

The logo for Threshold 360. It features a stylized 'T' icon on the left, composed of three horizontal bars: a blue bar on top, an orange bar in the middle, and a pink bar on the bottom. To the right of the icon, the word 'THRESHOLD' is written in a bold, dark blue, sans-serif font. Further to the right, the number '360' is displayed in white inside a grey rounded square.

## Capture Rates

Valid through 6/30/21

# Customer Types

## Destination Marketing Organizations

DMOs purchase capture packages from Threshold including anywhere from 50 to 500+ “locations”. They give these captures away for free to their *partners* – the businesses that they promote, making up the hospitality eco-system of their region. These partners include local hotels, venues, attractions, restaurants, outdoor areas, and anything that draws leisure and business travelers.

## Location Customers

These are customers that are subscribing to the Threshold platform directly. These customers might include multiple sites or a single location (e.g. a chain of healthcare clinics or a regional hotel group). Since the capture volume of the package is much lower than a DMO, Capture Rates are typically higher.

# Destination Customer Capture Rates

- A typical DMO project consists of ~50 locations captured over a multi-month timeframe
- The volume of Scheduled Locations depends on our DMO customer's ability to promote the program to their partners
- A typical DMO project consists of 70 - 80% Scheduled Locations and 20 - 30% Stop By Locations
- These rates are increased for "Drive Markets" - projects where the Creator is asked to drive over 1.5 hours
- Creators report exceptions in cases where they spend more than the allotted time at a location or travel further than the rate covers. These exceptions increase the payout dynamically.

Capture Type	Conditions	Rate
DMO Scheduled Location	<ul style="list-style-type: none"> <li>• Hotels, venues, and attractions that book an appointment</li> <li>• Up to 90 minutes of capture time</li> <li>• 40 miles of round trip driving included</li> </ul>	\$75/Location
DMO Stop By Location	<ul style="list-style-type: none"> <li>• DMO customers approve Creators to proactively show-up and capture locations without scheduling</li> <li>• Must be at least 10 locations requested at one time, allowing Creators to batch their work</li> <li>• Outdoor locations like parks, beaches, and trails are common</li> <li>• Some restaurants, cafes, bars, &amp; retail</li> <li>• Up to 40 minutes of capture time</li> </ul>	\$40/Location
Other Capture Types	<ul style="list-style-type: none"> <li>• On occasion, DMOs will request Creators to capture exterior walk through experiences of neighborhoods or very large locations, like universities</li> <li>• Priced differently based on the custom scope of work</li> <li>• Typically 3 - 8 hours of capture time</li> </ul>	\$100 - \$300
Cancellations	<ul style="list-style-type: none"> <li>• If a DMO partner location cancels on a Creator less than 24 hours in advance or upon arrival</li> </ul>	\$50

\*All locations are paid out upon completion, once all content is published to the Threshold Cloud™

# Location Customer Capture Rates

- Pricing based on the # of virtual tours, that is, the individual spaces asked to capture within the location
- A \$100 bonus can be earned for any DMO partner location that turns into a Location Customer (valid until 6/30/21). Added on to the Capture Rate.
- A recapture will be required for mistakes and/or quality issues flagged by Threshold QA team
- A recapture upon customer request will be priced differently (e.g. one meeting room not available at hotel, no fault of Creator)

Virtual Tours	Example Locations	Capture Rate
1 - 10	Restaurants, B&B's, Retail, Offices, Short-Term Rentals, Small Venues, Small/Boutique Hotels, Healthcare facilities	\$250
11 - 25	Large Hotels, Conventions Centers, Museums, Galleries	\$400
26 - 50	Resorts, Casinos, Zoos, Aquariums, Large Attractions	\$650
51+	Mega Resorts, Theme Parks, Airports, State Parks	Custom

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