



PLUM

- **Type of invite:**
 - Direct Mail Invites to fill registrations.
- **Demographics**
 - More specific age, gender, location, income
- **Branding on Invite**
 - Can use Advisor Branding/Logo on Invites
- **Confirmation calls**
 - Can do confirmation calls for an additional fee.
- **Cost**
 - Flat rate per piece: \$.65-\$.69
 - 5000 piece minimum (suggest 5000-10000)
 - Reservation Service: \$200
 - \$3450 minimum total estimate
 - Additional cost for confirmation calls (\$100)
- **Portal**
 - Not as robust as Tailor-Made but includes registrant contact info.
- **Type of Event**
 - In-person
 - Advisor finds and books venue.

EIGHT DIGIT MEDIA

- **Type of invite:**
 - Digital Marketing Ads to fill registrations.
- **Demographics**
 - Age, Location
- **Branding on Invite**
 - Can use Advisor Branding/Logo on Ads
- **Confirmation calls**
 - No confirmation calls just text/email confirmations/reminders.
- **Cost**
 - Flat rate per month \$2500 for 4 webinars
 - Additional \$1000 in Ad spend per workshop = \$4000 estimate
 - Total per month to run 4 webinars estimate = \$6500
- **Portal**
 - Not as robust as Tailor-Made but includes registrant contact info.
- **Type of Event**
 - Offers In person and Webinars (we suggest them for webinars)

AQUIREUP TAILOR-MADE (LEADJIG)

- **Type of invite:**
 - Direct Mail Invites to fill registrations.
 - Can also add in supplemental digital marketing for \$500 and emails for \$200.
- **Demographics**
 - More specific. Zillow data, full contact info, age, gender, income
- **Branding on Invite**
 - Can use Advisor Branding/Logo on Invites
- **Confirmation calls**
 - No confirmation calls, just text/email
- **Cost**
 - Flat rate per piece \$.63 - \$.75
 - 4 cents for RSVP feature
 - 6000 piece minimum (suggest 6000-10000)
 - \$4000 minimum total estimate
- **Portal**
 - Provides the most prospect data inside portal, easy to use and access.
- **Type of Event**
 - In-person
 - Advisor finds and books venue.

AQUIREUP READY-MADE (WHITE GLOVE)

- **Type of invite:**
 - Digital Marketing Ads to fill registrations.
- **Demographics**
 - Age, Location
- **Branding on Invite**
 - Cannot use logo on Invites.
 - Uses 567 Workshops Branding on Invites
- **Confirmation calls**
 - Price includes rapport/confirmation calls and emails, as well as post-event texts and emails
- **Cost (by topic) for In-Person Seminars and Webinars**
 - SS and Medicare \$249 per HH
 - TIR and EP \$299 per HH
 - Average cost with 20 HH= \$4980-\$5980
- **Portal**
 - Not as robust as Tailor-Made but includes registrant contact info.
- **Type of Event**
 - Offer In-person and Webinars.
 - AcquireUp does Venue search and books venue for advisor for \$150 service fee.