2019 Mega Event Presentations
For a Full List of 2020 Event Dates & Locations visit:

www.AiEventDates.com

Check out the website if you wish to SPEAK and/or SPONSOR a 2020 Event
Guestlogix Travel Commerce Platform

The Guestlogix travel commerce platform enables airlines to significantly increase ancillary revenues while improving traveler satisfaction across their entire journey.

- Increase Ancillary Revenue
- Improve Traveler Satisfaction
- Quick to Deploy
- Success-Based Pricing

Visit guestlogix.ai to book a demo today!

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CarTrawler | Bringing opportunities to life
Through a global online marketplace bringing partners, customers and suppliers together.

B2B MOBILITY PLATFORM
The only B2B mobility platform providing end-to-end connections to every significant mobility provider globally.

B2B FOCUS
Delivering long term, sustainable growth by building your brand and improving customer ownership. We never compete to acquire your customers.

CHOICE
Customers can shop the market without leaving your site. We provide them with multi-modal content including car rental, private transfer, taxis, shared shuttle and bus in 50,000 locations.

ONLINE RETAILING EXPERTISE
Maximising conversion and revenue through bespoke partner solutions focused on cross-selling the right product at the right time.

PERSONALISATION
Pricing, content and display is personalised based on each customer’s itinerary and powered by data science.

TECHNOLOGY
CarTrawler technology is built in-house specifically with B2B in mind. Our understanding of travel distribution supports seamless integration of our partners.

Discover CarTrawler
www.cartrawler.com/partnerships

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About CarTrawler

Our market-leading B2B mobility platform brings opportunities to life for our partners and their customers, building long term sustainable growth. We maximise market share and in turn revenue for our partners by building their brands not our own.

CarTrawler connects in real time to every significant mobility supplier globally including car rental, private transfer, taxis, shared shuttle and bus. We make that content available to over 900M airline passengers through our 100+ airline partnerships.

We power over 85% of European airline’s online traffic using an aggregator solution, including Ryanair, Vueling, Norwegian Air Shuttle, SWISS and KLM. We also work with other key partners such as Emirates, Virgin Australia and Volaris powering their mobility solutions.

Discover CarTrawler

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The Next Big Ancillary: The untapped potential of media revenue for airlines

Travel brands are full-fledged retailers, including airlines. Forrester has said it, and now the IATA has declared it, too. Ancillary revenue is expected to reach close to $100 billion in 2019, with even more growth in 2020.

There’s a massive opportunity for airlines to think more like retailers. To better serve, upsell and monetize their users like retailers. It doesn’t have to be just more of the same. In fact, it can be easier, and more lucrative.

Download the ebook
In the period 2007–2017 ancillary revenue grew $2.5 billion per quarter – initially due to baggage, then other fees. Growth from new revenue streams has been sustained largely by introducing new product. That can only go so far. A new stream is needed that can provide reliable, consistent revenue. For ambitious airlines that want to compete in the same space as other digital retailers, media can do just that.

Download the ebook

$1.09 billion

Media and advertising revenue generated by Expedia Group, 2018

Expedia, 2019
Engaging Your Loyalty Base by Tackling Student Debt at the Source

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Mega Event Worldwide #megaevent
Laurel Taylor
Founder & CEO, FutureFuel.io

Background:

MIT MBA

Google

Paid off $100k of student loans

Company Overview

Student loan health platform enabling the acceleration of student debt paydown through employers and enterprise partners

Raised: $15.7MM

Flow of Funds: AML, KYC, OFAC – operationalized for scale

Enterprise Partners: Including Fiserv and Salesforce

CRUSHING DREAMS
OF FINANCIAL FREEDOM

$1.6T ALBATROSS
2nd only to mortgages

$100B ANNUALLY

DELAYED LIFE EVENTS
By eight or more years

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STUDENT DEBT ACCUMULATION IS NOT SLOWING DOWN

Student Loan Debt in Trillions

Source: Federal Reserve Bank of NY / Equifax
Student Debt Trends By Age

- Under 30 (billions)
- 30-39 (billions)
- 40-49 (billions)
- 50-59 (billions)
- 60+ (billions)
STUDENT DEBT IS SETTING PEOPLE BACK 15 YEARS
RETIREMENT
40% NATIONWIDE 401(K) OPT OUT

2/3 of those with Student Debt:
“paying off student loans is a higher priority than contributing to retirement”
PHYSICAL SYMPTOMS DUE TO STUDENT LOAN DEBT

67% Reported

- Apprehension or dread: 55.08%
- Restlessness: 52.93%
- Irritability: 55.08%
- Tenseness: 50.50%
- Jumpiness: 20.60%
- Depression: 51.65%
1 in 15 are suicidal

90% between 20 & 34 yrs of age

70% of respondents had an average debt of $100k - $500k

National Suicide Prevention Lifeline
Call 1-800-273-8255
Available 24 hours everyday
Average person has 14 memberships, but less than half are engaged.

Only 22% of members believe that their loyalty programs target them at the right moments.

Focus on new generation - Gen X and younger millennials - is imperative.

What’s more personalized than student loan?

Less than 50% are satisfied with their currently loyalty programs.

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LITTLE INNOVATION IS HAPPENING FOR REDEMPTION

The Appeal of Rewards is Declining

Loyalty programs aren’t innovating on the burn side - it’s been all the same options - branded travel, statement credits, gift cards, or subscriptions. A new generation requires a focus on providing new and personalized redemption experiences.

Decline in impact of redemption

<table>
<thead>
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<th>Year</th>
<th>Impact</th>
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<tbody>
<tr>
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</tr>
<tr>
<td>2018</td>
<td>1.6x</td>
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<tr>
<td>2019</td>
<td>1.6x</td>
</tr>
<tr>
<td>2020</td>
<td>1.6x</td>
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</tbody>
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Appeal – The ability to use points to pay for...

- A pre-select reward once you accumulate required points: 69%
- An upcoming purchase you intend to make: 67%
- Recurring purchases: 52%

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Engaging Gen X and Young Millennials

Offering student loan paydown as a redemption option is the most personalized a brand can get with their millennial and gen z consumers.

- Acquire customers by combining brand loyalty with their source of debt at the core.
- Encourage loyalty as each transaction empowers your member to pay down their student debt quicker.
- Capture the re-engagement of both the student loan holder and the family members.

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Engagement Goes Beyond the Debtholder

28.7% of parents and 18.5% of loved ones get involved in the paydown of student debt. 57.8% of people say they would contribute to someone’s student debt if they had the opportunity.

Empower your customers to help pay down the student debt of a loved one with their loyalty points.

The time horizon is long (5-15 years when you combine student loans as part of your engagement).
ENGAGING WITH STUDENT DEBT GOES BEYOND BRAND PARTNERSHIPS

Tackle Student Debt Head On

Old way—Affiliate Kickback

New Way - Embedded Experiences
Creating a Frictionless Redemption Experience

Imagine being able to

Book a car rental  Earn Rewards  Crush Student Debt

without ever leaving your loyalty program’s experience
Student Debt Impacts Everyone

$40,000 - $54,999
Average caregiver student loan debt
50% nurses: #1 financial concern

$190,000 - $206,000
Average medical student loan debt

$100,000 - $200,000
Average law student loan debt

Student Loan Planner: Average Medical School Debt: How Much It Really Costs to Be a Doctor
Snowball wealth How much do nurses have in debt?
First Data Case Study: 30% Utilization

Empowering Choice: Repurposing Rewards Points to Student Debt Pay Down

Average employee savings using FutureFuel.io platform

4 Years Crushed

$15K Saved
Future Fuel

Future Fuel

50 pts.

Select a Product

$5 towards your student loan

Add To Cart Add to Favorites

An email from Future Fuel will be sent to you shortly after your redemption that will allow you to select the student loan to which you want your hard-earned points directed.

Product Description

FutureFuel is a unique way to help students reduce their debt. This super innovative gift card from First Data's Own It Honors program allows you to direct your Own It Honors awards points to your student loan debt. YES! Choose the amount of points you wish to put towards your student loan. An email from Future Fuel will be sent to you shortly after your redemption that will allow you to select the student loan to which you want your hard-earned points directed.
Employees redeem Rewards via Xceleration

Employees choose student debt pay down via FutureFuel.io on the drop down menu

Employees receive an email from FutureFuel.io to collect the student loan to which dollars should be directed (highest interest rate student loan)

FutureFuel.io sends redeemed points to student debt pay down as a cash payment to the student loan of the employee’s choice
FutureFuel Outlook

Student loan debt is rising to **over $2T in the next 5 years**

**Ubiquitous** across our future prime

>60% of loyalty membership bases will likely have student loans

It's **not going anyway** anytime soon
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