Association Virtual Convention Program

BACKGROUND:

Following the success of the inaugural National Real Estate CyberConvention& Expo in 2002, The Association Virtual Convention Program (AVCP) resulted from the many calls and e-mails from Associations and Companies around the world asking how they can add a similar virtual event incorporating the same exciting features branded and customized for their Organization. Now, your Association 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 using these powerful patent pending CyberConvention program features.

THE OPPORTUNITY FOR YOUR ASSOCIATION:

This is an opportunity for your Association to:

1. Reach out way beyond the regular percentage of members who currently attend your live events!
2. Enhance your Association's image as an even more proactive provider of cutting edge member services!
3. Deliver enhanced member services --without increased cost!
4. Deliver enhanced value to your Sponsors and Exhibitors!
5. Build excitement for and increase attendance at your regularly scheduled events!
6. This entire package can be created with little or no cost to your Association (and an opportunity to generate non dues revenue).
HOW IT WORKS:

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

WHAT IS INCLUDED?

Your Association CyberConvention includes:

1. Your Association Preconvention Information On-Line Brochure
2. Your Association Cyber Speaker Program
3. Your Association Cyber Exposition
4. Your Association Networking Lounge
5. Recognition for CyberConvention Sponsors
6. Your Association CyberConvention Promotion Program including an Association Convention Newsletter

ASSOCIATION 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 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.

www.CyberConventions.com/RealEstate to view sample

ASSOCIATION SPEAKER PROGRAM

Real Estate Groups will be able to increase value and traffic to your CyberConvention by adding up to six national speakers from the Society's library of nationally recognized real estate speakers adding an educational component to your Association Cyber Event. Each speaker comes complete with a 23-minute presentation and a handout that your attendees can print out on the spot. (The Association 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)

Non Real Estate Groups - will provide and host all audio/video content. The Society will incorporate up to 10 sessions into its Speaker Center format.

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

ASSOCIATION CYBER EXPOSITION

Your Association CyberConvention will provide powerful additional exposure and value for your Exhibitors and Sponsors, as they will benefit from the extended exposure to attendees plus the members who were unable to attend your regularly scheduled event.

- The Cyber Exposition will add significant value to your event is structured to generate revenue for your Association and can be a source of significant non-dues revenue for your Association.
- The Society will provide 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 Association CyberConvention has full functionality. The Exposition booths are equipped with 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 service category, floor location, and door prize list is available via the Program Guide.
- Your exhibitors will only need to select a booth package and fill out a simple application form on-line to set up their booth. Exhibitors will be able to edit their booths anytime while your CyberConvention is active.
- Reports – your vendors will receive a report containing registration data from all visitors who stop by their booth AND 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 to help offset the cost. 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 ASSOCIATION CYBERCONVENTION AND EXPOSITION

The Society will support your CyberConvention by providing the following services:

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

CyberConvention Cost and Duration:

Please contact us to discuss the specific details of your event. We would be happy to provide you with a quote for your program. Our basic Association License for a CyberConvention Program 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
We will be pleased to review any needs beyond these levels.

We will be happy to discuss the patent pending Association Virtual Convention Program with you and answer any questions you may have. We look forward to working with you to bring this exciting new service to your Association and membership.

Kindest regards,

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