



## SHUTTER MAG BOOTH - ELITE & ELITE PLUS SIGN UP

### ROLE:

Elite and Elite Plus Sign Up | 2 Volunteers - Alicia (floater) & Brooke

### HOURS:

4/18/17 | Tuesday | 9:30am-6pm located at the bottom of the midway stairs  
4/19/17 | Wednesday | 9:30am-6pm located at the bottom of the midway stairs

### OVERVIEW:

The Shutter Mag booth is located at the bottom of the midway stairs on the trade show floor. This is where the attendees can pick up free magazines and purchase their subscriptions to Elite and Elite Plus. Crew members must be friendly, helpful and knowledgeable about the benefits of each subscription. Your job is to hand out free magazine, register, and complete the purchase for Elite and Elite Plus.

### RESPONSIBILITIES:

- Collect the attendees photo ID. Write down their name, email address and mailing address on the Master List, and take payment via square entering that same info into the notes
- Hand out magazines, add elite plus stickers to badges, and help in any way needed

### PROCESS:

- Hand out free magazines, ask attendee "would you like to sign up for elite or elite plus?"
- Collect attendee photo ID, write name, email address, and phone number on Master List
- Take payment with square reader - select the subscription they are purchasing (elite or elite plus) from the list of items in the square app, enter name and email address, and process credit card payment. DO NOT process any payment without entering their name and email address. Without this info we will not know who signed up, and they will not be able to receive their account or log-in info.
- Once payment has been completed, hand the attendee their unique coupon code for their subscription. Instruct them not to lose this card. The code is unique to them and cannot be reissued.
- If Elite Plus, add sticker to attendee's badge
- Hand attendee copy of March & April Shutter Mag - let them know there are more editions (2015) in the lounge.



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### STATION-SPECIFIC NOTES:

**How much is Elite?** \$24

**How much is Elite Plus?** \$74

**What are the benefits of Elite?**

- Unlimited access to the digital version of shutter magazine
- 12 months subscription of the printed shutter magazine
- Access to presale tickets to shutterfest 18
- Discount program with our elite partners
- Perks and special offers throughout the year
- \$100 credit on one album order from Signature Collection Albums
- 50% off any Salvatore camera strap
- 2 free months with new Evolve Premier Services Membership

**What are the benefits of Elite Plus?**

- Everything listed above +
- 15% discount to behind the shutter store
- Free portfolio reviews at shutterfest
- 25% off SF Lunacy
- \$50 off ShutterFest Extreme
- \$100 credit on a dress rental from Enception Rentals
- 20% off all Virtuoso orders

**Can I buy Shutter magazine in stores?** Yes, Shutter magazine can be purchased at Barnes & Noble for \$9.99, but it's much cheaper to sign up and receive the additional benefits of an elite membership.

**Can I buy previous issues?** Yes, while supplies last. Go to [behindtheshutter.com](http://behindtheshutter.com) > store > magazines

**Is this code good on renewals (will it add on to the end of my current membership)?** Yes, your year long subscription will just add onto the end of your current subscription.

**How do I use this coupon code?** Go to [behindtheshutter.com](http://behindtheshutter.com) Sign in or create a new account. Go to "My Account". Under "Membership Status" click "Extend/upgrade membership". Under section 2 (payment info) you can enter your promo code and click continue. Confirm your membership and you're all set.

**What if I lose my code?** Your code is unique to you. Please, don't lose your code. We are writing these codes down, so, (in theory) we will be able to look up your code. Email us at [info@behindtheshutter.com](mailto:info@behindtheshutter.com) with questions.

### NON-SPECIFIC NOTES:

**Food Trucks** - Noon

**Illinois Central** - Upstairs in rooms behind the restaurant

**Grand Hall A|B|Hall** - Upstairs by Market Street entrance

**Terminal Atrium** - Hall w/ lighted floor

**Outside Courtyard** - 20th Street entrance

**Vendor Lounge** - Terminal Atrium (lighted floor) left side room

**Coat Closet** - Old Registration

**Terminal Atrium A|B** - Upstairs above lighted floor room

**Hilton Ball Park** - Shuttle meets at 20th Street Courtyard