



# Rewards

## What Are They?

**IndyDining** Rewards are gift certificates, special offers, etc. for **IndyDining** Members to “purchase” by trading-in their Reward Points (which are collected by contributing to **IndyDining**).

## How Does It Work?

**IndyDining** Members will present a pre-printed “certificate” indicating they are eligible to receive the reward. Each reward has identification and verification information to protect restaurants against fraud (restaurants can quickly verify the authenticity of the reward on **IndyDining.com**)

## What Are The Benefits?

**IndyDining** Rewards will be a great way to bring in new customers to your restaurant(s). **IndyDining** Members will be looking to redeem their Reward Points and will be directed to your restaurant’s offers.

## What Do Restaurants Need To Do?

Create a reward for your restaurant! Once your reward has been created, we will make it available to **IndyDining** Members. Make sure your managers are aware the rewards are available. When you collect the reward, there are simple instructions on how to verify and validate (indicate the reward has been used) the reward.

## How Will We Protect Against Fraud?

Each **IndyDining** Reward has an identification number and a “password” which allows restaurants to check the authenticity of the certificate (using a simple web-based interface). Once the reward is used, the restaurant will

“validate” the reward (using the same web-based interface) and that certificate cannot be used again.

## What Does A Reward Look Like?

Each reward has information on the reviewer, the restaurants, and the validation instructions. Restaurants may add custom terms to the reward which are displayed underneath the offer (and above the expiration date).

**INDYDINING.com** Rewards  
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### \$20 Gift Certificate

at **Sample Restaurant**

Present this certificate to your server. Certificate is void without Validation Information below. 1 per person.  
No cash value. Expires: 08/29/2008

Member Info	Restaurant Info	Validation - Restaurants Only
<b>Name:</b> Jeremy Clarke <b>ID:</b> 1	<b>Sample Restaurant</b> 13 Meridian St. Indianapolis, IN 46251 (492) 329-4920	<b>ID:</b> 6 <b>Code:</b> 482394  To validate, please call: (888) 621-0789, or visit: <a href="http://www.indydining.com/validate/">www.indydining.com/validate/</a>

<http://www.indydining.com>

## Will There Be A Limited Number Of Rewards Available?

Yes, restaurants are able to indicate the number of rewards which are available. Restaurants can choose to allocate a set number of rewards per month (such as 20 per month) or “while supplies last” (i.e. available until they are gone).

## Links

Get started at <http://www.indydining.com/restaurants/tools.php>