



NIGHTLIFE
MADE EASY

VENUE USER MANUAL

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1 WHAT IS THE ICE APP?

"ADVERTISE
YOUR VENUE
WORLDWIDE
AND OPEN YOUR
DOORS TO A
WIDER RANGE OF
CLIENTELE. NO
PROMOTERS, NO
COMMISSIONS
AND NO HASSLE!"

The Ice App is a global app that allows users to make bookings and reservations at all subscribed venues.

With over 12 years' experience in the leisure and entertainment industry, the Ice App has been designed to allow users to access a vast number of exclusive nightclubs, bars, hotels, pubs and taxis all over the world!

Focused directly on the nightlife industry, the Ice App is a unique system whereby you can promote your venue (both domestically and globally) and also have the luxury of allowing the public to make bookings and reservations quickly and simply via the touch of a button.

Advertise your venue worldwide and open your doors to a wider range of clientele. No Promoters, No Commissions and No Hassle!

We are not only simplifying the process of making reservations for the general public, but also helping to advertise your venue and events to a much wider audience.

With the Ice App you are getting a product that can market your venue to millions of users around the world. We are not promoters, nor agents. Simply, we are a cheaper, more experienced alternative and do not demand a commission.

Instead of customers having to wait for normal office hours, they can book tables 7 days a week, 24 hours a day, 365 days of the year by simply submitting their request through the Ice App. All requests will be sent directly to your online database which can be accessed by your smart phone too, displaying all of the guest's details and their requests.

Exclusively devoted to the world of nightlife, the Ice App allows a venue to display selected information to help expand its reputation and reach. With no commission charges all profits on bookings and reservations made at your venue are completely yours!

SCREEN SHOT



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BENEFITS OF
THE ICE APP

"THE APP IS A GLOBAL BRIDGE BETWEEN A VENUE AND A POTENTIAL CUSTOMER, WITHOUT THE HEADACHE OF CALCULATING PROMOTERS OR AGENTS FEES."

- **Global Advertising**

Would you like your venue to be advertised internationally? The Ice App is a global advertising smart phone application which allows any individual throughout the world to access any subscribed venue and its location. Imagine for example a tourist visiting London – the Ice App easily allows that individual to search and locate a desired venue or obtain a list of relevant venues around their current location via the GPS system installed.

- **Maintain 100% of Profit**

With the Ice App you can take advantage of its simplistic booking procedure. Instead of the guest having to call up and book a table or guestlist they can simply do it at the push of a button. The Ice App will simply forward customers direct to your venue for you to manage the guest's as you please and keep 100% of your profit.

- **No Promoter Commission Fees**

Customer details received by a specific venue will be automatically logged onto your own personal database which you can access quickly and easily. We, in theory, are a global bridge between a venue and a potential customer, without the headache of calculating promoters or agents commission fees.

- **Elite Quality of Clientele**

Another major benefit is the quality of clientele referred to your business. The Ice App, running side by side with our Black Ice Private Members Card, allows our premium subscriber venues to tap into a host of high net worth individuals. *For more information, please visit www.blackicecard.com.*

- **Simple & Easy to Use**

The best thing about the Ice App is that it is simple, efficient and easy to use. Once a user has submitted a booking or reservation request you will be sent a notification via email to your computer or mobile. Managing your profile is straight forward. All information is clearly laid out separated into tabs within your admin panel making it very easy to follow and maintain – see *Functions of the Ice App* section for further information.

- **Additional Advertising**

There is also additional advertising space within the App (the Main page, Venue Listing page, Event Listing page, News page and Reviews page) where you can take advantage of some extra publicity and increase your exposure further at a small additional cost. This is a fixed advert which will appear on a designated page ensuring your profile is always visible whenever a user is on that page – see *Advertising on the Ice App* section for further information.



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FEATURES OF
THE ICE APP

"THE ICE APP CATEGORY PROFILES RANGE FROM NIGHTCLUBS TO BARS AND PUBS TO HOTELS AND TAXI SERVICES."

VENUE PROFILE

This section allows a venue to create its own profile. Some of the details that can be displayed range from name of the venue, address, contact details and music genre. A host of other information can also be submitted to the Ice App – drink or food prices for example. You also have the option to upload pictures of your venue for everyone to see along with access to change all of these details as and when you like, ensuring your profile is kept up to date.

The Ice App category profiles range from nightclubs to bars and pubs to hotels and taxi services. The user has various types of booking procedures available depending on the type of venue being viewed:

- Nightclubs and bars offer a 'Book Table' or 'Book Guestlist' function
- Hotels and pubs offer a direct 'Call' or 'Call Back Message' function
- Taxis offer a direct 'Call' function

All venues can also link their profiles with their web and social media sites, allowing all important information to be shared globally through Facebook and Twitter.

SCREEN SHOTS



FEATURES OF THE ICE APP

"THE ICE APP OFFERS A VENUE THE ABILITY TO DISPLAY IMAGES OF SPECIFIC PARTS OF ITS ESTABLISHMENT OR PREVIOUS EVENTS THAT HAVE BEEN HELD."

GALLERY

Within your profile page the user will be able to flip up to view the gallery section. This is a great added feature of the Ice App, giving the user extra insight to your venue's decor for example.

It also offers a venue the ability to display images of specific parts of its establishment or previous events that have been held.

A simple feature giving users a sneak preview of your venue looking at its best!

SCREEN SHOT



FEATURES OF THE ICE APP

"IN THE CASE OF NIGHTCLUBS OR BARS, YOU HAVE THE FACILITY TO CREATE A MENU FOR THE USER. THIS CAN LIST THE COSTS OF RELEVANT DRINKS OR BAR FOOD."

MENU / RATES / PRICES

Your profile gives you the option to add a menu list (or services cost) where you can choose what products you want to display together with pricing.

In the case of nightclubs or bars, you have the facility to create a price list for the user. This can list the costs of relevant drinks or bar food. Whether it is champagne, spirits or soft drinks the user will have a greater understanding of the venue to base an informed decision for their night out.

Similarly, hotels and taxi firms can add their room or fare rates. Again this is all operated from your venue profile page which is displayed via the Ice App.

This is a great way for users to identify the true type of establishment you are and also helping to attract the quality of clientele you wish to your venue. The Ice App is tailored to provide all relevant information about a subscribed venue!

SCREEN SHOT



FEATURES OF THE ICE APP

"THE ICE APP OFFERS A VITAL FEATURE TO HELP A VENUE REGULARLY PROMOTE ITSELF AND INFORM USERS OF ALL FORTHCOMING EVENTS."

EVENTS

The Ice App offers a vital feature to help a venue regularly promote itself and inform users of all forthcoming events.

In addition to advertising a specific event, all venues are able to write a short description about their chosen occasion or event.

The Ice App also provides the user with an information button where users can be shown extra information about the event including DJ performance, entrance fees and music genre. This information is fully controlled by the subscribed venue and can be updated as and when required.

Informing all Ice App users of special event nights or even limited availability can go a long way. There is certainly no harm in FREE advertising!

SCREEN SHOTS



FEATURES OF THE ICE APP

"THE ICE APP
ALLOWS USERS
TO SEARCH
FOR SPECIFIC
VENUES OR
CATEGORIES. IT
ALSO ALLOWS
THEIR FAVOURITE
VENUES TO BE
STORED FOR
FUTURE USE."

VENUE LIST

This feature will have an alphabetical list of every subscribed venue with a link to their profiles. Each venue will have their category logo on the top left to help the user distinguish the different types of profiles – whether it is a bar or a hotel.

The Ice App allows users to search for specific venues or category of venue.

FAVOURITES

Here the user is able to select their favourite venues or events and bookmark them on their favourite's page.

Guests that enjoyed their experience within your given venue can save your profile within this section for quick and easy access to make their preferred forthcoming reservations.

This page starts on the bottom of the home page and offers an unlimited number of favourites as the user desires. A simple 'flip-up' from the home screen allows the user to view all their favourite venues for future use.

SCREEN SHOTS



FEATURES OF THE ICE APP

"ICE APP
ALLOWS ALL
SUBSCRIBED
VENUES TO
PROMOTE
THEIR VENUE
AND RELEVANT
INFORMATION
EASILY AND
CLEARLY, AS
AND WHEN
THEY REQUIRE."

NEWS

This section helps to keep the general public informed of the latest news about domestic and worldwide entertainment. Whether it is a new nightclub, bar or hotel that is opening, the launch of a new event or even if a club is closing or being refurbished, this will help keep the public up to date with all relevant venue information.

Ice App News section is key to maintain an informed and sustainable user data list which all our subscribed venues can access to promote their venue and relevant information easily and clearly, as and when they require.

It is similar to an RSS Feed with the added advantage of it being available to a global audience which is marketed directly through the Ice App by its parent division Ice Entertainments (www.iceentertainments.com).

SHARING INFORMATION

The user will have the option of sharing their favourite information on their social media sites – Facebook and Twitter. The user can also share its preferred venues with friends within the Ice App itself.

So if someone is going to one of your events or following a booking was pleased with the service they received they can share their views with all of their friends via the application. This will help boost your venue's reputation and presence.

SCREEN SHOTS



FEATURES OF THE ICE APP

"THE MORE POSITIVE THE REVIEWS DISPLAYED ON YOUR PROFILE THE BETTER IT WILL BE FOR IMPROVING AND INCREASING BUSINESS."

REVIEWS

There is a feature on the Ice App which enables the user to leave reviews. Similar to social media sharing this will help build a true representation of your venue and improve awareness and reputation.

The more positive the reviews displayed on your profile the better it will be for improving and increasing business.

CHECK-IN

When someone has arrived at a venue they have the option to check-in on the Ice App. This information can again be shared on the users' social media sites, informing their friends of their whereabouts and entertainment interests.

This is another great way to get people talking about your venue, help boost your venues presence and help build a strengthened reputation within the entertainment industry in the eyes of the general public.

SCREEN SHOT



FEATURES OF THE ICE APP

"THE BEST THING ABOUT THE ICE APP IS THAT IT IS SIMPLE, EFFICIENT AND EASY TO USE."

SEARCH

A user is able to search a specific venue, area or event. The App will list all results and similar profiles determined by the relevant search criteria entered by the user. Your venue and profile will appear for the user to view and book relevant requirements.

You will be able to submit details and descriptions of your venue with the aim of matching user search criteria, thus helping your venue becoming easily identifiable through user searches.

MAP

This feature will enable the user to search a venue's location using the GPS technology installed within the application. It will determine an individual's location and then calculate a list of all subscribed venues within a selected distance. This part of the Ice App works in a similar format to Google Maps.

If the user is lost whilst looking for your venue they can use the map feature to find your exact address and location.

SCREEN SHOT



4

FUNCTIONS OF
THE ICE APP

"EVERYTHING
WITHIN THE
ICE APP IS
CONTROLLED
FROM YOUR
OWN PRIVATE
ONLINE CMS
DATABASE."

PRIVATE ONLINE CMS DATABASE

Each venue will be provided with a Private Online Content Management System (CMS) Database. This is where all of a venue's personal account information is stored and controlled. This system also allows all subscribed venues to edit profile details and much more. Everything within the Ice App is controlled from your own Private Online CMS Database.

To summarise, the following functionality is provided:

- **Venue Management**
 - Business information (address, contact and social media info)
 - Gallery and menu information (image upload and price info)
- **Event Management**
 - Creating event information (DJ performance, entrance fees and music genre)
- **Booking Management**
 - Receiving and organising bookings and reservations (confirming & declining)
- **News Management**
 - Communicating any news directly to users

The above are some of the main functions available to each venue. All venues will have direct access to their own database, from which they can update directly as and when they require.

BOOKING NOTIFICATIONS

With reference to nightclubs and bars, when a user makes a table or guestlist request the user's personal information will be sent directly to the 'Booking Management' section within the venue's Private Online CMS Database. The venue will be notified immediately by email to their computer or smart phone.

For hotels and pubs, and the user's requirement to message the venue, the same functionality will apply. The message will appear within the 'Messages' section of their database.

To summarise:

- Nightclubs and bars offer a 'Book Table' or 'Book Guestlist' function
- Hotels and pubs offer a direct 'Call' or 'Call Back Message' function
- Taxis offer a direct 'Call' function

Once the user has submitted their details, it is now the responsibility of the venue to confirm all requests and arrange the necessary requirements directly with the user.

Changes to bookings statuses within your Private Online CMS Database, will automatically be relayed to the user directly via email and will also be displayed on the Ice App within the user's personal profile page.

SCREEN SHOT

The screenshot displays the 'ice App' interface. At the top, there's a navigation bar with links: 'My Account', 'Category Management', 'Venue Management', 'Event Management', 'Booking Management', 'News Management', 'User Management', and 'Ads Management'. Below this, the 'My Account' section is active, showing a 'My Account' dropdown menu. The form includes input fields for 'First Name' (john), 'Last Name' (doe), 'Email' (john.doe@iceapp.co.uk), 'User Name' (john.doe), 'Address' (123 Main St), 'Image' (john.doe@iceapp.co.uk), 'Password' (password), and 'Confirm Password' (password). At the bottom, there are 'Save' and 'Back to Dashboard' buttons.

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KEY STATS OF
THE ICE APP

"71% OF UK
MOBILES ARE
USING APPS
(ENTERTAINMENT
BEING THE
SECOND LARGEST
CATEGORY OF
DOWNLOADS)."

- Apple App Store alone have had an estimated 2,375.61 million downloads in 2011
- Apple iPhone FREE Application downloads were estimated around 113.16 million out of an estimated total of 144.07 million in December 2011
- Android Marketplace had an estimated 122.27 million downloads in December 2011 with 120.68 million being FREE download applications
- The number of applications in the Android marketplace have grown from 175,000 (in May 2011) to approximately 425,000 (in April 2012)
- Windows Mobile marketplace applications are growing, with currently 73% of Apps being available for FREE download
- 71% of UK mobiles are using Apps (Entertainment being the second largest category of downloads)

UK MOBILES



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ADVERTISING
ON THE ICE APP

"ADVERTISING YOUR VENUE BOTH DOMESTICALLY AND GLOBALLY AND HELPING TO PROMOTE YOUR BUSINESS THROUGH THE USE OF ONLINE MARKETING."

Additional advertising space is also available to help increase your company's exposure to thousands of Ice App users globally.

The Ice App has FIVE designated pages that contain additional advertising space. These pages offer a fixed display that is prominent to all users when visiting certain pages of the App. Each selected space has been placed in key positions so as to offer maximum exposure for a subscribing venue or external company.

There are two different types of adverts shown on the Ice App, Internal and External.

- **Internal Adverts** are those of venue's already subscribed to the Ice App. Venues can have their profile displayed as a fixed advert on a specific page giving them additional exposure and creating extra awareness. Each advert within the App, acts as a direct link to the venue's profile page, ensuring extra coverage and profile views for a given advertising venue.
- **External Adverts** are those of companies not directly associated within the Ice App. Neutral businesses that wish to place adverts on the Ice App are able to do so, giving them the opportunity to engage with the Ice App community. With thousands of people using the Ice App it is a great way to target and promote your company.

All advertisements act as links to either a venue's profile page (internal) or a detailed advertisement (external) which also has a link to the company's website. The pages that are available to advertise on the Ice App are:

- **Home Page**
This is the landing page for all Ice App users and is the first thing they will see when opening the Ice App. It is the largest advert within the app and will have the most exposure. Utilising this promotional space will ensure a vast audience worldwide.

- **Venue Listing Page**

Every time a user visits the Venue Listing page there will be a fixed advert at the top of the page. This is a slightly smaller advert than on the home page but will still have a huge impact in terms of awareness for your brand.

- **Events Listing Page**

Offering exactly the same style and sized advertisement as the Venue Listing Page, this page highlights the popularity of events across the world. This page will be visited regularly by users searching for specific nightlife events, again offering enormous exposure to your business.

- **News Page**

Venues will be updating their news feeds constantly, allowing users to keep up to date with what's going on in the nightlife industry. This will no doubt present a regular flow of users that will be viewing this page. Having an advert in this location will be sure to gain coverage.

- **Reviews Page**

Each Venue has a reviews section where the user can view all reviews left about specific venues. If you have an advert here you are able to showcase yourself every time someone clicks on a review section. We are confident that your advert will be seen by thousands of users on a daily basis.

All advertising space within the Ice App has been created to help generate awareness and potentially forward users in your direction. It is a great way to develop your company's reputation and create brand awareness.

The Ice App is aimed at helping venues to minimise their costs significantly, by offering two distinct services - Advertising your venue both domestically and globally and helping to promote your business through the use of online marketing through individual event promotions.

If you are interested in placing your advert on the Ice App please contact one of our team.

ADVERTISING ON THE ICE APP

ADVERTISING SPACE DIMENSIONS

	LISTING IMAGE PAGE		PROFILE IMAGE PAGE	
	Width (px)	Height (px)	Width (px)	Height (px)
Home Page Listing	1496	1312	1536	1792
Venue Page Listing	1492	492	1536	1792
Events Page Listing	1492	492	1536	1792
News Page Listing	1492	492	1536	1792
Reviews Page Listing	1492	492	1536	1792

- Dimensions are in pixels
- JPEG, GIF or PNG images are to be uploaded

ADVERTISING SPACE COSTS

	COSTS		
	Per day	Per week	Per c. month
Home Page	£100	£500	£1,500
Reviews Page	£75	£375	£1,150
Venue Listing Page	£50	£250	£800
Events Listing Page	£50	£250	£800
News Page	£50	£250	£800

- All advertising costs are payable in advance
- All advertising costs exclude VAT
- All mentioned costs are an introductory offer and are revised on a yearly basis
- The reviews page is NOT available for venue advertising (only external advertising)
- Advertising is subject to our Terms & Conditions

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ICE APP PRICING

"THE ICE APP IS AIMED AT HELPING VENUES TO MINIMISE THEIR COSTS SIGNIFICANTLY, BY OFFERING TWO DISTINCT SERVICES."

One of the most important factors in making any business decision is whether or not a decision is likely to be cost effective and in turn financially beneficial to a company.

Advertising in general can often be a very costly exercise and often with untraceable results.

Some avenues of advertising (whether newspapers and magazines or television and radio) can target wide audiences but do so at a very significant cost. Attempting to achieve greater viewer or reader exposure is often restricted and dependent on advertising budgets. We have designed the Ice App with the above in mind!

Focused directly on the nightlife industry, the Ice App is dedicated to attracting additional clientele to your venue, with the aim of increasing bookings and business levels.

Keeping on top of bookings and commission fees is usually a task in itself and can often lead to disputes and disagreements. All bookings made via the Ice App are free from commissions, eliminating the headaches of calculating bookings agent's and event promoter's fees.

The Ice App takes away the above and allows you to focus on your business ensuring that:

- Booking revenue received is solely yours!
- 100% of all customer spend is yours!
- Door spend, drink spend and likewise table spend is yours!

The subscription costs for the Ice App are from as little as £50.00 per month*

We believe this to be a minimal outlay for international exposure. The Ice App will be promoted across Europe and the Rest of the World.....We know it is money well spent!

*** Terms:**

- Subscription is for a minimum period of 6 months
- Subscription fee will vary per category of venue
- Subscription fee is payable in advance
- All subscription costs exclude VAT
- All mentioned costs are an introduction offer and are revised on a yearly basis
- Subscription is subject to our Terms & Conditions

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CONTACT

"NIGHTLIFE
MADE EASY."

CONTACT ICE APP

The Ice App is a product of Ice Entertainments
(a division of YANELEX Ltd)

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