American Meetings, Inc.



Virtual Conference-Tradeshow Platform

An award-winning virtual event platform for conferences & trade-shows to take an event on-line, extend event reach, and create community.



AMI Virtual Meetings has helped businesses achieve success by streamlining the way they communicate with their employees, customers, investors, and the media.

Our clients are the heart of our business and the foundation of our technology.

Our commitment is to ensure your goals are met and we are excited to start building this partnership with you!

The Platform

93 of F100 Customers

A trusted platform for the enterprise.

- Over 40,000 Virtual Events & Webcasts Delivered Annually
 Our software has delivered thousands of virtual events and
 webcast to millions of attendees.
- Reacher 157+ Countries

 Out of the 195 countries in the world today and we provide localization support in 21 languages.



Virtual Conference-Tradeshow Strategy

Why Choose AMI Virtual Meetings Digital Media?

We deliver an end-to-end virtual event experience



Technology & Services:

AMI Virtual Meetings'sprimary focus is putting events online while providing both a world-class technology platform, and the white-glove services required to make our client's program successful.

Total Video Experience:

We are with you every step of the way. From strategy and planning to implementation and delivery, we partner with organizations worldwide to produce award-winning online experiences.

We Put Our Customers First:

Customer Service is important to us and we're proud of our 97% customer satisfaction score and 95% customer retention rate. Customer Service is important to us and we're proud of our 97% customer satisfaction score and 95% customer satisfaction s

Deliver Real Results:

Our clients partner with us to meet their business objectives year over year. Whether you are looking to generate more leads, accelerate your pipeline, increase awareness, or extend your reach we will work together to achieve your goals retention rate.



Virtual Conference-Tradeshow Strategy

Success With AMI Virtual Meetings



"They have the rare combination of communication and e-learning expertise coupled with innovative technology that we need to help us communicate and educate our care provider network."

- Darren Hodgdon, VP Strategy & Innovation



"The entire team has been fantastic to work with. Throughout our event I never heard one complaint from viewers or experienced one buffer."

- Don Fox, Senior Production Manager of Worldwide Marketing

Customer Impact:

We deliver real results for our customers from driving engagement to increasing revenue:

Pipeline Contribution	Employee Reach	Closed Business	Trust in Leadership
\$500M	66K	\$6M	11%
FORTUNE	Aou	Mc Graw	^

Recognition

TECH COMPANY

Recognized for our platform innovation and customer success:













AMI Conference-Tradeshow Virtual Platform





Virtual Conference-Tradeshow Strategy

Virtual Events

A single platform built upon a secure, reliable and scalable foundation to serve the enterprise.



Core Capabilities

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Video Syndication	HTML 5	Bandwidth Optimization
Audience Engagement	□ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □	Real Time Reporting
Branded Experiences	Mobile Responsive	Cloud Production



Video Content Syndication

AMI Virtual Meetings Studio gives you the power to reach by syndicating your content to where your audience is already spending their time. One stream can be distributed to Broadcast Studio, social channels such as YouTube, Twitter, Facebook Live, and OTT devices like Roku and Apple TV. The variety of destination options gives clients the ability to bring their content closer to their existing audience, while also growing an organic following to maximize awareness.



Destinations

Facebook

Build an organic audience and awareness from the Facebook users that watch eight billion videos a day, and comment 10x more on live videos

YouTube

Another avenue to drive awareness, YouTube has billions of views daily, and continues to be the most popular social channel for video content.

Over The Top (OTT)

51 million US households have OTT devices, like Roku or Apple TV. Great for external and internal audiences, OTT makes your content big picture.

Website or Intranet

Deliver your content to a familiar location for your audience, whether private or public and secured.



Mobile Experience

AMI Virtual Meetings's mobile offering seamlessly enables audiences to access fully functional webcast experiences through the browser on any supported device.



Mobile Browser Experience

- Full-featured mobile access including screen-sharing and engagement tools
- PIP webcast delivery with video and slides in one stream
- Responsive interaction on mobile devices
- Participate in live, simulive or on demand webcasts
- Browser based access with no app downloads
- Seamless navigation optimized for your device of choice
- Adaptive Bitrate for optimal viewing



Second Screen

AMI Virtual Meetings's Second Screen technology bridges the gap between the physical and virtual audiences for your program.



Features:

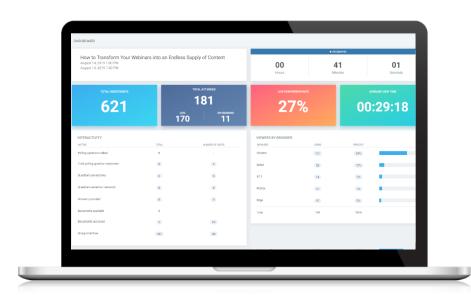
- Groups of attendees –whether they are on location or grouped together in a "huddle room" watching a video –can enjoy all of the interactive functionality available to desktop webcast viewers.
- Polling questions, group chat and Q&A are delivered to the users mobile or tablet device to facilitate live interaction.
- Second Screen does not require an application installation and uses a minimal amount of bandwidth.



Metrics Dashboard

Gain valuable insight into your target audience by capturing multiple touchpoints the user had within a presentation, including profile information and attendee interactivity.

More effective campaigns are delivered by the multi-dimensional view of a user's content interests and social engagements, derived from all the actions the user took in a webcast. These valuable insights help you better understand your audience, enable smarter follow-up, and help you qualify your leads to increase the success of your campaigns.



Reporting Features:

- Convenient real-time data portal available 24/7
- Wide assortment of standard and customizable reports (registration, attendance, most viewed, questions asked, chat transcripts, document downloads and much more...)
- Security options for specified reports
- Export to CSV or HTML, or schedule reports to be sent to your email at a specific day/time
- Integration with Marketo, Eloqua, Salesforce, Pardot and Hubspot
- APIs available for registration and data collection



Virtual Conference-Tradeshow Platform

The AMI Theater Experience

The Theater Experience is your privately branded online destination.

The purpose of the event determines the functionality included and user experience of your destination.

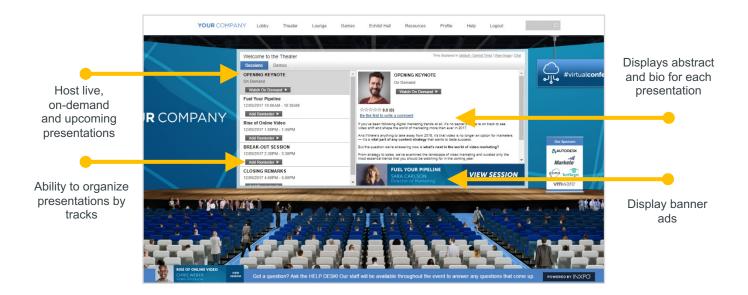




Theater Event Experience

Theater

House and organize event presentations in a single space.



Resource Center

Digital repository to organize event resources by category.





Flexible Presentation Design

Personalize your program around your content.



Key Features

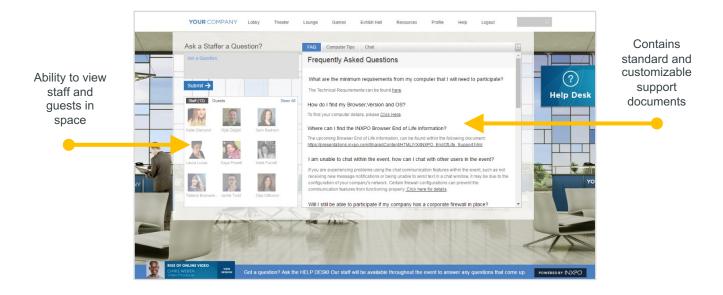
- Secure & Reliable: Supports 200K+ concurrent viewers
- Branded experience flexible design & personalization options
- Multiple source streaming (webcam, VCU, studio)
- Video Conferencing for conversational programming
- Scene Designer to design the experience around your content including lower-thirds graphics
- Plug-in free streaming (no flash, no downloads)
- Picture-in-Picture Video for slide and video delivery in 1 stream
- Content Syndication including social streaming and OTT delivery
- Quality of experience monitoring tool for quick trouble-shooting



Theater Event Experience

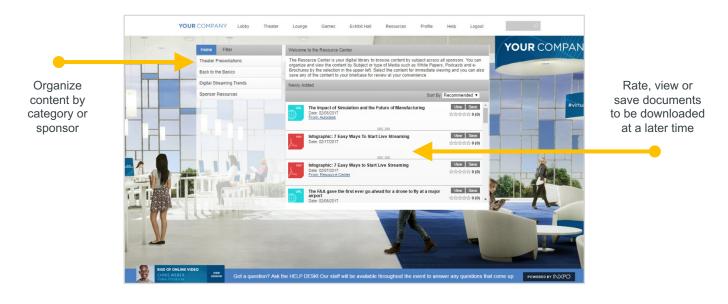
Help Desk

Provide attendees with live technical support during the event.



Resource Library

Digital repository to organize event resources by category.





Virtual Conference-Tradeshow Platform

The Conference-Tradeshow Experience

The Event Experience is your privately branded online destination.

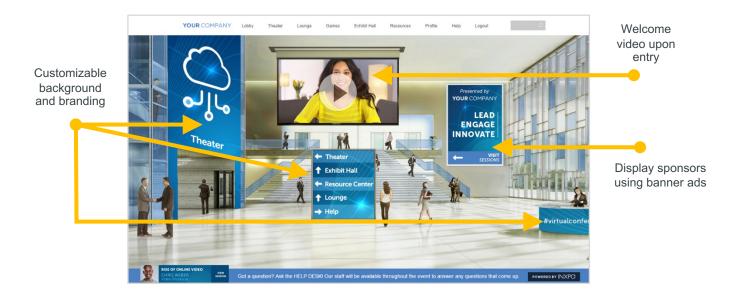
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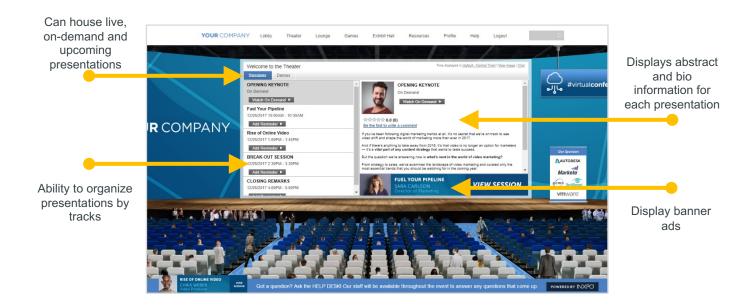
Lobby

The main point of entry, providing simple navigation to key areas.



Theater

Organize event presentations in a single space.





Flexible Presentation Design

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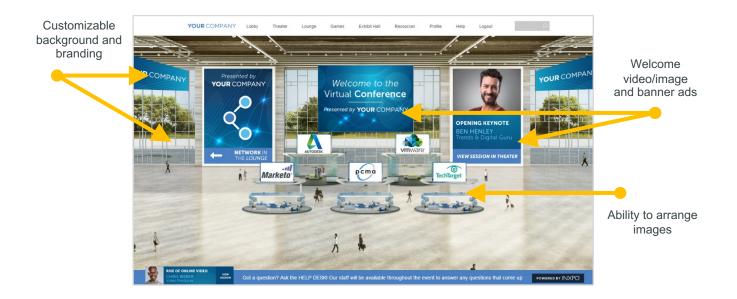
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Exhibit Hall

Showcase your event exhibitors and sponsors.



Sponsor Spaces

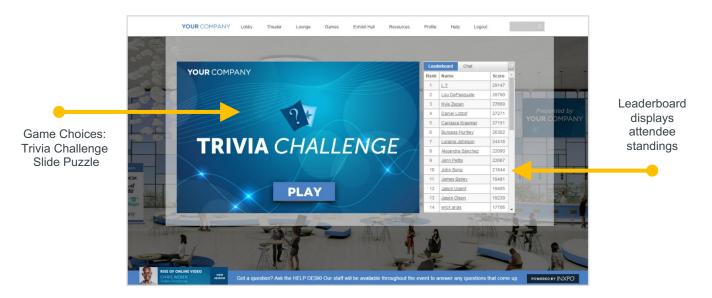
Each sponsor can have a space to showcase content and network with attendees.





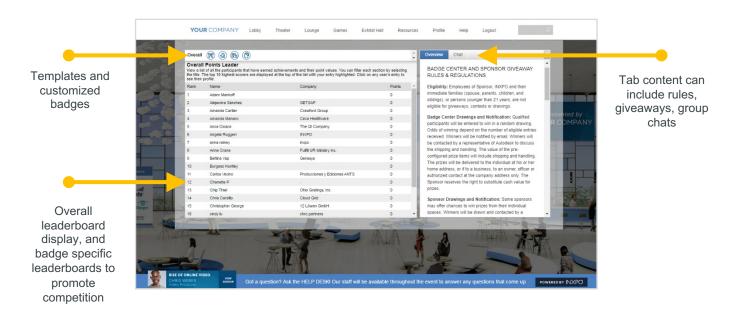
Games

Foster a competitive spirit between attendees contributing to engagement and retention.



Badges

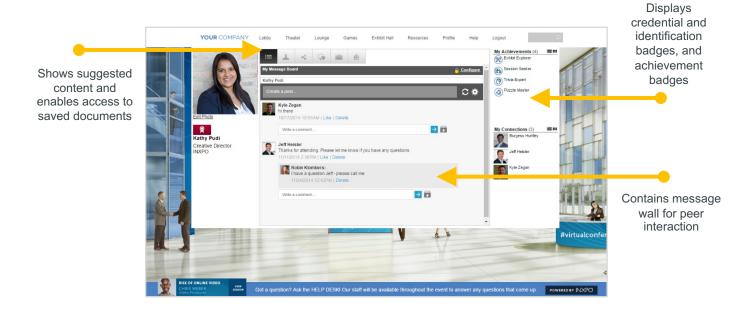
Motivate users to participate in activities, and reward them for engaging.





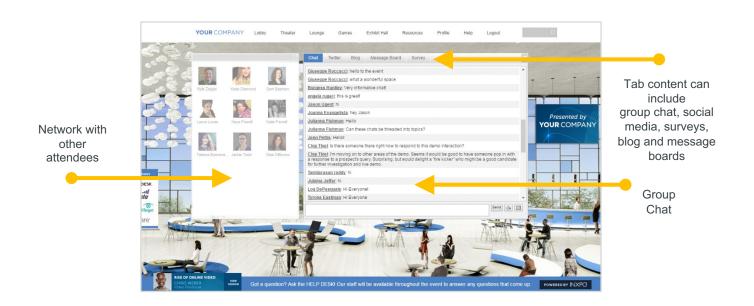
Social Profile

Individual access to personal content and user settings.



Lounge

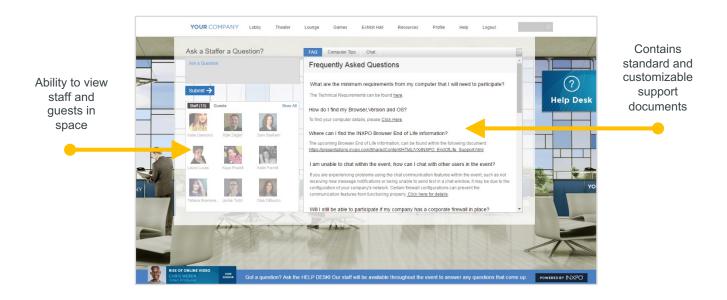
Central area for attendee interaction, networking and community.





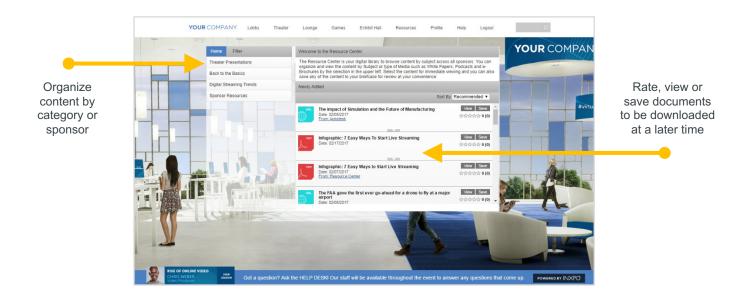
Help Desk

Provide attendees with live technical support during the event.



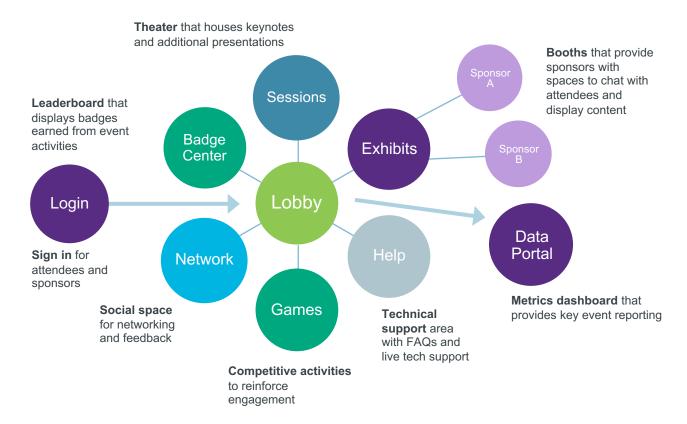
Resource Center

Digital repository to organize event resources by category.





Virtual Event User Journey



Sample Agenda

Digital repository to organize event resources by category.

DAY 1	DAY 2	DAY 3
9:00am – 10:00am	Keynote	Theater
10:00am – 11:00am	Breakout Session I	Theater
11:00am – 12:00pm	Breakout Session II	Theater
1:00pm – 2:00pm	Networking	Lounge
2:00pm – 2:30pm	Trivia Challenge	Game Room
3:00pm – 4:00pm	Expert Panel	Theater
4:00pm – 4:30pm	Day 1 Wrap-Up	Theater



Case Studies & Client Examples

AMI Virtual Meetings Digital Media has partnered with a wide range of clients to deliver successful and powerful event experiences.





Case Study

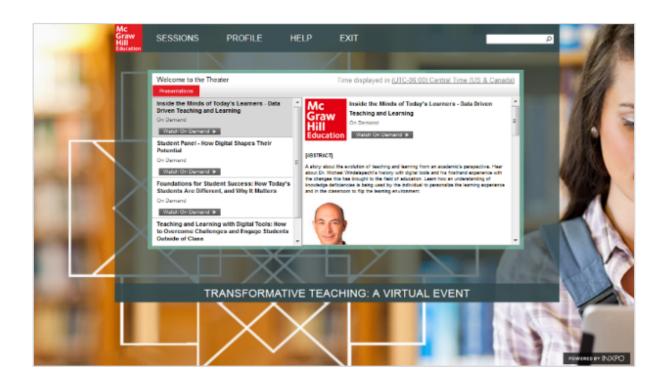
Theater Experience: McGraw Hill

McGraw Hill wanted and event to position themselves as a leader in adapting to new learning technologies. They were also looking to gain insight from their customers as to resource effectiveness. With INXPO's virtual events tools they were able to provide resources, education, engagement and fun in a convenient, free, online environment.

Results

- 3,700 Unique Attendees (nearly 4x Goal)
- 17% Close rate on business from eventgenerating \$6 million of revenue
- 94% of Attendees surveyed would recommend the event







Case Study

Event Experience: Marketo

Marketo's annual, physical conference, is a well-attended, highly engaging event. They needed a way to extend the content, sponsorships and reach of that event to the users who could not attend in person.

With INXPO's event tools they were able to stream live content, provide virtual sponsorships and generate additional revenue.

Results

- · 35+ industry experts streamed live from the conference
- Sponsors generated additional qualified leads that directly increased sales
- 15,000 additional registrants were able to engage in meaningful communications





Case Study

AMI Virtual Meetings Studio Examples

Take advantage of the power of AMI Virtual Meetings Studio for your next tv, event or theater experience.



CNBC Iconic Series: Thought Leadership



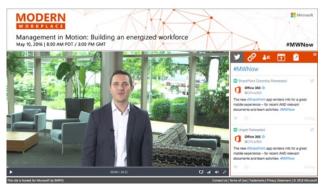
Multi-Sponsor: Industry Panel Discussions



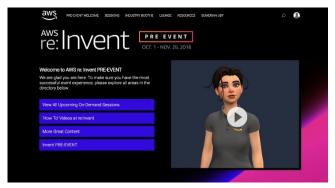
VMWare: Virtual Event



Telestream: Partnership Announcement



Microsoft Modern Workplace: Thought Leadership



Amazon Web Services User Conference: Lead Generation



Services, Setup & Support





Service Packages

Whether you are looking for the white glove treatment or a rinse and repeat approach your team can control we've got you covered.



Managed Service

AMI Virtual Meetings offers full service, white glove support from beginning to end guiding our customers through their entire event lifecycle.



Self Service

Work with AMI Virtual Meetings's team to identify and train presenters and create interactive content tailored for an online audience.

Managed Service Process:



Self Service Process:



Support Services:

Front Line Support

Available during live event or webcast period

Solution Center

Virtual training on digital content creation and delivery

24/7 Support Line

Call or email us anytime to resolve your problem



Strategic Services

Our team of consultants and subject matter experts can complement or train your team so together we deliver upon your program goals. From consulting and strategy, to technical and program management, AMI Virtual Meetings is committed to the quality of your programs and supporting your needs.



Full white glove service & support throughout your entire event lifecycle.



Engagement Strategy

Leverage our content strategy, speaker training and creative consulting services.



Video Production

Take advantage of our live streaming, recording and encoding video capture services.



Marketing Strategy

Work together to create customized communication plans to reach your target audience.



Bandwidth Optimization

Optimize the delivery of your video content behind the firewall.



Data Integrations

Aggregate technologies for seamless data collection and analysis.



Packages & Pricing





AMI Virtual Meetings Virtual Event Packages

Baseline Pricing - Based on project scope a detailed budget will be provided

Virtual Events	Essentials	Expert
500 Attendees	\$7,000	\$12,500
1,000 Attendees	\$9,500	\$19,000
3,000 Attendees	\$15,000	\$28,000
Extra 100 Attendees	\$1,800	\$2,200

Intrado Services and Hours Recommendations

Service	Cost
Front Line Support	\$150 /hour Hourly rate for text-based attendee support within an event.
Project Management	\$175 /hour Essentials: 4 -8 Week Lead Time, 1st Time Customer - 35 hours project management + Live Day Support, Repeat Customer - 15 hours project management + Live Day Support, Additional Weeks - 5 hours/additional week Expert: 10 - 12 Week Lead Time, 1st Time Customer - 75 hours project management + Live Day Support, Repeat Customer - 50 hours project management + Live Day Support, Additional Weeks - 5 hours/additional week
Event Configuration	\$150/hour Essentials: 4 -8 Week Lead Time, 1st Time Customer - 15 hours configuration, Repeat Customer - 10 hours configuration Expert: 10 - 12 Week Lead Time - Virtual Event Expert, 1st Time Customer - 25 hours configuration, Repeat Customer - 25 hours configuration
Technical Consulting Services	\$225 /hour
Creative and Custom Services	\$225 /hour
Training & Onboarding	\$150 /hour
Audio/Video Production	Call to Scope
Onsite Manager – Local	\$2,495 Dedicated Intrado service associate on-site to assist with live event logistics, slide advancement, and video encoding. Associate availability from 3pm (local time) day prior. Local destinations only.
Onsite Manager – All Inclusive	\$4,050 Dedicated Intrado service associate on-site to assist with live event logistics, slide advancement, and video encoding. Associate availability from 3pm (local time) day prior. Any destination, all travel costs included.
Additional Service	Call to Scope



AMI Virtual Meetings Virtual Event Packages

We offer two virtual event experiences to best fit your needs

Product Features	Theater Experience	Event Experience
Standard Registration	✓	✓
Event Themes	✓	✓
Event Spaces (1 of Each Space)	Theater, Resource Center, Help & Profile only	✓
Sponsor Spaces		✓
Email Communications (Registration Conf, Reminders, Post Event)	✓	✓
Messaging (Announcements & Marquees)		✓
Games (1 Trivia & 1 Puzzle)		✓
Badging (Achievement (up to 10), Identification, Credential)		✓
Promotions (Display Ads, Giveaways)	Display Ads Only	✓
Social Media (Content Sharing/Social Login)	✓	✓
Event Features (Chat, Presentation Tracks, Search, Surveys)	✓	✓
Mobile Access	✓	✓
Standard Metrics (Data Portal)	✓	✓

Premium Add-Ons (Available for both experience types) API/Standard SSO Custom SSO Custom Forms Registration Paid Registration Packages Marketing Automation & CRM **Accessibility** Space creation of 508 compliant spaces **Security** Attendee & Sponsor Types Reporting **Custom Reports & Metrics Analysis** Localization 19 offered languages, Google Translate, Bing Translate **Marketing Strategy** Learning Engagement/Gamification **Consulting/Strategy** Phone Support (live day conference bridge) **Live Day Support** War Room (1/2 day, full day, or multi-day options) **Custom Branding Creative Services** Custom Design & Layouts Amplify Custom Spaces **Development** Unsupported VCU's Bitrate Increase Levels **Webcasts** Events with 25+ Webcasts



AMI Virtual Meetings Studio Packages

AMI Virtual Meetings Studio's solutions offer dynamic ways to deliver messages to your employees, customers, investors and the media.

Product Features	Studio Essentials	Studio Expert
HTML 5 Streaming	✓	✓
Delivery: live	✓	✓
Delivery: simulive	✓	✓
Delivery: on demand	✓	✓
Delivery: attendee dial-in (viewers can listen to webcast via phone)	✓	✓
Mobile webcast delivery	✓	✓
Second screen	✓	✓
Video resolution	Up to 360p	Up to 720p
1080p streaming option		✓
Adaptive bitrate streaming	✓	✓
Social streaming/RTMP output		✓
OTT streaming		✓
Stream targeting		✓
MP4 media export	✓	✓
Source: phone audio	✓	✓
Source: webcam	✓	✓
Source: video encoder		✓
Source: video conference unit		✓
Source: fiber or satellite feed		✓
Single source display (switch between presenters)	✓	✓
Multi-source display ("Brady Bunch" mode)		✓
Graphics compositing/lower thirds		✓
Slides: PowerPoint with animation	✓	✓
Slides: pre-recorded video	✓	✓
Slides: polling questions	✓	✓



AMI Virtual Meetings Studio Packages

Choose **Essentials** when delivering flash free, audio and/or video presentations for internal or external audiences. Choose **Expert** when you are ready to create professional TV-style video programs using multiple sources.

Product Features	Studio Essentials	Studio Expert
Slides: screen sharing	✓	✓
Picture-in-picture slides and video		✓
Widget: speaker bio	✓	✓
Widget: abstract	✓	✓
Widget: chapters/agenda	✓	✓
Widget: handouts	✓	✓
Widget: Q&A	✓	✓
Widget: chat	✓	✓
Widget: Twitter	✓	✓
Widget: Yammer	✓	✓
Widget: custom HTML or iframe		✓
Testing and CPE		✓
Exit actions	✓	✓
Webcast branding	Client Logo	Fully Customizable
Webcast layouts	Template Library	Fully Customizable
Emails (registration confirmation, reminder messages, etc.)	Fully Customizable	Fully Customizable
Admin: rehearsal mode	✓	✓
Admin: editing	Trimming, Cue Points	Advanced Editor
Admin: QoE dashboard		✓
Closed captioning (live)	✓	✓
Closed captioning (on demand)	✓	✓
Registration pages	Template Library	Fully Customizable
SSO (SAML, ADFS)	✓	✓
Marketing automation and CRM integration	✓	V
Slides: polling questions	✓	✓
Access to platform APIs	✓	✓

Notes



- 1. Use of the attendee dial-in option for audio will incur additional cost for telco services.
- 2. 1080p streaming is available for full service and hybrid service applications only.
- OTT streaming and stream targeting are custom features. They do not include self-service options and may incur additional cost.
- 4. Signal acquisition from a satellite or fiber feed requires third-party assistance, which will incur additional costs.
- 5. Polling questions and slide animations are not available when using picture-in-picture mode.
- 6. Custom HTML and iframe widgets are not compatible with the mobile (tablet and phone) experience. When used, custom HTML or iframe widgets will be omitted for mobile users.
- 7. Closed captioning for live webcasts is supported using a third-party widget that is not compatible with the mobile (tablet and phone) experience. When used, custom HTML or iframe widgets will be omitted for mobile users.
- 8. Both live and on demand captioning require the use of third-party services, which will incur additional costs.
- 9. The initial configuration of SSO, marketing automation and CRM integration require custom scoping and setup by an AMI Virtual Meetings specialist. This one-time setup may incur additional costs.



About Us

At AMI, we are passionate about Meeting Connections that change lives. For nearly two decades, we have helped our clients achieve their business goals, amplify their organization's brand and stand apart by providing meeting strategies and services worldwide; delivering exceptional custom experiences in over 60 countries.

We deliver with:

Creative, Innovative Thinking

Our talented creative team brings your vision to life for a meeting experience that is beyond your imagination.

Professional, Active, Planning and Direction

Our global network of expert meeting planners, onsite directors and technology professionals, work across industries, geographies and event types, planning for the unexpected and covering details no one else can.

Cutting-edge Technologies

We power your meeting experiences—virtual and live—with turnkey or custom-built technology solutions and expertise that meet your needs.

Contact

Virtual@AmericanMeetings.com

(866) 337-7799 Ext. 8877