

Virtual Event Platform

Virtual Conferences, Online Courses, Webinars and More

We believe we can offer the production options, support, and unique delivery options that will truly optimize the delivery of your message, content and materials.

With full integration of video options, customization and more, your events will be a great delivery tool and event environment for the materials to be presented.

You'll find that Bits on the Wire is quite different in that we partner with you for successful events. We'll be with you each step of the way, helping with Best Practices, how-to information, tips and more. What's more, we never charge for customer support, we make sure your vendors know and understand what options they have and how to use them. In short, we are part of your team for success.

Top 6: What Makes Us Different

You have many options when putting together a virtual event, many times it's difficult to determine just what the differences are and how you can make a difference with your event. We're here to help – here's a very fast summary of what makes us different when it comes to online events.

1. We're a "broadcast" of video – rather than a screen capture of a webcam and desktop. This opens up all sorts of options for you, your sponsors and attendees. While we certainly provide for desktop demonstrations, slides and other standard items, we are also broadcasting at video rates – making it possible to show your presenters, demonstrations, remote video feeds, whiteboards, flipcharts, slides, software, handouts and more. If it can be captured on-camera, you can use it in a session.

Since we're a broadcast service, you have many unique options for the promotion of your products and services and for those of your sponsors. You can run promotional pieces (commercials) between sessions, quick tip videos and other

Table of Contents

Top 6: What Makes Us Different.....	1
About the Platform	3
Content	3
Exhibitors	4
Production.....	4
On-Demand.....	5
Customer Support.....	5
What is White Glove Service?	5
Event Examples and Ideas.....	5
Webinars	5
Online Courses	5
Virtual Conferences/Online Trade Shows	6
Event Option: DVD Fulfillment.....	6
Here to Help: The Team	6
A Note about Larger Events	6

informative pieces designed to keep your audience engaged and involved, while at the same time providing tremendous benefit for your sponsors and exhibitors.

2. We assign a project manager and a producer to your show. We work with you, your presenters and exhibitors and other stake-holders to produce your event. We don't just turn you loose and expect you to figure it out. We let you know what works well, what types of things to avoid and how to apply best practices all along the way.
3. We support our events. No matter what time zone(s) your event is taking place in, we'll be there to help your attendees for the event. Live chat and email support are always included and never charged for.
4. Huge assortment of customization options – we'll work with you to deploy an event that operates the best way possible for your needs, your audience. While we can't change the world, we can tweak, tune and modify to make sure your event runs smoothly from registration through the on-demand periods.
5. Easy, fast, intuitive navigation and features. From quick changes between sections of the event to fun, competitive group trivia games to full-feature chat and discussion tools, it's all about the event experience.
6. Monetize your content and event – You can charge attendees for admission, you can also sell DVDs of your content (we'll do the fulfillment and duplication) along with other options to monetize your content.

Bonus:

7. We don't nickel and dime you to death. Our customizations are part of the package, our branding, options for sponsors, booths, support and more... all included.

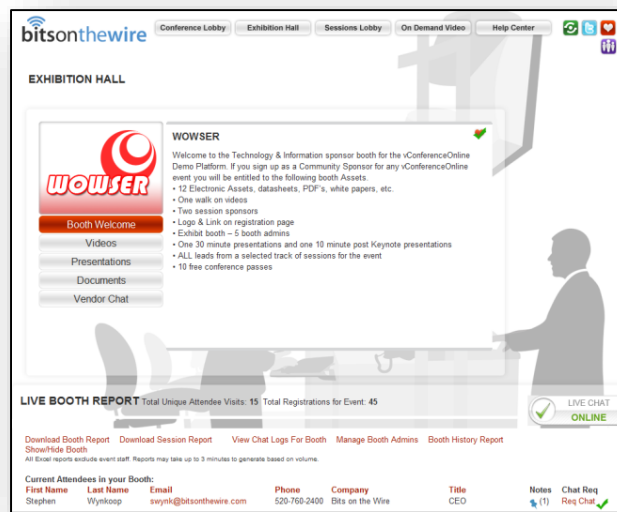
About the Platform

Typical events will incorporate several different elements. For Virtual Conferences, you have sessions, exhibitors, chat and discussion and many other options. For courses, you'll have options that work with certificates and on-demand access. Webinars are more streamlined, but can also include resources, on-demand access and much more. In the sections that follow, we'll provide information about how these elements may be used, and some information about ideas for your event(s). We'll work with you to refine and tune what makes the most sense for your event.

This proposal includes information for a mix of tools, allowing for the flexibility to provide everything from self-service webinars to full-function online conferences. Webinars are typically one (1) session of approximately one (1) hour in duration plus supporting materials in the session room.

A virtual conference, which features multiple sessions, potentially multiple simultaneous tracks and booth capabilities is also included in the pricing.

These virtual events also include other features, like additional branding options and additional in-event features, like the lobby, exhibitor booths, games for attendees and additional reporting options.



The virtual conferences are an excellent way to set up a booth per product, demonstrations and more, all within a single event.

Included in each event type are pre- and post-event live chat technical support, and interactive chat between attendees and presenters.

For virtual conferences, the attendee lounge is included as well, where impromptu broadcasts are available. The session rooms will have custom buttons based on session-by-session content and will have the broadcast area and the interaction features for your audience.

As a content option, you'll also have the option to sell or offer DVDs of the events, with all captured sessions available, along with their associated materials. Bits on the Wire will partner with you on these sales and will manage the fulfillment and support of the DVDs, including packaging, shipping and customer inquiries post-sales. DVDs can be for a single webcast or a particular set of sessions. These can be a powerful way to further monetize your content offerings.

Content

The event includes one or more tracks and session per event plus pre- and post-session broadcast slides (starting soon, promotional opportunities for pre-roll promotional elements, etc.).

There are a number of options available for session capture; our production team will work with you and your presenters to determine the best way to accomplish the look and budget you're aiming for in your event. (See also production below)

Exhibitors

In the pricing section, the number of included booths/exhibitors is indicated, however additional booths/exhibitors are available if desired, please see the pricing list for more information.

When selected, exhibitors include booths, reporting, booth setup, and exhibitor lobby setup. Standard booth assets supported, including hosting their provided video as a welcome message, up to 5 downloadable PDFs, links to their web site and 3 information options, along with chat during the event and Q&A via email during the event on-demand period.

A scheduled in-booth mini-session is also available, typically 5-10 minutes in duration. This is included in the pricing for a booth.

We provide you with a video you can give to potential exhibitors that want to know more about the event. The video shows some of the sponsorship options they may be interested in and directs them to talk with you about these options. We also provide training videos for exhibitors, so they can make the most of their event, and support during the event.

There are many options for working with exhibitors (both internal and external to your company) to help them best utilize the system for their needs, our team will gladly work with you on options after engagement of the team.

Production

Production of sessions will include the video preparation, encoding and broadcast streaming services, if needed. If you are filming/capturing your own sessions, we can provide event publishing points that you can connect to to broadcast. Each session will be available in the session room as

a standard session, with buttons as appropriate for the session based on assets submitted – slides, any type of samples, etc. Sessions will be available on-demand after sessions are aired (typically 12 hours post-session broadcast, configurable by you, the event host).

Unless otherwise noted, bitrates are ~500k for the streams. Other options are available if desired, though depend on the feed and capture of videos for the event.

Travel and other associated 3rd party costs are not included in the event pricing and are the responsibility of the event host.

There are many different options available for session capture. From desktop capture to audio capture to software demonstrations and webcam video to full studio production, each has pros and cons. The platform supports each of these and many different methods for capturing the video. Our producer will provide a sample video to show the different methods, and will work with you to produce your sessions for the best presentation based on the method you select.



On-Demand

The on-demand period is indicated in the pricing section. During this time, new attendees can attend the event, session content (including video, materials, quizzes, etc.) is available as are the exhibit booths if applicable. The only options not typically available are those that require an instant interaction, like attendee chat, because of course not everyone is online during the on-demand period.

Bits on the Wire still provides support chat for the event usage during normal Bits on the Wire business hours and work days, however vendor booths and session interaction will change to an “email your question” capability where possible and appropriate.

Customer Support

Support will be provided via live one-on-one chat and email assistance. Support is always included at no additional charge during your live event period, and available via email and live chat support during normal business hours during the on-demand period. Both support options allow for troubleshooting and help for users and sufficient staffing will be available to answer questions and help attendees as needed. Our customer support team is well-versed in assuring the highest level of connectivity for attendees. We have extensive experience working with firewall questions, setup questions, bandwidth questions and much more.

What is White Glove Service?

White glove service is our enhanced service offering. We'll work with you, your speakers, and your presenters to put together the event. We'll be with you every step of the way, providing assistance, helping you post the event assets, providing ideas and reviewing options. In short, you'll be able to send items to us, we'll take care of formatting, posting and getting the event set up. You'll still have access to and can use the Virtual Manager for Events portal, but we'll be there, helping out, all along the way.



Event Examples and Ideas

There are several different ways the platform can be utilized. There are many options, from internal company training and “university” solutions to webinars for product usage. From pre-sales to post-sales support, the platform works well to present your products, solutions and expertise. Here are some examples to help spawn some ideas:

Webinars

Webinars are typically one (or two) sessions - these don't usually have exhibitors and feature a smaller "footprint" with a 1-2 page registration site. When the attendee gets to the site, they are taken to the session room during the day of the event, and to the on-demand menu while the event is in on-demand mode. There is not usually a conference lobby, nor are there typically exhibitor booths.

Online Courses

Online Courses are several sessions (often 8-15 sessions) usually offered for a fee, and usually starting on a specific date, with ongoing on-demand access for a period of time, often 30 days. I know that all sounds very "variable" - an example would be 12 sessions on a topic, starting on August 1 and available to attendees for a period of 30 days. Typically there aren't exhibitors for courses. We usually do a class-or session-ending quiz and can issue a certificate of completion if the test is passed with the score you provide. While it's not certification, it is a completion certificate with at least an understanding of the materials presented.

Courses have a base production cost to get the course set up, produced and ready to sell. From that point on, the only charge is a per-student/attendee charge, entirely usage based. Online courses are typically left open for additional promotion or continued use by new students.

Virtual Conferences/Online Trade Shows

These are full virtual events, typically featuring more than two sessions. We've done events with as few as 2 and as many as 150+ sessions running across three days and 12 tracks of simultaneous sessions. Typically with an exhibit hall, these events can also be free for attendees, paid or freemium model events.

Event Option: DVD Fulfillment

If event-host fulfillment of DVDs (duplication, labeling with customer-supplied materials, inserts in cases, shipping worldwide) is desired, it can be provided to any, all or some attendees as outlined by the event host. Please let us know of your interest in this option and we can review your audience (for domestic vs. international shipments) and duration of content. An example of this might be where you would like to provide a DVD to each attendee after the event.

This option can be provided as a fixed cost per DVD or a revenue share on the sale of the DVDs. There are no costs/risks associated with offering this option, the revenue is typically split 50/50. The portion of the proceeds going to Bits on the Wire covers the material costs of the discs, packaging and all labor.

We are experienced in providing extremely cost-competitive on-demand fulfillment services for materials presented.

Here to Help: The Team

We'll provide you with a project manager and producer to get the most from your event. Additional assistants may include producers, on-camera talent, editors and developers. Each will be used as needed to produce a professional event. No additional charges are incurred if additional staffing is utilized unless the resources are actors or other resources used at your request.

A Note about Larger Events

Events with attendees numbering greater than the allocated number require additional provisions for bandwidth. Our services operate on a "broadcast hour" basis and the additional rates for large audiences are calculated on a (per-attendee x rate x number of broadcast hours in the event) basis. Rates for the additional audience are included in the pricing structure. Any additional charges are applied as the live event concludes, due Net 15 from the receipt of the invoice. Any overages added during the on-demand period are billed at the completion of the on-demand period or as agreed, due Net 15 from the receipt of the invoice.

This proposal is presented with the additional audience sizes shown as a variable cost, rather than built into the pricing. This allows for flexibility and paying for resources actually used, rather than expected resources used. An average utilization will be calculated across all traffic and allowances made for the attendees included. The balance of the used bandwidth will be used as the additional bandwidth charge.