



**2020 DALLAS RV SUPERSALE
TRAINING MANUAL**

**WISH WE
WERE HERE.**

**BUT WE GOTTA GET THROUGH THIS BOOK,
SO LET'S GET ON WITH IT, SHALL WE?**



ABOUT US

Wallabing is a peer-to-peer platform where RV owners can monetize their property. Wallabing doesn't take a "cut" of their rental profits, either: For example, when they say they want to make \$150 a night, they make \$150 a night. And they get free nationwide advertising. Every rental is also covered with \$1M in insurance.

Here's what that amounts to for them:

1. Easier to own an RV—they get to make money from something they already own
2. Easier to rent it out—they always make the money they need, plus they are completely covered if anything happens
3. Easier to buy—When you have a way to offset costs with income, the stress of making the purchase evaporates



THE WALLABING BRAND

Wallabing 



FIRST STOP
OUR VALUES



WE WERE FOUNDED ON A SIMPLE IDEA:
TO EMPOWER THE WANDERER IN ALL OF US.

WE BELIEVE THAT RENTING AN RV SHOULD BE
SIMPLE. NO TRICKS, NO EXTENSIVE PAPERWORK,
NO EXTRA FEES – JUST A WAY FOR THOSE
SEEKING NEW EXPERIENCES AND NEW WAYS TO
CONNECT WITH THEIR LOVED ONES, TO MAKE
GREAT MEMORIES WITH JUST A FEW CLICKS.

WE BELIEVE IN TAKING CARE OF OUR PEOPLE,
BOTH OWNERS AND WANDERERS.
BECAUSE WHILE OTHERS ARE IN THE RV
BUSINESS, WE ARE IN THE PEOPLE BUSINESS.
THIS IS THE NEW FRONTIER OF HOSPITALITY.



SECOND STOP
OUR MANIFESTO



WE ARE WALLABING
AND WE ARE A CHANGING THE WAY WE TRAVEL.

FOR A NEW GENERATION OF WANDERERS,
EXPLORERS, AND NOMADS.

WE DON'T TRAVEL TO DESTINATIONS.
WE TRAVEL TO ACTIVITIES.

TO ADVENTURES THAT PLAY HARD TO GET.
SO WE TRAVEL LIGHT.

WE TAKE OFF IN A MOMENT'S NOTICE.
AND WE STOP WHERE WE PLEASE.

WE AREN'T INTO COLLECTING THINGS.
WE'D RATHER COLLECT EXPERIENCES.

AS MANY AS WE CAN
WHILE WE CAN.

WE ARE WALLABING
AND WE'LL SEE YOU OUT THERE.

OUR BRAND PROMISE

SERVE
THE
WANDERER
IN
ALL OF US.



OUR BRAND PERSONALITY

INSPIRING

FOMO IS A POWERFUL
MOTIVATOR

TRUSTED

WE GOT YOUR BACK.
NO MATTER WHAT.

WHIMSICAL

AFTER ALL, WHAT WE'RE
DOING IS FUN.

THOUGHTFUL

WE'RE IN THE HOSPITALITY
BUSINESS.



OUR PROMISE TO OUR GUESTS

We're here to help people connect
and make memories.

We are inspiring. We motivate people
to try something new.

We're your trusted travel companion.
Making it easy every step of the
way, and never leaving you stranded.

We give it to you straight,
no tricks, no gimmicks.

We're here to keep it fun, to keep
it whimsical. To get weird.

After all, we're the new frontier of
hospitality.

So we'll thoughtfully strive to give
you the best possible experience,
tailored just for you.

THIRD STOP HOW WE TALK



OUR VOICE IS OUR PERSONALITY.

IT'S HOW WE EXPRESS OURSELVES AND
INTERACT WITH PEOPLE.

IF YOU THINK OF WALLABING AS A FELLOW
WANDERER, THEN OUR VOICE IN A NUTSHELL IS:

HUMAN
A PERSON INSTEAD OF A COMPANY

FUN
A PERSON YOU'D WANT TO HANG OUT WITH

AUTHENTIC
A PERSON YOU'D WANT TO HANG OUT WITH
WHO'S ALSO INTO THE SAME STUFF AS YOU

WHAT TO SAY

WHAT TO SAY TO RV OWNERS

WHERE YOUR RV MAKES YOU MONEY

RV RENTING MADE SIMPLE

RV owners can make more money on Wallabing. Why? Because you set your price, and that's what you get! No fees or commissions removed. It costs nothing to list on Wallabing, plus you get access to more potential renters. Our process is built for one purpose: to make your life easier.

Here's why you'll want to Wallabing:

HOW DOES WALLABING HELP ME MAKE MONEY FROM MY RV?

- Advertise to a nationwide audience at no cost to you
- Check-out and check-in are faster, streamlined, and more convenient with the Wallabing app
- Receive owner onboarding, so you feel confident and in control throughout the entire process
- Use renter quality scores to have confidence in the people using your equipment
- Keep your RV in peak condition with the maintenance checklist in the app
- Get tips for how to make more money
- Get more customers: Renters prefer Wallabing, because it's easier to use with straightforward pricing
- Social give-back: Make-A-Wish Foundation donations each year
- Wallabing is for people who think beyond camping. Get more customers by tapping into a different clientele
- Have you already listed on other sites? You can auto-import your listing into Wallabing—it's the easiest set up, ever. Why wouldn't you list on Wallabing?
- What if your RV could pay for itself? With Wallabing, it can
- \$1M insurance built in to every rental, no exceptions—so your RV is completely covered, no matter what
- Shared economy benefits:
 - Make money on the things you already own
 - Rating system incentivizes owners and renters to always be courteous
 - Connect with other people who share your values and interests
 - Guaranteed insurances makes renting out your property easy and low risk
- Every renter has to pass a DMV check, so you can have complete confidence in every person that rents your RV
- Ever-growing ecosystem gives you more ways to make money with less effort as the organization grows
- Alexa-enabled commands bring you more customers (coming soon)



WHAT TO SAY TO RV RENTERS

NEW EXPERIENCES. BETTER TRAVEL. VACATIONS MADE SIMPLE

You travel because new experiences help us find ourselves. You become more of who we really are when we can break away from all of life's expectations and go see something beautiful for the first time.

You've done the "vacation" thing before. Now it's time to truly travel. Wallabing cuts the clutter out of the travel experience. See the world you've been flying over, and love every minute of it.

Here's why you'll want to Wallabing:

WHY IS WALLABING MY BEST OPTION FOR A VACATION?

- Get closer to your adventure
 - Stay right at the amusement park
 - Hang out with other concert attendees
 - No more overbooked hotels at festivals like SXSW, Sturgis, and more
 - ...oh, and camping...if that's your thing
- One price – truly. The price you see at the listing page is the price you'll get at checkout. Wallabing plays it straight
- Owner quality scores so you are confident in your experience from day 1
- Not comfortable driving or towing? Filter for onsite delivery options!
- Get more than a transaction—Wallabing helps you streamline the entire travel experience
- Social give-back: Make-A-Wish Foundation donations every year
- Safe RVs – Every RV has to go through Wallabing onboarding, DMV checks, and maintenance standards
- Guaranteed insurance built in—\$1M on every rental keeps you safe from anything that could happen out on the road
- As easy as a hotel room, with far more freedom
- Ever-growing ecosystem gives you more services and better experiences as the Wallabing community grows
- Vacation starts at check-out (instead of after the airport, the flight, and the hotel check-in)
- Alexa-enabled (coming soon)
 - "Help me rent an RV" ---> "Would you like to be connected with a concierge?"
 - "Where can I rent an RV?"
- White-glove travel agent (coming soon)
 - Helps you plan the right places to stop for the night
 - Helps you plan experiences along the way
- Payment plan for your trip (coming soon)
 - Pay in advance for parking, routes, etc.



**WHAT TO SAY TO PEOPLE THAT MAY BE
SHOPPING FOR AN RV...**

Wallabing 

OBJECTION #1:

“I don’t know about that monthly payment, though...”

One thing is for sure: The *wrong* RV is going to cost you more than the right one. Even if you go low-cost, you’ll pay for it in discomfort, “I wish I wouldas”, and finally replacing it.

So if you need to bring the higher cost down a bit, think about this: tens of thousands of people rent out their RVs every day. Instead of letting it sit in storage, you can make hundreds of dollars every time someone rents it out. And if you use a platform called Wallabing, every renter pays for a \$1M insurance policy to cover anything and everything. No matter what.

The whole thing is free for you to use, and you can really put some money in your pocket.



OBJECTION #2:

“I’m trying to see where I can fit this in my budget.”

Owning an RV lowers the cost of going on vacation: a 2-person RV vacation can save 53% of costs, and a 4-person RV vacation can shave off 64% of costs!¹

And if you want to reduce the output, you can also consider renting out your RV when you’d otherwise have it in storage. Owners make hundreds of dollars in just a single rental. When you use Wallabing, every renter pays for \$1M insurance, so you’re always covered, no matter what. Tens of thousands of RV owners do it every day.

¹ <https://www.rvia.org/news-insights/families-save-money-when-owning-using-rvs-compared-other-types-vacations>



OBJECTION #3:

“Won’t the storage fees, maintenance, and upkeep cost a lot?”

You have a lot of options where storage and maintenance are concerned. In fact, letting your RV sit for weeks at a time makes it subject to “lot rot.”

That’s why people are renting out their RVs through Wallabing. Rather than storage and maintenance costing YOU money, you can make OTHER people pay for keeping your RV in peak condition. Every renter pays for a \$1M insurance policy for every minute of the rental, so you don’t have to worry. And claims are super minimal, anyway.

You could store it and pay for all the upkeep yourself, or you can make hundreds of dollars every time someone rents it from you.



OBJECTION #4:

"I want it...but do I want it as much as I want \$\$\$,###?"

Maybe the deeper question here is, "What do I really want out of this?" And I could talk your ear off about every RV here, but what you really need is to experience it for yourself.

We work with Wallabing, which is a platform where other RV owners rent out their own RVs while they aren't using them. We can give you a discount code so you can go rent one or two and find what you're looking for. You don't want to have any "what ifs" when you write a check, and we want you to have the RV you're going to love.





A FEW WORDS ON BEING HELPFUL

Helpfulness isn't a necessarily a personality trait, so it doesn't need its own brand voice section.

But taking a process that's complicated to navigate and making it easy is what we do.

So, in our communication, we should always take complicated messages and make them simple and easy to understand.



THE ACTIVATION

Wallabing 

EVENT DETAILS

- **Event Dates:** February 20 - 23, 2020
- **Event & Activation Times:**
 - Thursday, February 20 & Sunday, February 23 - 10am-6pm
 - Friday, February 21 & Saturday, February 22 - 10am-8pm
- **Event Location:**

Dallas Market Hall
2200 N Stemmons Fwy
Dallas, TX 75207-2803
- **Estimated Attendance:** 12K-14K



ACTIVATION OVERVIEW

- Brand Ambassadors will be responsible for attracting consumers into the booth and for collecting consumer information (first name, last name, email address) on iPads in exchange for a Wallabing tote bag
- The 10'x20 space will be divided into two areas:
 - **Owners Area** - this area will be dedicated to getting owners information on the benefits of renting their RV through Wallabing
 - **Renters Area** - this area will be dedicated to educating people on the benefits of renting an RV through Wallabing
 - Renters area will have a digital photo booth opportunity - this will require 1 brand ambassador helping with the operation of the photo booth
 - Both areas should be prepared to answer questions from both types of consumers and should help guide consumers to designated area for more information from a product specialist
 - Each area should contain 1-2 product specialists and 2-3 brand ambassadors (depending on crowds/needs)
- **Premiums:**
 - **Tote Bags** - given to everyone that provides their email address, first name, and last name on the iPad form
 - **Stickers** - given to anyone
- **Collateral:**
 - **Postcards** - given to everyone that receives a tote bag
 - **Renter/Owner Flyer** - given to anyone that expresses deeper interest in learning more about renting an RV or renting out their RV
- **Event Goal:** 2,000 email addresses



Market Center Blvd

Wallabing

Bathrooms

Stairwell

Elevator & Bathrooms

N. Stemmons Fwy

<-- ENTRANCE TO NORTH HALL

ALL BOOTHS ARE 10' X 10'

RADIO STATION REMOTE / BAR / OPEN STAIRCASE TO SEMINARS & FOOD COURT UPSTAIRS

ENTRANCE TO OUTDOOR DISPLAY -->

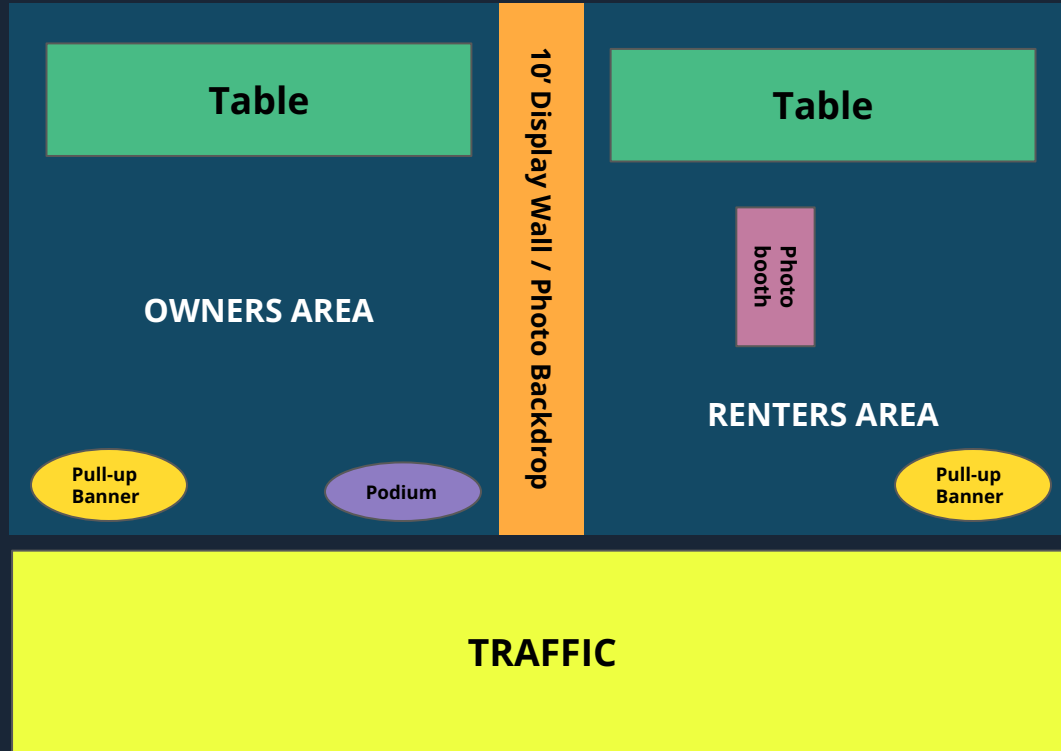
DALLAS RV SUPERSALE

RV SHOW SPACE

MAIN HALL

The logo for Wallabing, featuring the word "Wallabing" in a stylized, cursive yellow font. A small kangaroo silhouette is integrated into the end of the word, appearing as if it is jumping or running. The logo is set against a dark blue background.

DISPLAY LAYOUT



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DISPLAY ASSETS

Owner Area Wall & Podium



Renter Area Wall & Side Panels



Wallabing

DISPLAY ASSETS

Renter & Owner Pull-Up Banner



Tablecover (2)



Wallabing

PREMIUMS

Tote Bags

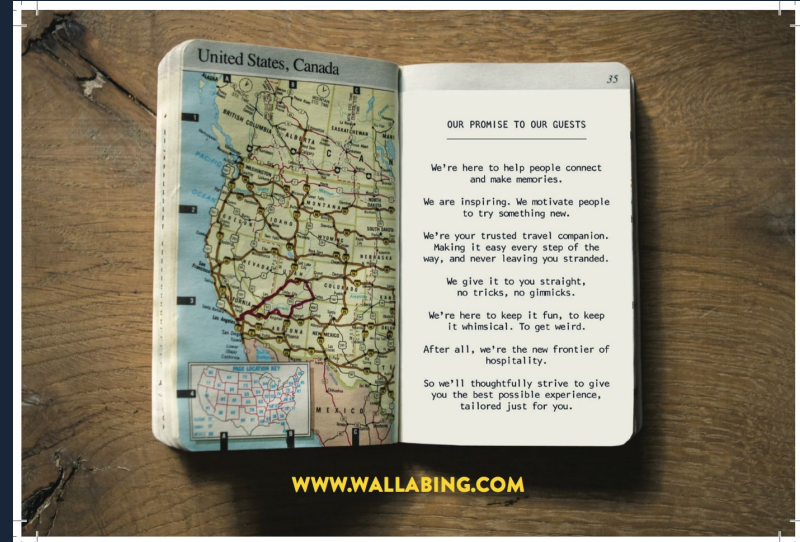


Stickers



SALES COLLATERAL

General Postcard



Wallabing

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Wallabing

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Wallabing

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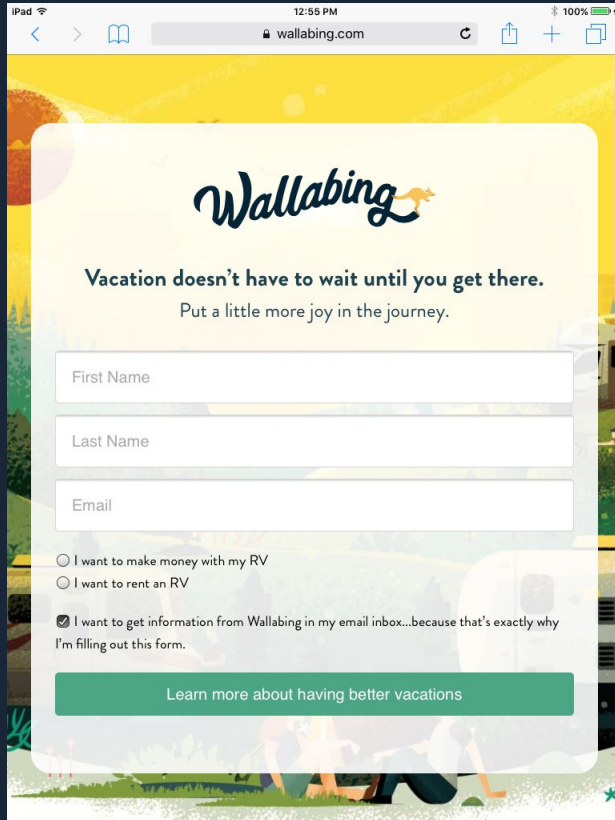


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WWW.WALLABING.COM

Renter / Owner Flyer

Wallabing

LEAD GENERATION FORM



The screenshot shows a Safari browser on an iPad displaying the Wallabing website. The page has a yellow header with the Wallabing logo and a background illustration of a sunset over a landscape with a road and a person. The form is a white card with the following elements:

- Wallabing logo
- Text: "Vacation doesn't have to wait until you get there. Put a little more joy in the journey."
- Input fields for "First Name", "Last Name", and "Email".
- Radio button options:
 - ☐ I want to make money with my RV
 - ☐ I want to rent an RV
 - ☒ I want to get information from Wallabing in my email inbox...because that's exactly why I'm filling out this form.
- A green button labeled "Learn more about having better vacations".

This form can be accessed via the Safari browser on the iPad. Once the form is complete, it will display a confirmation window for 10 seconds and then load a new page automatically.

Link to page is: www.wallabing.com/rvshows



STAFF EXPECTATIONS

BRAND AMBASSADOR EXPECTATIONS

- The Wallabing consumer engagement staff represents Wallabing, Rogue Marketing, and VEIN MKTG at all times. Professional behavior is expected at all times. Any failure to adhere to these policies may become grounds for immediate termination.
- Be on time! If you are running late, please call your Team Leader immediately.
- Be enthusiastic! This event is supposed to be fun - so have fun with it!
- High energy and smiles!
- Make sure consumers leave with a positive impression of Wallabing, and a desire to learn more.
- Standing around on site and talking to other staff members is not acceptable.
- Personal use of cell phones onsite is prohibited - NOT PHONE CALLS AND NO TEXTING!
- REMEMBER - you are the first contact / experience that many of these attendees have with Wallabing. First impressions are lasting impressions



BRAND AMBASSADOR EXPECTATIONS

- Please be professional and courteous to everyone around you.
- Please help keep the booth area clean and clutter free at all times.
- As Brand Ambassadors you will be faced with varied situations that may test your patience, but communication with consumers should always remain professional and related to Wallabing
- Your good judgment and appropriate behavior is crucial in each situation. If you are in doubt about how to handle a situation, contact your Team Leader immediately.
- While working, Brand Ambassadors are absolutely NOT to make personal calls. If you need to make any kind of phone call (personal or work related), be sure to step far away from the booth area so that you're out of sight.
- Appropriate hygiene is expected at all times including clean, wrinkle free clothing and proper grooming.
- Breaks are to be taken individually, NOT IN GROUPS.
- No smoking or drinking of alcoholic beverages while onsite, during work hours, or in uniform.



UNIFORMS

- PROVIDED:
 - Wallabing Branded T-Shirt
- NOT PROVIDED, BUT REQUIRED:
 - Jeans (preferably no holes and clean)
 - Comfortable shoes (Converse, sneakers, hiking boots)

CONTACT LIST

IMPORTANT CONTACTS

- Henry Li - VEIN MKTG - 917-971-5420
- Liberty Pickering - Rogue Marketing / Wallabing - 972-375-5819 (not available on Friday night or all-day Saturday)



APPENDIX



OUR BRAND VISION

THE NEW FRONTIER OF HOSPITALITY

IT MEANS WE'RE NOT HAPPY
WITH THE STATUS QUO.

TRAVEL HAS BECOME SUCH A CHORE.
A CHORE! SOMETHING THAT SHOULD BE FUN.

WE WANT TO CHANGE THAT. BY SIMPLIFYING.
REMOVING WHAT DOESN'T WORK.

WE'RE GOING BACK TO THE BASICS.
TO DAYS WE HAVE SUCH FOND MEMORIES OF.

BECAUSE THERE WASN'T A BUNCH OF
PAPERWORK. OR HIDDEN FEES. OR 30 WEBSITES
TO VISIT BEFORE YOU HAD A TRIP BOOKED.

JUST GOOD OL' FASHIONED SERVICE WITH A
SMILE. WHERE WE TAKE CARE OF THE REST.

SO YOU CAN FOCUS ON CONNECTING WITH
YOUR FAMILY. MAKING MEMORIES WITH YOUR
FRIENDS. YOU KNOW, ACTUAL VACATION STUFF.



THE WALLABING ANTHEM



OUTSIDE IS IN.
OUT THERE IS WHERE IT'S AT.

DROPPING EVERYTHING AND SETTING OFF
FOR ADVENTURE? SO IN.

BUT DROPPING A WHOLE PAYCHECK TO GET THERE?
NOPE. THAT'S OUT.

TRAVELING TO DESTINATIONS IS OUT.
TRAVELING TO ADVENTURE IS IN.

COLLECTING EXPERIENCES IS THE NEW
COLLECTING THINGS.

AND SHARING IS THE NEW OWNING.
SHARING VEHICLES.
SHARING EXPERIENCES.
SHARING MEMORIES.
SHARING THEM WITH THE WORLD.

ALL IN.

OUT THERE HAS NEVER BEEN MORE IN.
AND WITH WALLABING,
IT'S NEVER BEEN MORE SIMPLE, EASY, AND FUN.



Wallabing

SAMPLE REQUEST TO RV OWNERS

Getting out there is in right now. And the RV is where it's at. We don't have to tell you that, of course. But with RV's gaining popularity with a young generation of travelers, there's a unique opportunity for your RV. It can make you money when you're not using it.

Wallabing is the new frontier of hospitality. We're a peer-to-peer RV rental marketplace. But we're not like the others. With seamless transactions, a great app, pick-up and drop-off services, our first priority is to make the whole experience easy and stress-free.

Listing is free, and all renters are properly vetted. The last thing we'd want is for something to happen to your baby. If it makes you uncomfortable, we totally get it. But if the idea of making money when you're not using your RV, consider listing on Wallabing.

Share the van life.