

# What Is The C. W. Allen Group (CWAG)?

CWAG Is North America's Leading Event Marketing Consultancy.

*Brighter Ideas...*



*Better Results.™*

CWAG's "NextGen™" event marketing methodology has proven to significantly increase the *value* and *profitability* of North American leading exhibitions. This methodology embraces the most cutting edge practices of "educational and consultative" event marketing.

Through its leading "collection" of event marketing solutions (which offers event organizers 'flexible partnering options'), CWAG's services have consistently proven to increase:

- Event Attendance
- Exhibitor ROI
- Enhancement of the "Event Experience"
- Exhibitor "Retention Rates"
- Lucrative Revenue-Generation to the Event

**CWAG is comprised of two separate, but extremely complementary, subsidiary business units...**

1. The Exhibiting ROI-Q™ Academy is the exhibition industry's leading exhibition education and training program. As the industry's *most comprehensive* and *results driven* exhibitor training program, the Exhibiting ROI-Q™ Academy has consistently proven to deliver the following positive outcomes, which have translated into our 100% renewal rate among event organizers for this leading program:

- ◆ **Greatly Increased Exhibitor Success/ROI**
- ◆ **Significantly Increased Exhibitor "Retention Rates"**
- ◆ **Dramatically Increased Sponsorship Sales for the Event**

The Exhibiting ROI-Q™ Academy is supported by:

- Trade Show Exhibition Association (TSEA),
- International Economic Alliance (IEA – Conceived at Harvard University).
- International Bureau of Public Audit (BPA Worldwide)
- The official program of ECEF (Exhibition Conferences & Executive Forum)
- Serving the largest and leading trade shows in North America
- Currently serving over 28,000 profitable exhibitors.... And growing daily!

## CWAG is comprised of two separate, but extremely complementary, subsidiary business units... (cont'd)

2. CWAG's industry-leading "collection" of event marketing innovations proves to *multiply* the "value" and "profitability" for North America's premier exhibitions. Through 'flexible partnering' options, "*select*" events may elect to utilize one... or any combination of these cutting edge solutions. The following are just a few:

- **SponsorSURE... *Be Sure!*™**

Turn-key team of dedicated event marketing consultants/sponsorship specialist work side by side with your internal staff to generate greater net sponsorship revenue-generator for your event. The difference? Volume!

- **EXPERT Event Consulting™**

Leading solution for optimal Sponsorship Architecture™, sponsorship program design & development and optimal pricing and bundling strategic/tactics that maximize net revenue generation.

- **Sales Performance Technology™**

EXPERT Sales Training & Systematic Methodology which delivers Systematic *lasting* and *growing* results!

- **iEvent Media™**

Industry's leading customized event television solutions! Network quality, global television news documentaries which produce a year round ultimate communications/marketing platform for leading events. Risk-free and lucrative revenue-generator.

- **Interactive News Network™ Always INN Touch™**

The Official solution of IAEE. Through a partnership with Interactive Media Products, CWAG leverages your event to produce a year round, revenue-generating on line community. The *future* of event information and communication procurement!

- **Buyers' Event Planning Kit (BEPK)**

Industry's leading direct mail (pre and event) solution which serves as an effective planning tool for attendees and a free marketing tool for events. Expense-free, revenue-generation! Now... with FREE attendee marketing campaign to prospective attendees!

- **New Premier Media Showcase™**

This millennia's solution! Greatly modernized and innovated with dynamic new presentation. "The crowds are back." Now, with stunning video animation screens and booth directory assistance. Expense-free revenue-generation!

- **360 Degree Theater™**

World's only patented, 360 degree, cylindrical and rotational "experiential marketing" display. Now, with stunning "holographic" software! Consummate WOW factor and risk-free revenue-generator! Create your own front entrance "*Innovation Zone*".

- **The "Celebrity" Robot**

World's most advanced communications robot! World's leading techno marketing innovation... and absolute sponsorship and media magnet". Movie star, television star, global political ambassador, etc.

## CWAG is comprised of two separate, but extremely complementary, subsidiary business units... (cont'd)

- **Ground/Wall FX™**

*Virtual reality* zones of sorts which are totally interactive to human movement. *Experience* this mesmerizing innovation.

- **Graphic Motion™**

State of the art *lenticular* sponsorship graphics and signs. Brings static graphics, signs and messages to *life* through dynamic motion and 3D presentations.

- **Assigned Seating™**

Leading shuttle-bus sponsorship program. Includes “Customized Headrest Covers” opportunity. Major profit-center for leading events!

- **H2Ovation™**

World’s only patented “graphical waterfall”. Showcase of front entrance of PCMA Annual Meeting 2009! Extraordinary *experience*! Consummate WOW factor and ‘profit center’ for the event.

- **Video Roadshow™**

Large, hi-def, self contained mobile LCD screens. Perfect for outdoor, front entrances applications. Powerful ‘sponsorship magnet’!

- **24 Hour News towers™**

Network of up to 12 state-of-the art 24 hour news towers featuring your choice of programming (CNN, CNN *Headline News*, Fox News or CNBC). Also, exhibitor commercials, “power interviews” and official show information is “aired” on second screen!

- **BigMovingPictures MEGA SCREENS™**

Largest and highest definition mobile screens in existence.

- **Vegas Vision™**

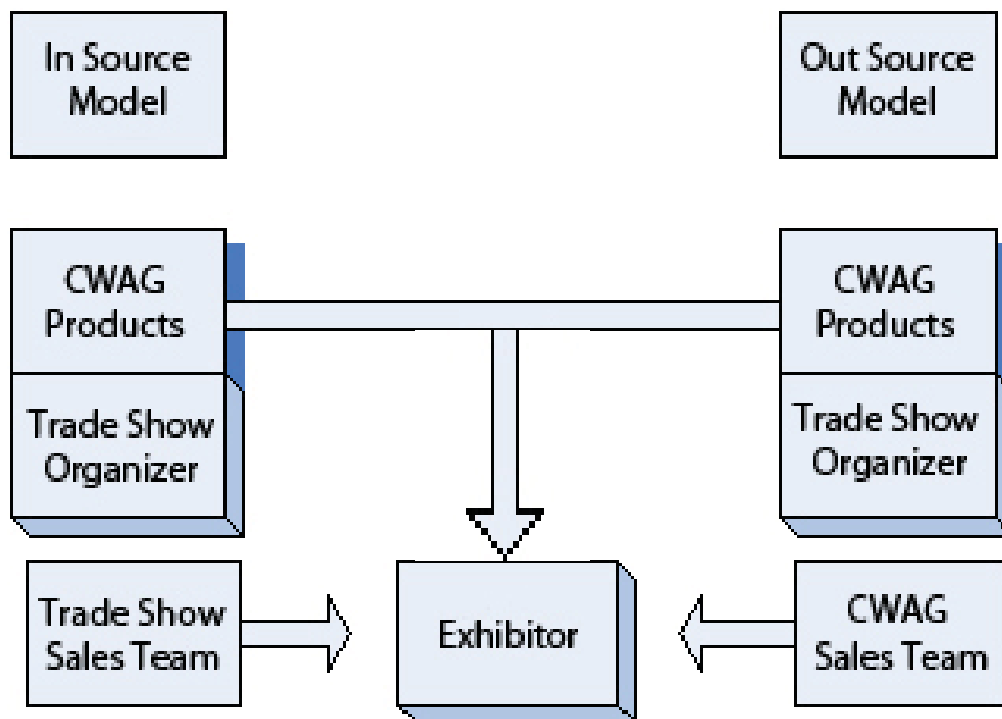
Available in over 83,000 hotel rooms in all 48 of the largest concentration of hotels on or near the world famous Las Vegas Strip. VegasVision™ allows you to target convention attendees and other visitors, directly in their hotel rooms, with your specific commercial on popular cable television networks.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



## Flexible Partnering Options:

\*For detailed description of each solution, please review *addendum* page.

- **INSOURCE** - The event organizer maintains 100% of communication with exhibitors/sponsors and keeps 100% of the revenues. CWAG provides all marketing and selling tools and stands by to guarantee absolute sales support.
- **OUTSOURCE** - Totally Turnkey! CWAG does everything from conducting the professional sales consultations, to rendering exemplary client service ... to signing your revenue-sharing *royalty* check! The ultimate expense free, revenue-generating solution which adds tremendous value to your event on a risk free, non-cannibalization basis.
- **TEAM WORK** - A combination of INSOURCE and OUTSOURCE customized to your event. Extremely Popular!



To learn more about how you and your event can profit from CWAG's industry-leading event marketing solutions for your show, call or email today for a free consultation with

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