

Exclusive Marketing Opportunities

Why Participate in The Mall @ Bright Horizons?

Ways to Participate in The Mall @ Bright Horizons

Requirements, Cost, and Options

What is The Mall @ Bright Horizons?



The Mall @ Bright Horizons is an internal e-commerce site that resides on our company's global intranet, BrightWeb. The goal is to provide our customers—center directors, principals, field and home office personnel, (over 18,000 employees total)—an easy, pre-vetted, cost-effective method to purchase company-approved goods and services required to run their business. The Mall @ Bright Horizons reflects our unique organization and is designed to showcase our strategic suppliers and the vast array of products available to support the Bright Horizons community.



Requirements, Cost, and Options

The Mall @ Bright Horizons is powered by the CoreXpand™ software. The system creates a unified shopping cart which allows shoppers to purchase multiple items from multiple suppliers in one shared e-commerce environment.

Requirements:

CoStore, CoreXpand's product can integrate with most backend systems, warehouse management systems and order entry forms.

Cost:

There is a one-time set-up fee for entrance to The Mall @ Bright Horizons. Monthly services fees may apply.

Flexibility:

CoreXpand will create a solution to fit your business technology, whether it is a dedicated enterprise with an automated backend system tied directly into the CoreXpand engine or a simple order email. Additional costs may apply.



Ways to Participate in The Mall @ Bright Horizons

In a marketing environment that has become increasingly overcrowded, The Mall @ Bright Horizons creates a direct and personal connection to an audience of over 1500 active shoppers.

- Corporate support for participating suppliers
- Future growth opportunities with a growing, global organization
- Future enhancements include a public-facing site with a potential target audience of over 70,000 parents and 18,000 employees.

The Mall @ Bright Horizons gives suppliers the ability to create branded catalogs that are unique to each customer at the fraction of the cost of traditional printed catalogs.

The Mall @ Bright Horizons allows suppliers to eliminate the need for dedicated in-house customer service support.

The Mall @ Bright Horizons allows suppliers to consolidate and centralize billing to over 660 locations.



Why Participate in The Mall @ Bright Horizons?

Own and Manage Your Own Enterprise

Gain access to an online order management console and to CoreXpand's help desk and team for training and ongoing support.

- Create a customized online catalog that dynamically reflects pricing, products, order history and status.
- Manage your catalog content in real time.
- Create unique descriptions for items that tie directly to Bright Horizons programs and curriculum.

Participation Through Our National Distribution Program

Bring your product and Company immediate exposure to a national audience. This is a solution tailored to small local niche suppliers.

Benefits

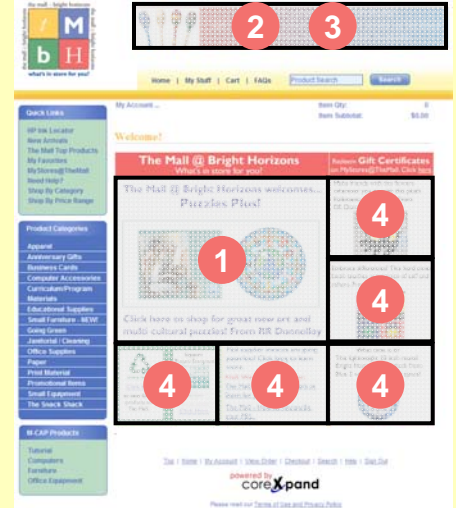
- No start-up fees
- Fast implementation timetable
- Low cost
- No long-term commitment



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Standard Mall Units

	Standard Units	Dimensions	File Types	Contact Us for Cost Info
1	Central Featured Product Box	377 x 292	JPEG or Animated GIF	
2	Display Banner – Static Exclusive and Supplier-Specific	558 x 100	JPEG or Animated GIF	
3	Rotating Display Banner – Multiple Suppliers	558 x 100	Animated GIF or Flash	
4	Display Boxes	178 x 144	JPEG	
5	Sales Flyer – Supplier-Specific	4 page	Flash, SWF	



Note:

The Home Page refreshes 26 times annually, 26 views per year
New Suppliers are featured free of charge in Central Box for 1 view, 2 weeks

5 Size and location TBD; appears on 4 separate Mall pages

Special Sponsorships

Package Name	Print Components	Online Components	Contact Us for Cost Info
Annual Platinum Package	Three Dedicated Sales Flyers	<ul style="list-style-type: none"> Year-Round Display Box 4 Featured Central Box 	
Annual Gold Package	One Dedicated Sales Flyer	<ul style="list-style-type: none"> Year-Round Display Box 2 Featured Central Box 	
Annual Standard Package	Participation in Joint Sales Flyer*	<ul style="list-style-type: none"> 1 Featured Central Box Year-Round Display Box 	

* Cost will vary depending on number of participating sponsors

Custom Opportunities Available: Contact suppliers@brighthorizons.com

