherever your product ideally fits and your brand narrative comes alive! And, **NEW for 2026**, we are thrilled to announce our expansion into private campgrounds, luxury RV parks, yurts, cabins, and lodges around National & State Parks, ski resorts, mountain biking centers, and other outdoor adventure destinations—our **Camping & Glamping Outdoor Adventure Network™ super-segment**.

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

- 12,500+ homes, plus thousands of scenic campsites, luxury RV parks, and glampsites
- Recommended programs 3-6 months
- Targeting national, regional, market / DMA, or by lifestyle activities (e.g., beach, mountains, ski, etc.)

Signage and Recap/Research

- Sample staging with host photos, plus optional social media content posts
- Optional depth guest online survey and post-sampling conversion research
- Optional POS (tent cards, counter easel card w/tear pad or acrylic counter signs)

Product Sampling

- Product sampling up to 1,000,000 samples including new Outdoor Adventure super-segment
- 100% opt-in for all participating locations
- Sample at up to 12,500+ Airbnb & VRBO properties plus thousands of camping & glamping sites
- Includes creative services for signage / collateral

Investment*

Sample Volume	Cost/Unit
50,000 – 75,000 samples	32 - 36¢ / sample
75,001 – 100,000 samples	28 - 32¢ / sample
100,001 – 250,000 samples	24 - 28¢ / sample
250,001 – 500,000 samples	22 - 24¢ / sample
500,001 – 1,000,000 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 100 guests to fully complete our online survey and we'll send you a \$10 Amazon eGift Card!

TRY ANTIPERSPIRANT THAT GOES ON DRY AND STAYS DRY

TELL US WHAT YOU THINK AND GET REWARDED!

OUT OF ROUTINE? There's a tea for that.

ENJOY YOUR **FREE SAMPLES** of Immune Zoom™, Smooth Move™, Nighty Night™ and Peppermint

TELL US WHAT YOU THINK AND GET REWARDED!

Where a Breath. IT'S A BETTER MOUTHWASH. I GUARANTEE IT.

The TheraBreath Difference is Clear! All our Rinse are:

- Alcohol free and non-burning
- 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

Antibacterial 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.

SAY BUONGIORNO TO TWO ITALIAN FAVORITES

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: LavazzaHomeSurvey.com or scan the QR code.

EVER COOLER TOGETHER

Starbucks® Iced Coffee Blend Available in ground coffee and K-Cup® pods.

Especially made to be brewed over ice, Starbucks® Iced Coffee Blend® K-Cup® pods are compatible with any Keurig® machine but pair perfectly with the K-Cup® Single Serve Coffee Maker by experienced technologists. Use the innovative Brew Over Ice feature, automatically crafts iced coffee at its best.

Keep the cool sipping with 25% of a Keurig® K-cup® Coffee Maker.

K-Cold

v.2026.1.0

* Source: actual consumer core trial and longitudinal follow-up conversion research for our 20 most recent VRSN sampling campaigns

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



www.samplingstore.com

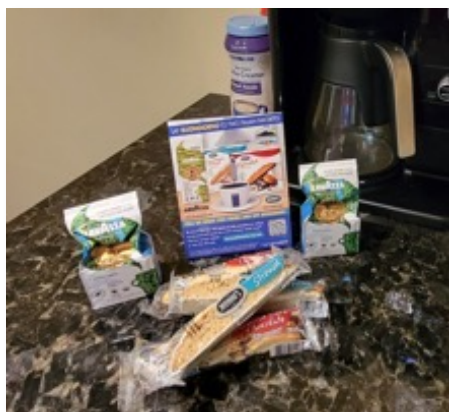
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SPOTLIGHT: Nonni's® Biscotti and Lavazza® Coffee: Power in Partnership

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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SPOTLIGHT: Other recent brand campaigns.



Keurig® Iced Coffee Machines & Starbucks® Pods



Traditional Medicinals® Tea Passports (4 flavors)



Bastiste® Dry Shampoos



Hyland's Naturals® Chafing Relief for Hikers

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SPOTLIGHT: Mrs. Meyer's® Full-Sized Products & Multi-Location Home Takeover

Many brands ask if we can sample **full-sized product if they do not have trial-sized samples**. Yes, we can and have done this for many of clients, in some cases with multiple products / applications in several places in the home as a "HOME TAKEOVER" for the brand. As with our solo sampling programs, our hosts remove competitive products that may conflict with client products in multi-brand campaigns. Below showcases one of our best received *Home Takeover* campaigns that we ran for Mrs. Meyer's Clean Day in three household categories and home locations, supported by accompanying signage placements (A/B split with two scents for comparative post-program research analysis).



Acrylic kitchen counter signs



Bathroom mirror static clings



Survey post card & case labels

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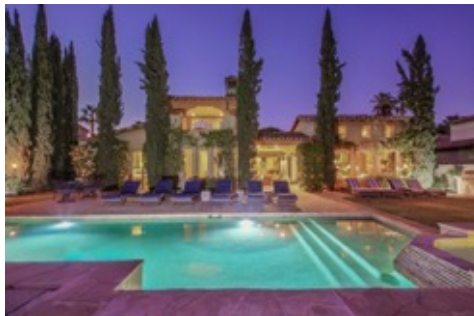
The Hosts

- **12,500+ hosts** welcoming 2MM+ 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

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The Guests

Guests & Stays

- Average # Adults per stay: 6.46
- Host rentals / month: 5.8 average
- 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

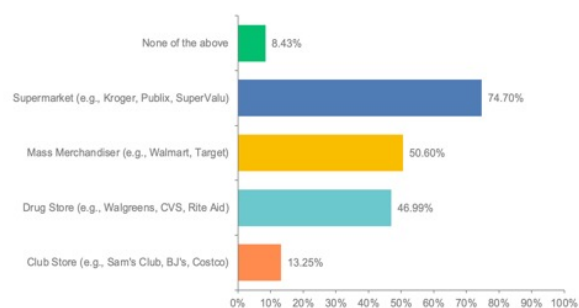


Suzie and Charlie

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 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.



Sample Fulfillment

Brands ship their product samples to 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, and any host-created social media content (optional for hosts). Consumer research and conversion study results (optional, recommended).

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