Hyper-Reach Event Initiative
Program Guidelines

Introduction
The Hyper-Reach Event Initiative is a program created by Hyper-Reach to enable event organizers and public safety people to quickly and easily reach hundreds or thousands of people gathered for a mass event such as marathon, find-raising walk, community festival or other similar type of event.

Hyper-Reach is a leading national provider of emergency alert services to public safety agencies in cities and counties throughout the US. Hyper-Reach enables public safety officials to broadcast recorded phone messages, SMS/text and email messages to small and very large groups in just a few minutes. Hyper-Reach services are used for warning the public of severe weather, criminal activity, contaminated water and many other dangerous situations.

How Does It Work?
Program organizers provide the registration data they collect from participants in the event to Hyper-Reach. The data we require is a mobile phone number (preferred) or email address, as well as the name and home address of the participant. Only the phone number or email address is required, but the additional information allows us to register the participant in their local emergency alert system as well.

Some events do not require registration of their participants or have other attendees beside the participants. For example, friends and family may go to cheer on a marathon participant. We'll provide you a link for registering for alerts during the event. We will also develop – for the future – an SMS text code that an attendee can send to us for instant registration, but this will not be available for several months.

What Events Are Eligible?
Any not-for-profit one-day event open to the general public or large membership-based groups which expects attendees from outside its local area is eligible. Strictly local events may be eligible, especially if the local municipal or county government does not have an existing emergency alert service. Multi-day events may also be eligible; we'll contact you based on the dates you provide on the Event Application and Registration Form.

The Hyper-Reach Event Initiative is designed for events that are open to the public or general membership groups. It is not intended for private functions or for-profit events such as football games, concerts, etc. Hyper-Reach service is available to for-profit organizations on a paid basis. Go to www.hyper-reach.com for more information.

When Can I Send Out Alerts?
The Hyper-Reach Event Initiative is designed for emergency alerts about situations in or near the venue or in the major travel corridors used by attendees that may threaten safety or property. We assume that some attendees may arrive a day ahead of the event and may leave a day after. Therefore, events can be sent anytime within 24 hours of the event (before or after).

How Do I Send Out Alerts?
The Hyper-Reach system is a web-based system that allows authorized users to create and send a message. The system can be accessed by a laptop and also any web-enabled mobile device, such as a smartphone. Your organization will receive login credentials and training to enable users you authorize to create and send alerts.

Who Will Receive the Alerts?
We will send alerts to all attendees for which we have contact information. There is no ability to select specific people or groups of people within that list.

How Quickly Do Alerts Get Sent?
Alerts are generally sent within a minute of being sent by the alert originator. The actual time that they are received by any individual depends on factors such as the telephone network, system congestion, etc.

What Information Can I Send?
The Hyper-Reach Event Initiative is designed for emergency alerts about situations that may threaten safety or property. Any message that fits within those parameters is permitted. This can include messages about traffic or other problems that may prevent attendees from reaching the venue. But the alerts are not meant for non-emergency or foreseeable situations. We will enforce this on an "honor-system" basis and abuse of the system may result in your program becoming ineligible for future events.

Within that constraint, you can send text messages (limited to 160 characters), email messages (no length limit) or voice messages (no length limit.) We advise the use of SMS/text messages with a reference to either a URL or email for additional information.

If you would like to send out non-emergency information, that service is available for a small fee. Ask the program coordinator for more information.

What Does It Cost?
There is no charge for the use of the Hyper-Reach Event Initiative. However, we do ask that you acknowledge our support of your event and include a link to our website (www.hyper-reach.com) and our logo on your event's webpage. We also require that you give us permission to use your organization's name and your event's name in press release and other promotional materials. See the program enrollment form for details on this.

What Do I Need to Do To Get Started?
Complete the "Event Application and Registration Form" and return to: jveilleux@ashergroup.com, fax- 980-225-0188 or by mail: J Veilleux, PO Box 12132, Charlotte, NC 28220

How Quickly Should I Contact Hyper-Reach?
The best time is before you have created your registration or promotional materials, so we can give your attendees the best opportunity to know about the program. But we will attempt to accommodate your organization up to four weeks before your event.

What Else Should I Know?
The Hyper-Reach Event Initiative is intended to help get more people registered for emergency alerts, both for your event, but also for their local community. So we will be sending your registration data to the US National Emergency Alert Registry ("USNEAR") whenever possible. To be able to do this effectively, we need the registrant's home address, in addition to their phone number or email. Not every community has emergency alert services, so USNEAR will do this registration on a "best efforts" basis. We recommend that you provide a notice to your registrants that we will be attempting to sign them up for emergency alerts where they live. For more information about USNEAR go to www.usnear.org.

Hyper-Reach Event Initiative
Event Application and Registration Form

Event Name: _____

Event Date(s): _____

Event Location: _____

Expected Number of Attendees: _____

Sponsoring Organization: _____

Contact person(s): _____

Contact email(s): _____

Contact phone(s): _____

Event website (if applicable): _____

Terms and conditions: Use of the Hyper-Reach Event Initiative requires consent by the organization listed above ("Organizer") to the following terms and conditions:

1) Emergency alert use only. Organizer agrees to use the Hyper-Reach system for sending urgent, safety-related information only. Unless otherwise provided, alerts may only be sent with 24 hours of the start and/or end of the event.
2) No liability. Hyper-Reach and Sam Asher Computing Services, Inc (the developer of Hyper-Reach) are not responsible for the Organizer's use of the system, any failure of performance or any other result of the use of the Hyper-Reach system or account established for the Organizer. Organizer agrees to indemnify Hyper-Reach for any damages and related legal expenses claimed by any person with regard to the Hyper-Reach system in conjunction with the event.
3) Transfer of information to US National Emergency Alert Registry ("USNEAR"). Unless otherwise stated, all registration contact information received by Hyper-Reach may be transferred to USNEAR for registration purposes for that contact's local emergency alert services. Such registration is dependent on the availability of local emergency alert services in the contact's home area and no guarantee is provided by Hyper-Reach or USNEAR with regard to such registration. To the extent feasible, Organizer will inform registrants that their information will be used to enroll them in their local emergency alert service.
4) Promotional consideration. Organizer agrees to place a link to the Hyper-Reach website (www.hyper-reach.com) on its event or organization website, to acknowledge the provision of emergency alert services by Hyper-Reach and to allow Hyper-Reach to use the name of the Organizer and the event in press releases. Unless agreed to by Organizer, Hyper-Reach agrees to use this permission only to reference its support of the Organizer and the event and the fact of making the Hyper-Reach system available to the Organizer and the event.

Send completed form : jveilleux@ashergroup.com, fax- 980-225-0188 or PO Box 12132, Charlotte, NC 28220