



Feed your App-etite

Party Guide

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WHAT YOU'LL FIND IN YOUR KIT:

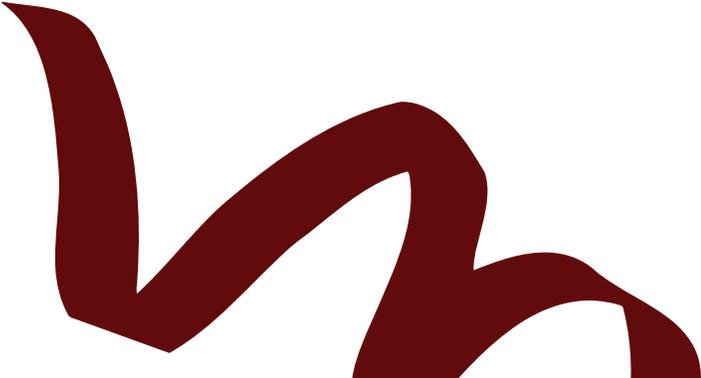
- * One (1) \$35 Giftcard to buy refreshments
- * Five (5) \$10 Verizon Giftcards to offset any app download purchases
- * Verizon Swagbag



Congratulations!

You're one of a lucky handful of Crowdtappers chosen to host a Verizon VIPs "Feed Your App-etite" Party! You were chosen because of your exceptional participation and status as a Verizon VIPs key influencer in the Crowdtap community. Now, let's get this party started!

IN THIS GUIDE:

- * Your kit
 - * The scoop for preparing and throwing a fantastic party
 - * Ways to make your party unique
 - * How to spread the word about Verizon's 4G LTE devices and services
 - * How to earn rewards and prizes
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The Big Event

1. PLAN

- * Invite 10-20 friends to your event.
Use Facebook, Twitter, eVite to get the word out! Mix it up with tech-savvy and non-tech savvy friends. They don't have to be Verizon customers, but they should have a smartphone that can download apps.
- * Be sure to include details of the party you've chosen.

2. PARTY

- * Have your guests access Google Play or the iTunes App Store and download new apps they have never tried. Interact with the apps, then swap devices and check out one another's newly loaded Apps!

3. SHARE

- * Live-tweet updates during the party, including opinions about the apps they've tried. Tag all share updates, photos, tweets, TwitVids, etc. with the hashtag #VZWCrowdTap!

EARN REWARDS

APPROVED REPORT: 4,000 pts

EXCELLENT REPORT: 10,000 pts

TOP AWARD: 90,000 pts



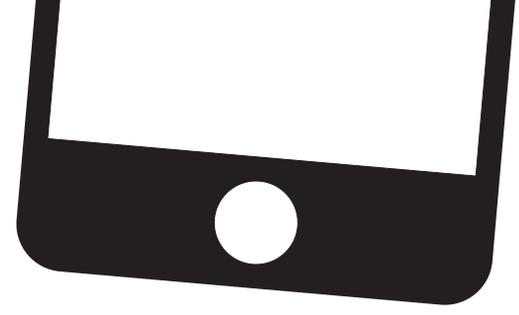


The Scoop

PARTY TIPS

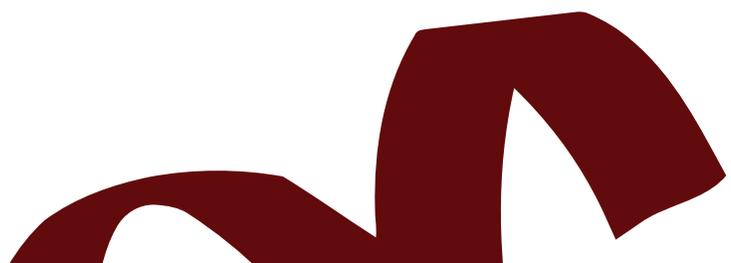
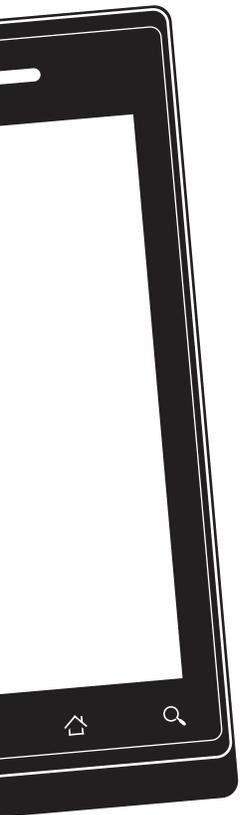
- * Decorate your home/dorm with black and red streamers, table liners, tableware and other decorations.
- * Get creative and theme your party with your favorite App! Think Angry Birds cupcakes or Draw Something cookies (use frosting for your sketch!)
- * Offer black and red-themed refreshments: red and black cupcakes, black and red licorice sticks, or Oreo cookies on a red platter.





GAME IDEAS

- * **Pass the “app-etizers”** – List a variety of apps you’d like your guests to try. Write each one on a small piece of paper, fold, and place them all on a serving tray. Have your guests pass the tray, each taking a piece of paper. Wait till everyone has an app, then call a “Swap your App” opportunity for those who chose an app they already have. Then have everyone download and review. Don’t forget to Tweet and Share the party action #VZWCrowdTap!
- * **“Pin the app on the Android”** – A fun spin on the child’s party game, cut out a large Android phone out of poster board and decorate it. Cut out smaller “apps” that will affix on the display. Then draw squares on the Android display where the “apps” should go. At the party, each guest is blindfolded, spun around three times, and then must affix their “app” to the Android display. The guests who affix their apps closest to a square get a prize.
- * **“Which app am I?”** – Write down three clues about each app on an 8 ½ x 11 sheet of paper. Tape or pin to the back of each guest when they arrive. Each guest has to ask other guests to read a clue off their sheet to guess which app they are.





Spreading The Word

As a key Verizon VIPs influencer and party host, it's your job to be a product ambassador; introducing new people to cool new apps! Encourage your guests to become a Verizon Crowdtap VIP by visiting <http://www.verizonvips.com>

QUESTIONS?

Email Crowdtap@VerizonInsider.com



Like us on Facebook:

<https://www.facebook.com/verizon>



Follow us on Twitter:

[@VerizonWireless](https://twitter.com/VerizonWireless)



Rewards and Prizes



After the party is over, the real fun begins with opportunities to earn Amazon.com gift cards and money for charity. You get:

- * \$2 and 1,000 points for an approved recap report
- * \$5 and 2,500 points for an excellent recap
- * \$50 (1 in 25 chances to win) for a top report

Want to go the extra mile?

Share photos of you and your friends with the product on Facebook or Twitter and/or live tweet the event



Thanks for participating!

The most important thing is to have a great time and remember to follow the Crowdtap Code...

Crowdtap is a member of The Word of Mouth Marketing Association (WOMMA) and adheres to its Code of Ethics. As a Crowdtap member you agree to:

- * **BE OPEN** – tell others of your relationship with Crowdtap and the brand, including if you have received any incentives as part of your participation
- * **BE HONEST** – provide your honest opinion to us and to others on anything you share
- * **BE RESPECTFUL** – be considerate of people’s time and personal boundaries



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