



Virtual Convention Licensing Information For Companies, Groups, Associations & Organizations



Two options are available:

- Event Package License
- Industry Master License

BACKGROUND:

Following the success of the inaugural National Real Estate CyberConvention & Expo in 2002, The Virtual Convention Service resulted from the many calls and e-mails from Associations and Companies around the world asking how they can conduct a similar virtual event incorporating the same exciting features branded and customized for their Organization. Now, your Organization can power up your regularly scheduled events with this potent virtual add-on! By tapping the power of the Internet you can reach out to your members/employees/customers using this powerful patent pending CyberConvention Service.

THE OPPORTUNITY FOR YOUR ORGANIZATION:

This is an opportunity for your Organization to:

- Reach out way beyond the regular percentage of members/employees/customers who currently attend your live events!
- Enhance your Organization's image as an even more proactive provider of cutting edge products and services!
- Deliver enhanced services --without increased cost!
- Deliver enhanced value to your Sponsors and Exhibitors!
- Build excitement for and increase attendance at your regularly scheduled events!

This entire package can be created with little or no cost to your Organization (and an opportunity to generate significant additional revenue).

HOW THE EVENT SERVICE WORKS:

We will customize the CyberConvention and Exposition for your organization. The CyberConvention can be used as an add-on to your regular Convention or as a stand alone event. Your Cyber Convention, using your Exhibitors and Sponsors and Speaker Sessions will remain active for your choice of time frames. This will provide your event with added value for the Exhibitors, as they will benefit from this extended exposure to regular attendees plus the members/employees/customers who were unable to attend your regularly scheduled convention.

WHAT IS INCLUDED?

Your event package includes the complete CyberConvention plus:

- Your Pre-convention On-Line Brochure
- Your Speakers
- Your Exposition
- Your Networking Lounge
- Recognition for CyberConvention Sponsors

- Your Convention Program Guide
- Your Convention Promotion Service and Newsletter

Pre-Convention On-Line Brochure

A customized preconvention on-line brochure will be provided for your event. Your speaker lineup will be featured, and automatic registration application and back end database service will be provided. Your sponsors will be featured as well as exhibitors and your exhibitor packages and application form will be provided. Everything you need to promote your event is included.

Speaker Sessions



Real Estate Organizations will be able to increase value and traffic to their CyberConvention by adding up to six national speakers from the Society's library of nationally recognized real estate speakers adding a solid educational component to your Cyber Event. Each speaker comes complete with

a 23-minute presentation and a handout that your attendees can print out on the spot. (The Organization may provide and host its own content for this section up to 10 sessions. We will assist on a case by case basis and can arrange for third party vendor hosting if required)

Other Organizations may provide and host their audio/video content. We will incorporate up to 10 of your sessions into the Speaker Center .

Your members/employees/customers will be able to listen to the speaker sessions any time 24/7 during the time your CyberConvention is active.

Cyber Exposition



- Your CyberConvention will provide powerful additional exposure and value for your Exhibitors and Sponsors, as they will benefit from the extended availability to attendees plus the members/employees/customers who were unable to attend your regularly scheduled event.
- The Cyber Exposition will add significant value to your event. This program can be a source of significant revenue for your Association or Organization.
- We will provide an Expo floor plan and 52 booths (four full rows) for vendors. Vendors will have full access to their company administration where they can edit their booth information at any time, upload logos, etc. and will have access to reports of attendee contact information of those who entered their door prize drawing, visited their booth, and clicked to their landing page.
- The Exposition component at your CyberConvention has full functionality and strong back end support. The Exposition booths are equipped with video capability, door prize fishbowls, powerful lead generating capacity and links to full information on your vendors' products or services. Exposition indexing is by company name, product or category, floor location, and door prize list is available via the Convention Program Guide.
- Your exhibitors only need to select a booth package and fill out a simple application form on-line to set up their booth. Exhibitors are able to edit their booths anytime while your CyberConvention is active.

- Your exhibitors will receive a complete lead report containing registration data from all visitors who stop by their booth along with a similar report on all those who entered their door prize drawing with tracking to see how many visitors visited their websites.

CyberConvention Sponsors

Your CyberConvention package will allow you to additionally sell four Major Sponsorships. The Major Sponsors will be highlighted throughout your On-Line Convention. Your CyberConvention can be customized to accommodate additional Sponsors if desired.

CyberConvention Networking Lounge

Your CyberConvention will include a Networking Lounge with up to five customized links in Networking and Fun section if desired. We will review your needs and will assist on an individual basis

SUPPORT FOR YOUR CYBERCONVENTION

The Society will support your CyberConvention from beginning to end and will provide the following:

- The Society will provide a customized Pre Convention On-Line Brochure and a CyberConvention branded for your Organization including Speaker Sessions, an Exposition and Networking Lounge.
- The Society will provide complete registration and reporting functions.
- The Society will deliver a press release announcing your Cyber event to the 800 business publications on its media distribution list.
- The Society will provide an on-line help section at your CyberConvention and will deliver a member FAQ document for your organization to refer to in responding to any questions your

members/employees/customers may have before, during or after your On-Line Convention.

CYBERCONVENTION COST AND DURATION:

Each CyberConvention is carefully custom structured to your needs to insure the most effective and profitable event. We will be pleased to discuss your specific details and make recommendations and a quote for your event. Our basic License for a CyberConvention Service can be offered in a variety of time frames:

- Option #1 – 1-7 days
- Option #2 – One week to three months
- Option #3 – Three to six months
- Option #4 – Six months to one year

MASTER LICENSE OPTION

We are currently offering master industry licenses for various industry verticals, i.e.: insurance, securities, travel, employment, financial services, government/public sector, healthcare, retail, entertainment, technology etc. The master industry license offers the licensee the exclusive use of the event management program for its specific industry.

CONTACT INFORMATION

We will be pleased to review your on-line event needs, custom licensing of our patent pending Virtual Convention Service and answer any questions you may have. We look forward to working with you to bring the power of this exciting event program to your organization.

Kindest regards,

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