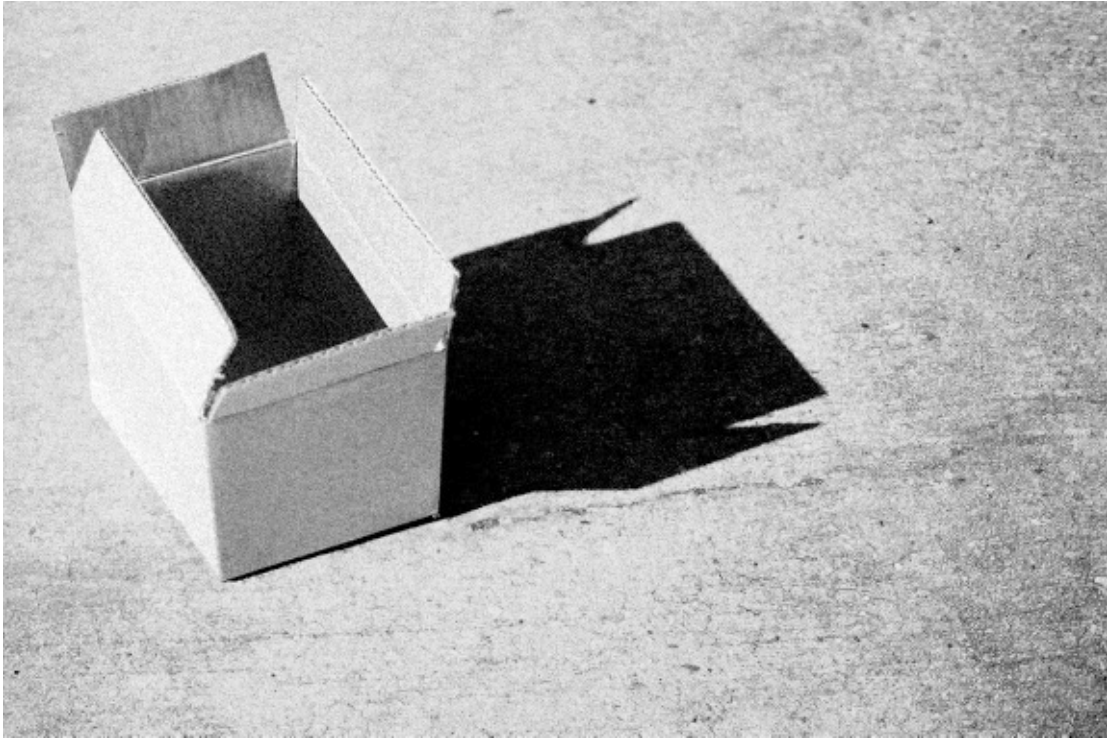


Open Box

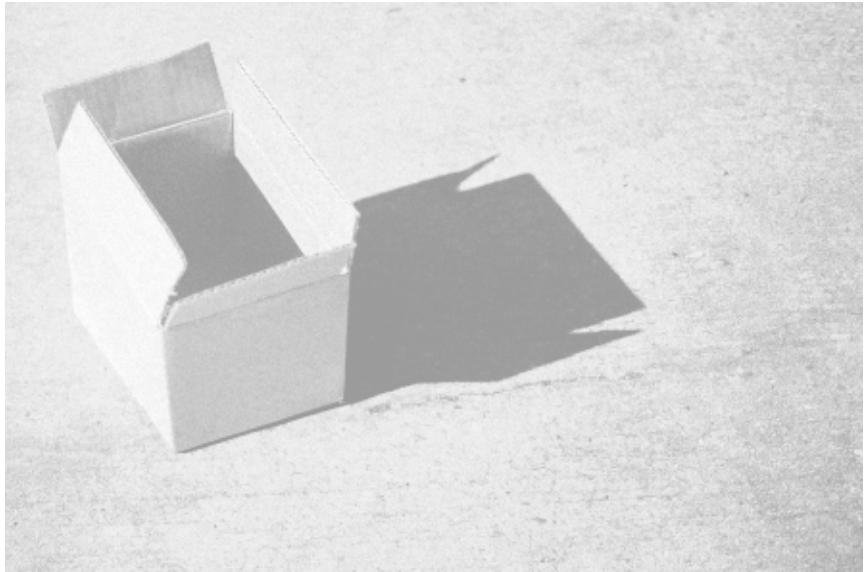
INFORMATION SYSTEMS
www.OPENBOXIS.com



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MISSION

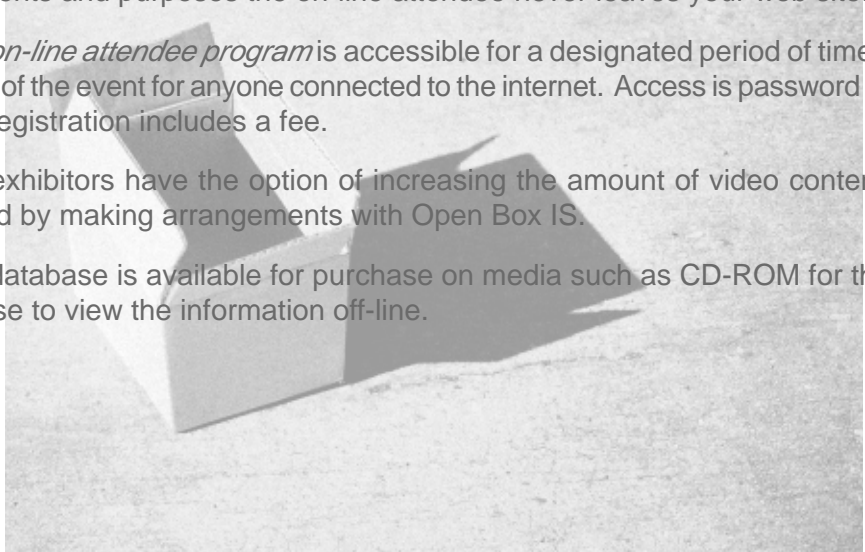
Open Box Information Systems' mission is to drastically increase the profitability of your convention for both your organization and your exhibitors by exponentially increasing the number of professionals and enthusiasts attending your show. Through the use of proprietary internet technologies, Open Box Information Systems (Open Box IS) will substantially improve your meeting's reach, importance and relevance to your industry and the *enthusiast consumer market*.



PRODUCT

Open Box IS creates an online database covering all aspects of the convention. Exhibitor company names, contact names, addresses, phone and fax numbers, email, and web site addresses will all be included. Far from being a text-only experience, Open Box IS produces video of all exhibitors and their products in their booths. Exhibitors may choose to include their existing marketing videos. The *on-line attendee* can search and view the database using existing web browser without any downloads or plug-ins. The *on-line attendee* may access seminars, classes, educational meetings and any other meetings the Association decides to include. All of this content is accessible by any modern web browser in an attractive, easy to use format.

- The *on-line attendee* registers through your web site. The database's graphic user interface has the same branding as your website. The transition is seamless. For all intents and purposes the on-line attendee never leaves your web site.
- The *on-line attendee program* is accessible for a designated period of time after the close of the event for anyone connected to the internet. Access is password protected and registration includes a fee.
- The exhibitors have the option of increasing the amount of video content in their record by making arrangements with Open Box IS.
- The database is available for purchase on media such as CD-ROM for those who choose to view the information off-line.



OPERATIONAL TIMELINE

Once you decide to enhance your event with the *on-line attendance program*, the following timeline goes into effect:

Days	Action
-120	120 days prior to the event, the <i>on-line attendance program</i> is promoted via phone, fax, mail and email to exhibitors. Exhibitors learn of complimentary listing and 15 second video clip as well as the opportunity to purchase additional video time and/or text information.
-90	90 days prior to your event, advertisements are placed in various media. Advertisements target professionals and enthusiasts in both domestic and international markets. Press releases are issued simultaneously. Advertisements and press releases promote both physical and on-line events. Development of the on-line attendance program begins.
Event	During the event, production of video(s) takes place.
+1	One day after your event, the <i>on-line attendance program</i> goes live.

See web site for additional information.



FINANCIAL STRUCTURE

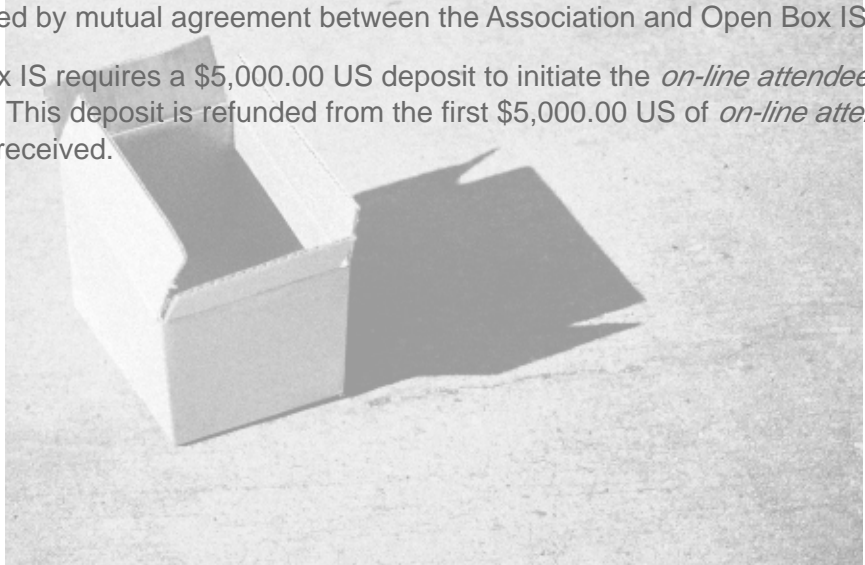
Open Box IS charges exhibitors a fixed amount per unit of additional video time. The exhibitor pays these fees directly to Open Box IS.

Open Box IS charges a fee to those exhibitors who wish to purchase their digitized video(s) after the meeting. These fees are paid directly to Open Box IS.

Open Box IS charges *on-line attendees* for access to the on-line convention. Open Box IS also charges a fee (plus shipping and handling) for those who wish to purchase the meeting content on media such as CD-ROM. The fees can either be charged through the Association's e-commerce system or Open Box IS' e-commerce system. Either way, the Association is entitled of percentage of all *on-line attendee* revenue.

The percentage of *on-line attendee* revenue to be retained by the Association is determined by mutual agreement between the Association and Open Box IS.

Open Box IS requires a \$5,000.00 US deposit to initiate the *on-line attendee program*. This deposit is refunded from the first \$5,000.00 US of *on-line attendee* revenue received.



BENEFITS

- Open Box IS condenses the convention experience into an easily navigated, web-based experience for the *on-line attendee*.
- Open Box IS allows the exhibitor to extend their marketing effort well beyond the immediate convention experience to all interested parties with internet access.
- Open Box IS disseminates professional and educational information to interested industry and non-industry parties including enthusiast consumers.
- Open Box IS provides a no-cost revenue stream to the hosting Association without any additional investment in the physical convention.

