

SYNDICAST™

ONLY FROM  **Digitell** inc

WHERE CONTENT DISTRIBUTION IS KING

Extended Reach - New Revenue - Improved Exhibitor ROI

SYNDICAST™ is a program that delivers your educational session content to the greatest number of people with no cost to you and gives you the ability to increase your marketing efforts, increase your outreach to new markets, increase your live attendance, improve the ROI for your exhibitors and drive significant new revenue.

By Live Streaming your educational sessions to exhibitor web sites, industry portals or physical locations and/or by putting selected On-Demand Content on your exhibitors web sites post-conference, you create a community of engaged people far greater than just those that come to your Live Physical meeting or conference. If you do the math, you will quickly realize the revenue potential can be huge.

1. LIVE SYNDICAST™

Offer your exhibitors the ability to stream selected sessions to their web site for a fee. Every Exhibitor's web site becomes a sales tool for your meeting as that Exhibitor will be marketing access to sessions from your conference to their entire customer and prospect database. Get, 10, 20, 50 Exhibitor's streaming your sessions and you can see how quickly your marketing effort can grow. In addition, you are providing a valuable opportunity for your Exhibitors to build relationships with their customers and prospects by using your education. It's a win-win for you and your exhibitors. Any session can be streamed to multiple web sites in multiple branded players. Each player becomes its own private community.



2. ON-DEMAND SYNDICAST™

On-Demand SYNDICAST™ allows you to offer any web site the ability to select the sessions they want from your conference and make them available On-Demand to their community (sales team, management, prospects, customers, etc.). This can be sold in advance of your conference or post-conference.

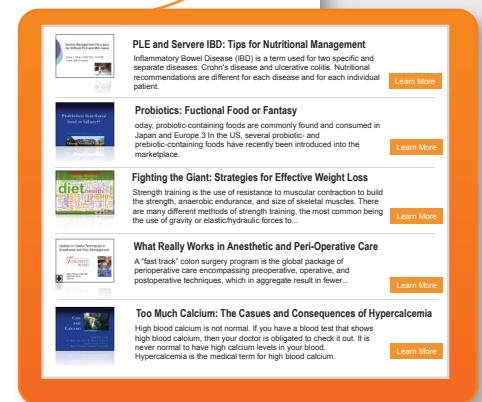
Using Digitell's On-Demand SYNDICAST™ program, your content can be the primary source for hundreds of web sites and portals including universities, corporate, local chapters, international associations, hospitals, etc.

YOUR CONTENT SESSION LIST FROM YOUR CONFERENCE



Details

- Sessions will be streamed or available On-Demand in a branded player
- Digitell will handle registration, tech support and hosting
- Session content will be synchronized audio and PowerPoint (*additional charge for video*)
- Live Streamed Sessions must be selected no later than 30 days prior to the conference
- Exhibitor may provide a moderator for the session (*recommended*)
- Digitell can provide a CE/CME system for accredited education for an additional fee
- There is a limit of 500 attendees per session for the Live Stream
- On-Demand Sessions can be selected from the available session list for posting on the web site
- All On-Demand Sessions are available for 3 month or 1 year intervals



SYNDICAST™ Cost to Association

- Live SYNDICAST™ - \$1,000 for each player + \$500 per 1 hour Stream or \$1,500 per day max (retail=\$1,000 per session, \$4,000 per day)
- On-Demand SYNDICAST™ - \$300 per session for 3 month access or \$995 per session per year (65% Assoc./35% Digitell Revenue share)

**SYNDICAST™ is the most effective way for Associations
to leverage the value of their education.**

Contact Digitell at 800-249-2662 or email sparker@digitellinc.com

