



MERCHANT VALIDATIONS

Downtown Urbana merchants have the opportunity to subsidize parking payments through Passport's electronic validation system to increase awareness of and foot traffic to your business.



With Passport's easy-to-use system, you can quickly set up and begin managing your account today. Give shoppers an incentive to visit your store by offering a discount on their parking session when they pay with the PassportParking app.

How It Works



1
Create & Fund
Your Account



2
Generate
Unique Codes

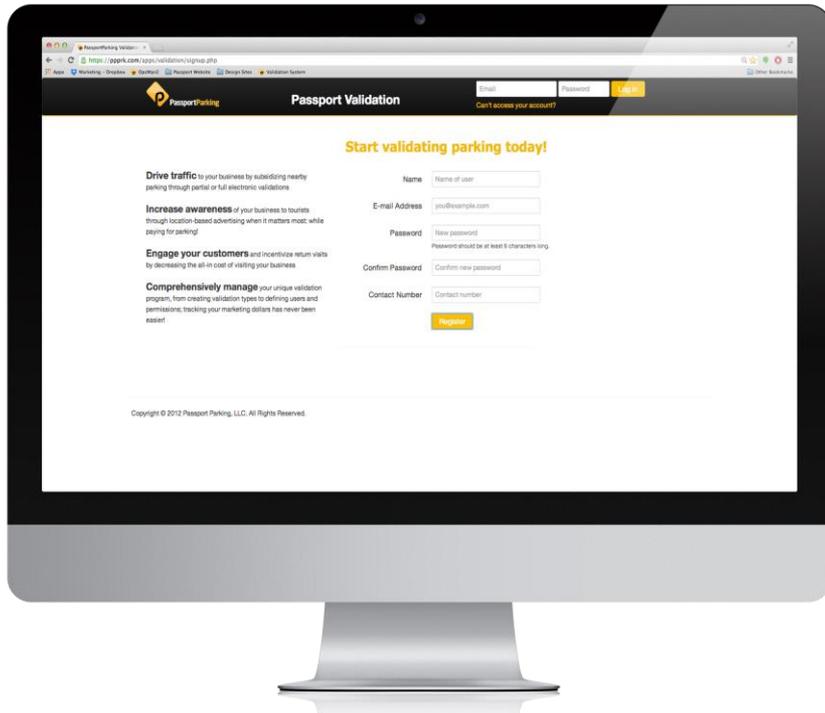


3
Distribute Codes
to Customers



4
Customer Enters
Code in App

Merchants can sign up and manage their accounts at
<http://www.passportinc.com/merchants>



Here, merchants cans

- Load a balance onto the validation system
- Set automatic balance recharges
- Create validation types by name or dollar amount
- Get real-time reporting of validation activity
- Integrate the validation system with merchants' Facebook page

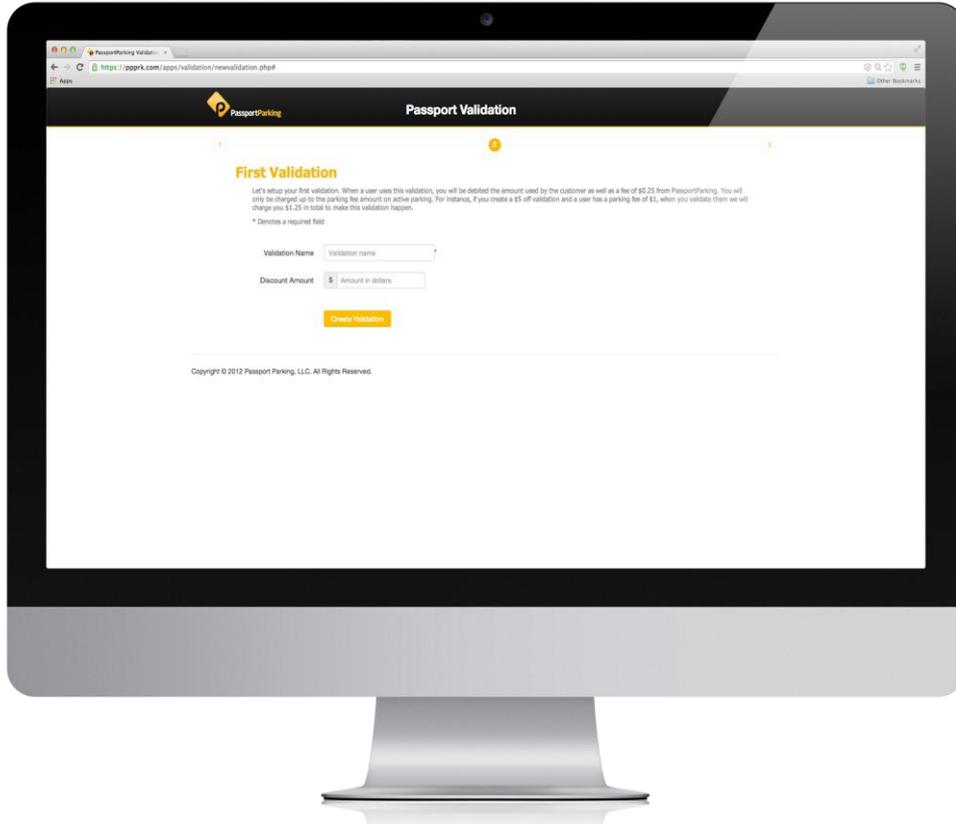
The image shows a computer monitor displaying a web browser window. The browser's address bar shows the URL <https://ppprk.com/apps/validation/account-setup.php#>. The page header includes the Passport Parking logo and the text 'Passport Validation'. The main content area is titled 'Account Setup' and includes a sub-header 'We need information about your business to setup a validation account for you.' and a note '* Denotes a required field'. The form contains the following fields:

- Company Name:
- Business Type:
- Company Address:
- City:
- State:
- Zip Code:

Below the form is a yellow 'Next' button. At the bottom of the page, there is a copyright notice: 'Copyright © 2012 Passport Parking, LLC. All Rights Reserved.'

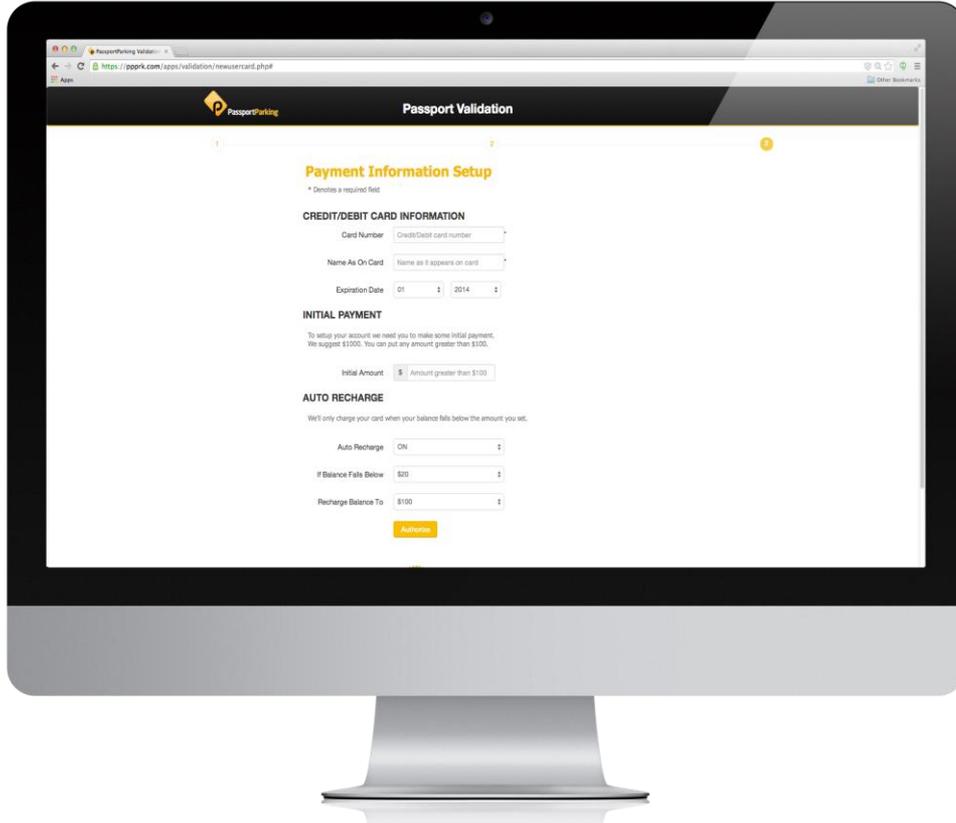
Step 1: Account Setup

- Enter merchant information
 - Company Name
 - Business Type
 - Company Address



Step 2: First Validation

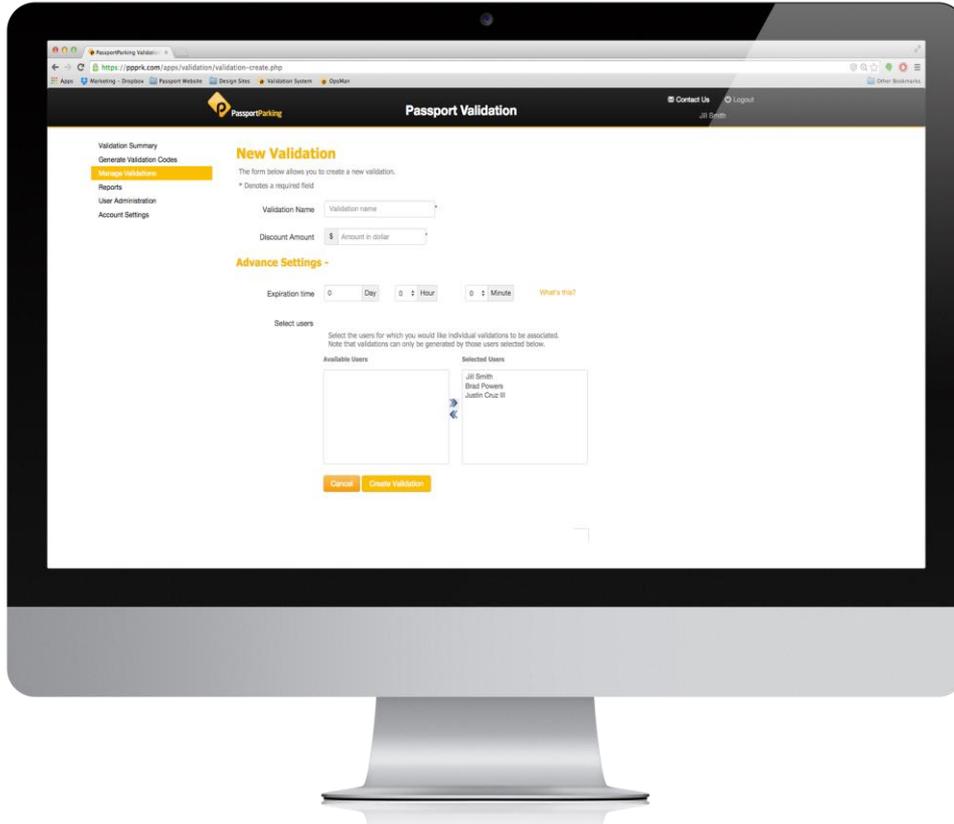
- Set Up First Validation
 - Validation Name
 - Discount Amount



The image shows a computer monitor displaying a web browser window. The browser's address bar shows the URL <https://ppprk.com/apps/validation/newusercard.php>. The page title is "Passport Validation". The main heading is "Payment Information Setup" with a note that an asterisk denotes a required field. The form is divided into three sections: "CREDIT/DEBIT CARD INFORMATION" with fields for Card Number, Name As On Card, and Expiration Date; "INITIAL PAYMENT" with a text explanation and an Initial Amount field; and "AUTO RECHARGE" with a text explanation and fields for Auto Recharge (set to ON), If Balance Falls Below, and Recharge Balance To. A yellow "Submit" button is at the bottom of the form.

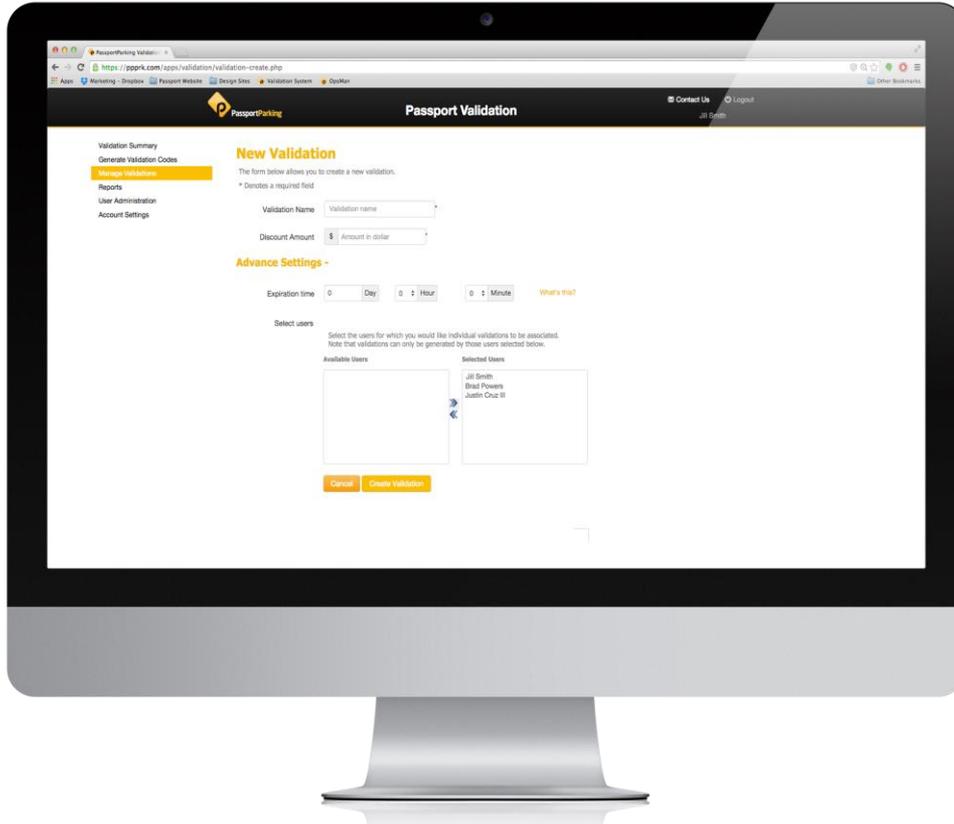
Step 3: Payment Card Setup

- Enter credit/debit card where validation funds will come from
- Pre-fund the account
- Set auto re-charge
 - When balance falls below a specified limit, card is charged a specified amount



Merchants can create new validation types in the “Manage Validations” link in the left hand menu

- Merchants can customize the amount and expiration dates for each validation type they create
- Merchants can also manage which users are allowed to generate new validation codes from the system



Merchants can generate codes for customers under the “Generate Validation Codes” link in the left hand menu

- Merchants can choose to generate a single validation code or a specific amount (i.e. 50 validation codes)
- Codes are then exported as a PDF document to the Merchant’s computer

Keep in Mind...

- MobileMeter is powered by PassportParking.
- Merchant validation codes that are generated will have the Passport logo on them.
- Merchant validation users will need to download the MobileMeter app in order to use a validation code when paying for parking in Urbana.