

# Your Partners in Profitability™



## CWAG's Industry-Leading Solutions

**Exhibiting ROI-Q™ Academy** -- Exhibition industry leading exhibitor education and training program, as well as the most comprehensive and 'results-driven' exhibitor training program ever delivered to leading trade shows. Supported by the Trade Show Exhibitors Association (TSEA), the International Bureau of Public Audit (BPA Worldwide), the International Economic Alliance (IEA - Conceived at Harvard University).... and the official program of ECEF (Exhibition Conference and Executive Forum).

This leading program consistently delivers greatly increased exhibitor success / ROI, significantly increased exhibitor 'retention rates' and dramatically increased sponsorship sales for the event!



International Economic Alliance



Conceived at Harvard University

**SponsorSURE™** -- Be SURE! -- The ultimate 'turn key' sponsorship sales solution that consistently delivers increased 'net' sponsorship revenues to leading events! Our team of highly trained and skilled Event Marketing Consultants takes a consultative approach and embraces the new best practices of educational marketing to maximize net revenue generation for the event. CWAG dedicates a minimum of ten (10) full time, dedicated sponsorship specialists to your event!



Stare  
Well  
GraphX™



Power  
Banners



Sponsored  
Key  
Cards



Custom  
Headrest  
Cover  
(shuttle  
buses)



Lanyards

**Graphic Motion™** -- State of the art, lenticular sponsorship graphics and signage. **Graphic Motion's** new 3D and 'motion' graphics bring *life* to static graphics... and static graphics to *life*. Watch an entire 'scene' play out in a stunning fashion by simply walking past a static graphic, banner or sign! Available as a standalone offering, or a perfect integration with SponsorSURE™.

**EXPERT Event Consulting™** -- Best practices in Sponsorship Architecture™, design and development of 'master sponsorship catalogues' that prove to be effective selling documents rather than pure 'menus', sponsorship bundling strategies, sponsorship inventory management to maximize exhibitor demand and pricing strategies that guarantee greater net revenue-generation.

**Sales Performance Technology™** -- The Gold Standard of professional sales training / coaching and systematic methodology that ensures lasting and growing effects for peak performing sales organizations. Charles W. Allen has personally trained over 900 top producing sales executives in various fields, as well as numerous top performing organizational sales forces.

# iEventMedia™



**iEvent Media™** -- Exhibition industry's leading producer of customized (global, network quality) event television news documentaries. Featuring "celebrity Co-Hosts" like Joan Lunden, Kathy Ireland, Alan Hunter (MTV's famous first ever VJ... who's interviewed more recording artists than anyone alive) and Alison Sweeney. Captures the entire grand highlight of the event including interviews with visiting celebrities, government officials, show management, industry luminaries / experts, etc...

This solution strategically captures the event's strategic marketing message with precision, and transforms all exhibitors (who usually place their 'feature headline interview' on the home page of their web site) who receive 'feature interviews' into unpaid 'marketing partners' for the event through professional media coaching and scripting.

Along with being 'aired' throughout the event venue, in host hotel rooms and (optional) shuttle busses, these productions are often also webcast globally via the event's web site... while the event is taking place. After the event, the program remains on the events web site for up to six additional months, and a professional DVD is produced entitled XYZ Show 2009... *The Movie*, and is made available to all participating exhibitors. As well, CWAG proactively distributes the content to all industry 'on line' platforms for webcasting... as well as to relevant national and international media platforms (including satellite TV, cable, etc.).

Not only does iEvent Media deliver the ultimate 'marketing content' for the event, it also is a major PROFIT CENTER for the event!



**Interactive News Network™ -- Always INN Touch™** The official solution of IAEE. Leverage your event into your own on-line community...and generate expense-free revenue year round! Through an exclusive 'partnership' with CD Show Guides / Interactive Media, CWAG now offers the new Interactive News Network solution. This 365 days per year, 24 hours per day program represents the future of event information and communication procurement. This 'pre', 'at' and 'post event' program allows events and their exhibitors to feature their brochures, videos, commercials, interviews and marketing messages on-line, on CD (distributed in all on site 'registration bags') and via monthly e-newsletters that are proactively sent to all attendees year-round.

Interactive 'links' allow exhibitors to drive significantly greater booth traffic via 'pre'-event marketing and 'at'-event marketing, to drive buyer responses via 'post'-event marketing... while driving dramatically increased traffic to their web sites. This 'interactivity' transforms exhibitors into unpaid 'marketing partners' of the event, while the event receives lucrative additional 'revenue-generation'.... year round. Because the e-newsletters are filled with rich educational content which drive 'return on attending', this solution also increases 'attendee retention and growth' rates. Content and messages can be changed as often as desired by the event or the exhibitors at no additional charge. Every exhibitor receives a free standard listing.

Some events elect to feature a special 'Look What You're Missing' page in the Interactive News Network, and to also send to all prospective attendees. This becomes a powerful free attendance building feature, while providing even more value to exhibitors who now reach an even expanded universe of 'undiscovered buyers'. Consummate year round 'high touch' solution!



**International Association  
of Exhibitions and Events**  
*formerly known as IAEM*



**Buyers' Event Planning Kit™ (BEPK)** -- Exhibition industry's leading 'pre', and 'at' event direct mail solution. According to CEIR, "Direct mail remains the number one way attendees learn about respective exhibitions and their exhibitors". This 'planning guide' solution for attendees is an expense-free, revenue-generator for the event and provides the event with a powerful free communications and marketing tool. As well, it consistently proves to significantly increase ROI for participating exhibitors. Marketing messages can be changes 'pre' and 'post' event. Now with FREE Attendance Marketing Campaign to your prospective attendees!



**New Premier Media Showcase™** (Now, with 'booth directory assistance') -- *Innovated* and *modernized* for this millennia, the exhibition industry's leading 'on site' distribution center for exhibitor information, printed collateral, dynamic 3D Video Animation and video commercials. Also, this service consistently proves to be an ultimate resource for event related information like conference programming and show scheduling. The event also receives free branding, 'welcoming' and other communications opportunities on the *new* 'Showcase'. Consummate expense-free, revenue-generator for the event!



**360 Degree Theater™** -- Attendees stop, stare and say "WOW"! The world's only patented, 360 degree, cylindrical and rotational display that makes videos, images, brands, logos and marketing messages appear to 'float' in mid air. This mesmerizing presentation is an ideal 'tool' for front entrance 'Innovation Zones' to 'showcase' the leading new product innovations of the year. In the current climate, an innovation by itself is not enough... if no one notices it. It's about *innovatively* communicating *innovation!*

Free branding, commercials and 'welcoming messages' for the event. Powerful expense-free, revenue-generator for the event.

Featured on stage during Half Time Show of The 2008 Super Bowl, on stage during awards presentations of 'The Academy Awards'... and on *American Idol* and *Entertainment Tonight*.



**The "Celebrity Robot"™** -- "Millennia" is the world's most advanced communications robot. It has appeared on most of the major talk shows, has appeared in numerous movies (including the Co-Star of Rocky IV), is the Star of MTV's *Punked* Series, has addressed the United Nations and gave a 'command performance' at The White House in 2008. "Millennia" is also a card carrying member of The Actors' Guild.

This captivating and highly entertaining 'robot' is the ultimate *EXPOtainer*, and proves to be an absolute 'sponsorship magnet'! Just a few of the powerful applications include "Millennia" as Co-Host of General Sessions, as 'welcoming ambassador' at event front entrances, as entertainer and 'host' of evening hospitality functions (always a huge 'hit' at 'Welcoming Galas'), as Co-Host of Event TV programs as well as Tour Guide for front entrance '*Innovation Zones*'.

"Millennia" is also a powerful 'educational tool' for events, and always proves to be a major 'media magnet'! Very significant profit center' for events.



**Alcoa Impact Awards**

**Ground FX / Wall FX™** -- Stunning 'virtual reality' zone of sorts. By utilizing human motion sensors and video projection technology, this amazing presentation allows attendees to interact with.... and to 'experience' exhibitor brands and marketing messages in an extraordinarily compelling fashion. Also perfect for front entrance 'Innovation Zones'.



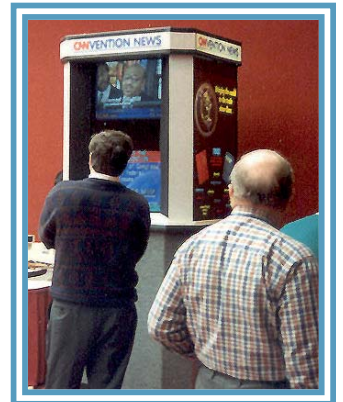
Expense-free, revenue-generator that adds tremendous additional 'experience' value! Featured at the 2008 Olympics.

**Video Roadshow™** -- Self contained, hi def mobile video network. Perfect outdoor application at front entrances of events. The screen can face forward attendees during arrival times and backwards to face attendees upon departing. The event receives free branding, welcoming and other communications messages. Major 'sponsorship magnet'!



Also, a wonderful 'compliment' to official event TV programs. Powerful expense-free, revenue-generator for events!

**24 Hour News Network™** -- A series of up to twelve (12) state of the art 'News Towers'. Your choice of programming... CNN, CNN *Headline News*, CNBC or Fox News. Exhibitors are able to 'air' their commercials and 'feature headline interviews' along with official event programming on the top screen... while the live telecast of CNN *Headline News* (if this programming is chosen) 'airs' on the bottom screen.



Powerful expense-free, revenue generator for the event.... while exhibitors are able to deliver their marketing messages with the impact of television and the credibility of news!

Excellent 'compliment' to the iEvent Media solution.



**BigMovingPictures MEGA SCREENS™** -- Largest and highest definition mobile HD Screens in existence. Unveiled at the 2008 Miramar Air Show... with *The Blue Angels* in San Diego in front of 350,000 attendees.



**VegasVision™** -- Available in over 83,000 hotel rooms in all 48 of the largest concentration of hotels on or near the world famous Las Vegas Strip. VegasVision™ allows you to target convention attendees and other visitors, directly in their hotel rooms, with your specific commercial on popular cable television networks. (Commercial time outs in 100% of these rooms on the top 10 U.S.cable networks)



All of CWAG's supplemental 'event marketing solutions' integrates perfectly into this solution by complimenting the holistic package.

*Brighter Ideas...*



Better Results.™

[www.cwallengroup.com](http://www.cwallengroup.com)

**Jackie Jones**

**Director of Industry Relations**

**C 205 503-3614, O 205 263-0559 , F 205 263-0557**