



365 One

Exclusive Partnership

We are better together..



Why Be Exclusive?

The 365 Exclusive Partnership isn't your ordinary partnership. We're your convenience services partner who takes you from start to finish and beyond.

We have a mission and it's quite powerful: To work hand-in-hand with our operators to provide them with the best technology, partnership, and resources to help them grow and make a difference in the convenience services industry, all while having fun and inspiring innovation. Oh, and there might be a few "cheers!" along the way.

In a nutshell, our exclusive partnerships provide operators around the world with full-service, personalized, and one-of-a-kind opportunities.

An area where we've found that is the most time-consuming and challenging for operators is marketing. Marketing your business will always be a must and the ways to attract new clients are constantly changing.

As a 365 Exclusive Partner, you receive the resources, guidance and support you need to help elevate the stress of getting your name out there to consumers.

From market grand openings to continuous marketing support to promotion development to content creation, our Marketing as a Service (MAAS) provides our exclusive partners with

Together, we are ONE. 365 is your exclusive partner who is unstoppable and follows no boundaries when it comes to you and your success.

We are better together.

What's All in Here?

This packet provides you with everything you need to know about what the 365 Exclusive Partnership, MAAS, and your personal Market Advocate can do for you.

365 Exclusive Partnership Package

It's simple. You get more with the 365 Exclusive Partnership. There are multiple steps that go into your convenience service success. We have the ONE way for you.

- A comparison on how you get more by being an exclusive partner

All about MAAS

Marketing as a Service (MAAS) takes care of all marketing aspects of your markets and helps you focus on what you need to make good business decisions.

- Summary of MAAS

Some examples of what we've done and what we can do for you to take your business beyond the finish line:

- Grand Opening Marketing Materials
- Continued Marketing Support
- Promotion Development
- Content Creation
- Website Updates and SEO Optimization

Your Very Own Market Advocate

With the 365 Exclusive Partnership, you receive resources, guidance, and support from leaders that have a combined 70 years in the convenience and MicroMarket industry.

- What a Market Advocate can do for you
- Market layout and planning examples
- Get to know the Advocates

Take Advantage of More

With your 365 Exclusive Partnership!

Benefits	Regular 365 Customers	Exclusive Customers
Five-Year Guaranteed Pricing	Not Applicable	Exclusive Only
Industry-Leading Warranties	12 Months	36 Months
Access to 365 Marketing Services	Not Applicable	Exclusive Only
Credit Card Reader (E2EE)	Standard Rate	Exclusive Rate
V5 PC Swap	\$500	FREE after return of old PC
V5 PC Swap Setup Fee	\$200	No Fee
Relocation Fee	\$250	\$150
Hardware Financing	6% Rate	5% Rate
VDI Integration	Monthly Fee	Included
Reduced Processing GMA Fees	Standard Rates Apply	Exclusive Rates Provided
Priority Access to New Hardware	Not Applicable	Priority Access Guaranteed
*Pre-Release Product Sandbox	Not Applicable	Exclusive Only
24/7 Live Global Support	Available	Exclusive Access
Market Advocate Consultation	Not Applicable	FREE Four Hours
Data Warehouse Access	\$999 Annual License	FREE Access

*Based on the type of exclusivity agreement

Marketing as a Service

Marketing as a Service (MAAS) is a premiere business advantage that is a part of the 365 Exclusive Partnership program. It is a holistic strategy that brings your brand the right opportunities.

MAAS is not a one-size-fits all approach. Each program is customized for individual clients and catered to each operator's marketing needs and goals. We get to know you and understand where there are marketing opportunities.

With Marketing as a Service, you receive external professional and knowledgeable resources that will take over many of your marketing tasks and functions, which allows you to focus on areas of your business that may need more attention.

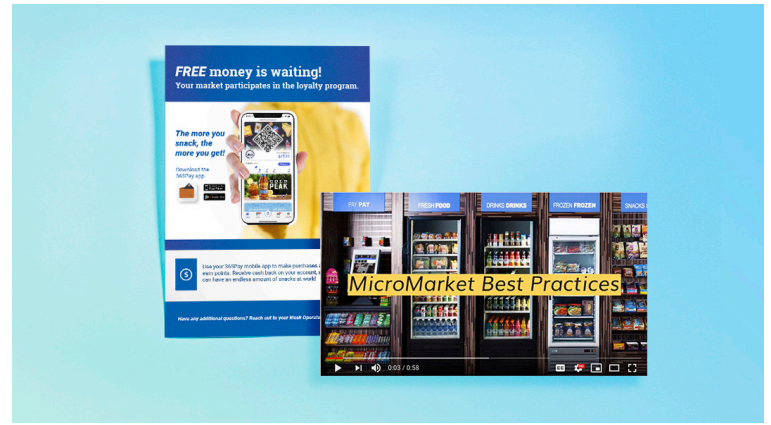
This is a huge benefit for operators around the world, as it provides you with marketing opportunities, such as:

- ⇒ Unique selling advantages
- New and trending marketing strategies
- ⇒ Enhanced messaging and customer experiences
- Execution of successful marketing initiatives
- ⇒ Relieve stress and reduce overhead costs
- ⇒ Valuable client relationships
Better management of time
- Access to industry Market Advocates
- ⇒ Boost your presence in a BIG way without doing all the work
- Enter new markets and gain business opportunities

Marketing as a Service includes an array of opportunities for operators. Some areas where we can help:

- Grand Opening Marketing Materials
- Continued Marketing Support
- Promotion Development
- Content Creation
- Website Updates and SEO Optimization

Here are some examples...



Grand Opening Marketing Materials

Hosting market Grand Openings are time consuming and if you don't do it right, it might set the tone for how successful your markets will become. From posters to signage to announcements, we have what you need for your Grand Openings.

Continued Marketing Support

Implementing markets and hosting grand openings aren't the only things you should be doing. Ongoing market promotions help you with consistent revenue and maintaining returning customers.

Promotion Development

Dealing with food that sits on your market shelves to their expiration date? Market promotions will help bring attention to those items and make customers aware of what is discounted or on sale.

Content Creation

Market materials and promotions are important ways to engage with your customers and provide them with the best customer experience. What operators tend to struggle with is bringing in new business opportunities and staying relevant in the convenience services industry.

Website Updates and SEO Optimization

Social media, videos, email marketing, oh my! There are many ways to get your business out into the world today and your website should be just as high of a marketing priority. By updating your website and focusing on SEO optimization, you'll be getting in front of consumers effortlessly.

Your Very Own Market Advocate

In addition to MAAS, 365 Exclusive Partners receive access to experienced Market Advocates who have a combined 70 years in the convenience and MicroMarket industry.



Industry
Insights

Market
Guidance

Market and
Business Support

One-of-a-kind
Advocate Partnership

Strategic market planning from kiosk placement to the right shelving to best-selling products for your location.



Steve Closser

Has been in the foodservice industry his entire 30-year career. Beginning as a dishwasher progressing through the ranks to eventually being a founding partner in Elite Cuisine. In 2017, Steve sold his interest to his business partners. After, Steve and Patty decided to begin a business together; Translucent.

Throughout his career he has always focused on two things; service and commitment. Steve views it as an honor to serve and thrives on helping operators being successful by helping them use technology, hard work and a clear business path to achieve their goals. Steve & Patty have been married for 31 years and have four amazing children.



Patty Closser

Began her career at a young age in the foodservice business at an ice cream stand, which she biked eight miles every day from the family farm. She comes from a family of 16 and learned from an early age that organization and service are one in the same. Patty's entire career has been on the cutting edge of team development.

Patty leads the Translucent team and drives home the company motto, "clearly working for you" and believes that their clients successes are their own successes. Patty is a master at fostering growth within a team and individuals. She leverages team capabilities to spark innovation and overall success in delivery methods and client services.



Sandy Schoenthaler

35 years of knowledge and experience being a leader in the Food Service, Vending, Micro Market and Office Coffee Industry. Sandy has strong knowledge of operations, finance, sales, marketing and merchandising in the Industry.

She also is a long time NAMA member and proud member and sponsor of many Wellness Committees and Community Programs.

365 IS THE ONE PARTNER FOR YOU!

CONTACT US TODAY!

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