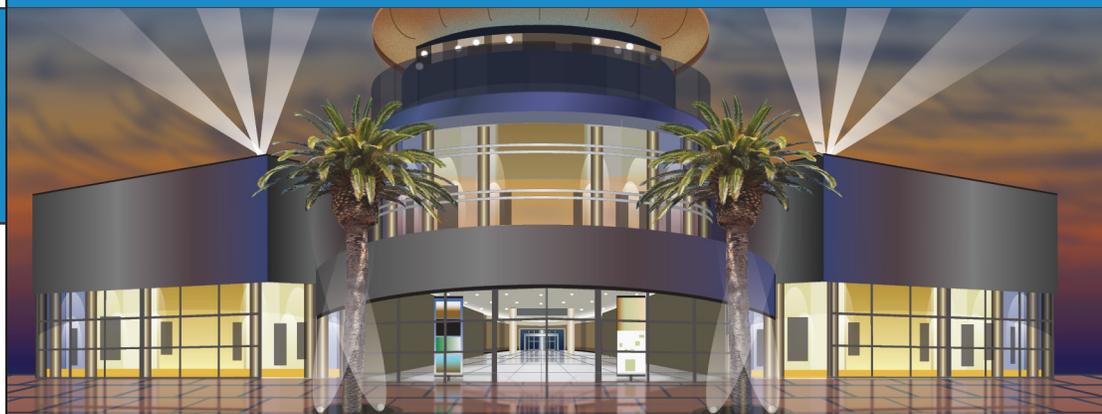


**THE ULTIMATE VIRTUAL EVENT PLATFORM**

[convergeone.onstreammedia.com](http://convergeone.onstreammedia.com)



For trade show organizers, associations, publishers and corporations, bringing people together for events is one of the best ways to truly engage an audience, reinforce relationships and generate business leads. Yet planning and executing live, in-person events can be a costly, time-consuming and logistically challenging effort where return on investment is far from assured.

**TRY MARKETPLACE365 FOR:**

- Lead Generation Webinars
- Tradeshows
- Virtual Shopping Malls
- Job Fairs
- Educational & Training
- Corporate Information Centers
- Live & OnDemand Events
- Industry & Partner Conferences
- New Product Launches & Introductions
- Online Courses & Certification

Sales, marketing and communications professionals across all industries are discovering MarketPlace365<sup>®</sup>, the virtual marketplace technology from Onstream Media, a leading rich media communications provider. MarketPlace365 is an interactive online gathering space that can connect organizations with their target groups virtually and cost-effectively.

Whether you are planning a webcast, webinar, product launch, thought leadership seminar or e-learning campaign, MarketPlace365 offers a flexible way to engage your customers and partners with tools such as video streaming, live chats, social interaction, virtual booths and downloadable information to provide valuable business engagement.

Your target audiences can connect anytime, anywhere – even via mobile devices – to gain information, insight, contacts and ideas that will benefit their businesses. As organizer, you'll have access to recurring revenue and new ways to monetize participation, through sponsorships, billboard ads, content syndication, pay-per-view and special events.

**YOUR OWN VIRTUAL VENUE**

MarketPlace365 can be scaled up or down to address your communications priorities.

At a basic level, you can use your marketplace to conduct a straightforward lead-generation webinar with qualified attendees. Or, tap into additional MarketPlace365 features and organize a day-long bestpractices or e-learning summit, with speakers, participant interaction and followup opportunities.

Operating at full throttle, MarketPlace 365 offers you the ability to house and deliver

interactive and information-rich trade shows with hundreds of exhibitors and thousands of attendees – for a one, two or three-day show, or as an all-year-round permanent marketplace.

MarketPlace365 can also be used to augment a physical tradeshow or annual conference. Set up side by side with a live, in-person event, your marketplace can promote your sponsors, stream video of keynote speeches and panel discussions, and provide supplemental resources such as downloadable sales sheets and thought leadership presentations from exhibitors.

## HOW IT WORKS

A full-service platform for holding virtual events, MarketPlace365 offers event participants the true look and feel of being at a trade show, with an Exhibition Hall, Auditorium, Learning Center, Media Library and Lounge.

After a simple registration process, visitors can enter the Exhibition Hall, browse exhibitors, visit booths and interact via online chat with product specialists from those companies. When visiting a booth, visitors can download sales materials, view informational videos and link directly to an exhibitor's web site.

Event participants can also visit the marketplace's Auditorium and listen to keynote speeches and lead generation webinars - either live or on demand. Another "room" in your conference hall – the Learning Center – provides interactive, multimedia e-learning classes with subject matter experts.

The Lounge is a gathering place where attendees can connect and share ideas with like-minded people via social media. The Media Library, a customer reference center, holds hundreds of images, documents and videos relevant to the show and enables attendees to upload content to the show organizer for inclusion.

## SHOWS ON THE GO

As business users come to rely more and more on their smart phones and tablets, event organizers have a unique opportunity to reach them in a personalized and direct way, on the go.

As a content management and delivery platform, you can count on MarketPlace365 to ensure that your event's digital information is simple to upload, download and view on the latest mobile devices.

MarketPlace365 is optimized for mobile delivery on IOS devices, and will soon be available for Android operating systems. The technology is backed by years of research and development in the online multimedia space. Onstream Media, the technology organization behind MarketPlace365, is the leading provider of transcoding and data delivery for mobile devices, ensuring quality transmission for all your event participants.

## OUTSOURCE TO INCREASE ROI

Like many organizations, you may not have the in-house resources to set up, organize and manage the ongoing maintenance to create a successful virtual event. Onstream Media has developed an extensive group of Market-Place365 service providers to alleviate this concern.



These outsourced resources offer complete planning, development, promotion and management services for virtual events, including email management, webinar and webcast coordination, public relations distribution and social network marketing.

Running a virtual event with MarketPlace365 is a lower-risk option than planning a physical event, as the majority of overhead costs are eliminated, including facilities and administrative expenses. Logistics on your end can be kept simple. Exhibitors shape and customize their own booth content, just as they would with a physical show. This, along with the ability to outsource management and marketing, allows you to share in the revenue generated without having to make a substantial time investment.

Virtual events are an attractive and cost-effective proposition for sponsors, speakers, industry thought leaders and exhibitors who want to reach people in their vertical markets. By aggregating speakers and sponsors, you will increase your revenue potential by extending your reach while also providing greater value to participants.

Sponsors can measure return on investment with system analytics and reports that capture page views, information downloads and videos streamed. This data, along with registration information, can provide invaluable information about the interests and preferences of attendees and deliver highly qualified leads.

One of the most compelling aspects of virtual events is the longtermresources they provide. Unlike a physical event, where participants pick up paper collateral that may end up discarded before the event is over, at a virtual event, downloaded resources are transferred to participants' mobile devices or computers – keeping them informed well after the live presentations, demonstrations and discussions are finished.

## PRICING MODELS TO FIT YOUR NEEDS

MarketPlace365's pricing model is based on a daily or monthly plan that is tailored to your ongoing event requirements. We provide flexible all-inclusive bundles that support one or two-day events, monthly webinars, or year-long permanent communities.

To explore the system capabilities and revenue potential of Market- Place365, you can get started by setting up a one-day event. Once you have experienced the power of the platform and its capabilities, you can upgrade to an annual subscription which offers substantial value and benefits. Creating a permanent community can provide ongoing recurring revenue – from sponsors, speakers, exhibitors and participants – with little upfront investment.

Our service team can advise on ways to monetize your offering and scale up to larger virtual events and revenue opportunities.

[CONTACT US TODAY FOR MORE INFORMATION OR A FREE DEMO.](#)

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