Zappos Airport Bin Advertisement Program
Frequently Asked Questions (FAQs) *(Version Sept. 2008)*

1) While traveling to/from [see #2 for list] airport, I saw Zappos' ads in bins at the security screening checkpoints. Why are the ads there?

- Zappos is sponsoring a security checkpoint enhancement – called the **SecureTray System**.

- SecureTray System improves the airports' customer service by helping **travelers get through security lines 16% faster** and keeping the screening areas cleaner and more organized.

- Zappos' sponsorship allows airports and the Transportation Security Administration (TSA) to take advantage of the system (and its maintenance) free of cost; which means both organizations receive the system's benefits without any expense to absorb or pass on to air travelers.

2) In which airports is Zappos advertising?

Nashville International (BNA)	Los Angeles International (LAX)
Ontario International (ONT)	Seattle-Tacoma International (SEA)
John Wayne (SNA)	Jacksonville International (JAX)
Reno-Tahoe International (RNO)	Chattanooga Metropolitan (CHA)
San Diego International (SAN)	Denver International (DEN)
Richmond International (RIC)	Tulsa International (TUL)
Wichita Mid-Continent (ICT)	Knoxville McGhee Tyson (TYS)

3) "I don't feel there should be advertising at the checkpoints." Why is this happening?

- TSA has extensively tested the operational benefits of the SecureTray System and has documented its use **improves traveler throughput by 16%** and reduces its TSO's on-the-job back and shoulder injuries as much as 90%.

- More 250 million travelers who have experienced the system have reported a positive experience.

- The system makes a necessary process more customer-friendly by keeping security checkpoints cleaner and more efficient.

- Airports generate revenue.

- It's a true "win-win-win" for all involved.

Pictured: Old way (above) to transport bins and (above right) transporting bins with SecureCart.

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4) How do travelers benefit from Zappos advertising?

- Clean trays – not old, dingy gray tubs.

- Less lost items – because we made you look!

- Saves taxpayers and passengers money.

5) How does the airport benefit from Zappos advertising?

- Sponsorship of the SecureTray System improves customer service by keeping the checkpoint environments cleaner, more organized and more professional.

- The SecureTray System increases the efficiency of the Transportation Security Officers (i.e., screeners), which helps speed the flow of travelers through security. Initial tests of the system, performed in Los Angles International Airport (LAX), indicated travelers passed through security checkpoints up to 90 seconds faster than before the system was implemented.

- Airport operators can use ad revenue generated from Zappos' ad sponsorship to improve the airport and its operations. This can alleviate the burden of passengers having to pay for these improvements in hidden airline ticket fees.

6) What benefits has the TSA realized by deploying the SecureTray System?

- *Reduced on-the-job injuries of TSOs by 90%*: In 2005, $52 million of Workman's Compensation Claims were reported.

- *TSO efficiency improved by 80%*: More time to focus on security and customer service.

- *More professional, organized environment*: Its improvements have led to better customer service and an enhanced public impression and appearance.

- *Cost savings*: TSA no longer needs to spend taxpayers' money on the checkpoints' tables, trays and carts or the labor associated with managing their procurement, installation and ongoing maintenance.

7) What type of ad messaging is Zappos permitted to do?

- Zappos ads will always be respectful of the secure screening area, the security function and the sensitivities of passengers. We hope our ad campaign puts a smile on the faces of travelers who pass through the checkpoint.

- Each airport has policies in place regarding acceptable forms of advertising. Most comply with ensuring ads are "unobtrusive" and "non-controversial" and suitable for the general public (including children).

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8) How do SecureCarts improve the checkpoint process?

- SecureCarts have been proven in extensive TSA testing (since December 2005) to help reduce TSO injury claims by up to 90%. When using the SecureTray System, TSOs stack SecureTrays in a low impact rolling cart (i.e., SecureCart) instead of manually lifting and repetitively carrying the bins from one end of the screening equipment to the other.

- TSOs make fewer trips to transport bins and are up to 80% more efficient. This means they have more time to perform secondary screenings, detect threat objects and expedite the screening process.

- See image (page 4, #11) for visual example.

9) What are the numbers on the outside of the SecureTrays.

- They are patent pending **Tether Identification Numbers** (TIN) that serve a dual purpose:

  - 1) Travelers and TSOs use TIN to identify each traveler's personal items when secondary screenings are required. For example, a traveler who has put his or her belongings in the SecureTray marked with the TIN "C52" can report that number to the TSO when asked to verify into which SecureTray his or her personal belongings were deposited.

  - 2) TSO's use the TINs on a peer-to-peer basis to positively identify a SecureTray with passenger items that require secondary screenings. This is especially important when a potential threat object breeches the sterile side of the security checkpoint and the entire terminal must be "dumped" (i.e., fully emptied). This is the case when traditional bins are misidentified and – when it happens – creates an inconvenience for travelers and an added expense for airports and airlines.

- Tether ID Numbers are unique to each SecureTray unit within each checkpoint to prevent redundant numbers that may cause confusion for TSOs and passengers.

10) How often are SecureTrays replaced and what happens to the old units?

- Used SecureTrays are replaced with new ones every 90 days to keep the checkpoint area looking clean.

- SecureTrays are 100% recyclable and SecurityPoint Media participates in a responsible recycling program. (Most bins end up as building products, such as Trex Decking.)

11) What are the components of the SecureTray System®?

- **SecureTrays®** *(sometimes referred to as "bins," "trays" or "tubs")*: Plastic, bright white bins with a Zappos.com message on the bottom or interior floor.

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- **SecureCarts®**: The white and blue non-metallic carts used to transport SecureTrays through security checkpoint metal detectors.

- **DivestingTables®**: Stainless steel tables custom installed to optimize the unique footprint of each checkpoint.

12) Who is the company that provides the system?

- SecurityPoint Media LLC, 11201 Corporate Cir. N.

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