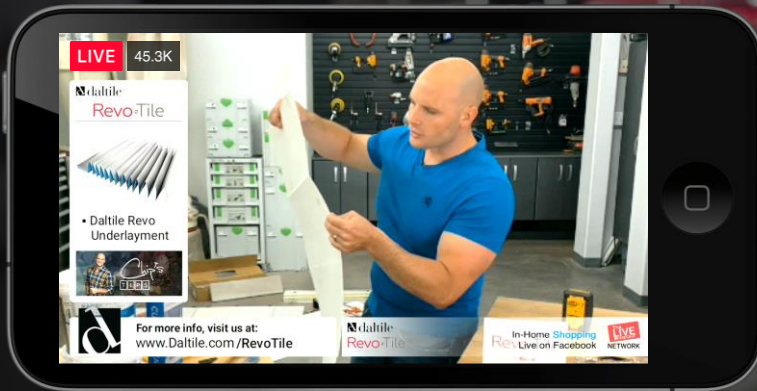


Host Your Event On

Sell Products and Drive Traffic, Live



Amazing Results
122K people reached
45K video views
8.5K url clicks

Trade Shows Have Gone Virtual

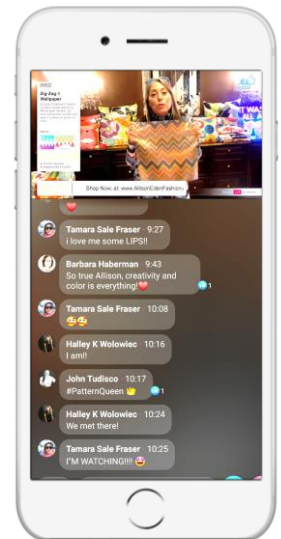
Live Streamed Segments To Replicate Trade Show Engagement



Product Pitch Segments

These segments are designed to replicate a trade show experience, with new product announcements, feature and benefits explanations, and information about inventory levels, sourcing and specification information.

Attendee Networking



Multiple Location Segments

These segments are designed to provide context to product offerings, by allowing multiple people streamed from factory settings to help explain product manufacturing or process information.



“How To” Demonstration Segments

These segments are designed to replicate a Live Demo, seen at trade shows and events. These allow the company to provide detailed information about the installations or use of their products.

LIVE Comments

People attend trade shows and events to discover products and to network with each other. Social media comments have proven to provide a similar social engagement.



Panel Discussion Segments

These segments are designed to replicate the panel discussion format found at trade shows. Allowing multiple companies to sponsor discussions about industry news, trends and information.

With Facebook Live Trade Shows, would be attendees are able to network amongst each other.

Sells Still Requires A Live Human Being Presenting Product

Gain greater product conversion when you combine multiple segments

White Labeled Events

- Your Live Event
- Our Live Production
- Exhibitors Sales

Event Organizers

This Is Your Event, We Just Make It Virtual

Whether you are looking to take your event virtual because of social distancing, or you want to create a value add for your exhibitors, going virtual is the answer.

Now, “Virtual” has been the buzz word for quite awhile. But what are exhibitors and attendees expecting? They want engagement and sales. Simple.

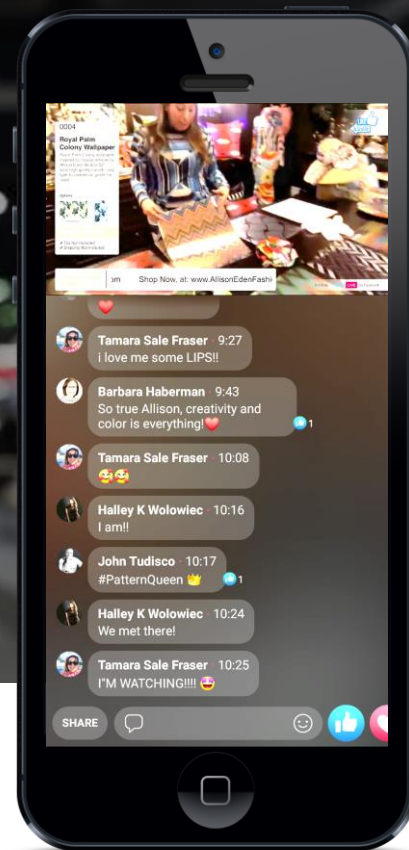
We’ve all heard of Matterport and Virtual Reality (VR) options.

The problem with Matterport...There’s no “urgency”. If you (personally) could view something 24/7, when will you actually get around to watching?

With VR, I think we all realize by now that video games and trade shows are not the same thing. It’s not about creating a virtual “environment”. It’s about engagement, learning and sales.

Struggling with pricing?

The LBN FB LIVE Events offer an equivalent to “booth rental space”, sponsorships and media ad buys. Giving you the ability to generate revenue comparable to an actual event.



Why Facebook LIVE?

Facebook LIVE is the only platform that provides:

- Event Posts (to drive traffic)
- Live Streaming
- Active URL links (so people can purchase products)
- Live Comments (so people can engage with sales reps and each other)
- Boosting (so you can reach larger audiences)
- Permanent Video Content
- Great Engagement Analytics

By partnering with The LBN, we take a backseat to your show. We are simply here to help you create an amazing event.

In either case, The LBN is ready and able to partner with you to create a Facebook Live Event as a temporary replacement to your live event, or as an on-going feature to your real event.

We look forward to working with you!



Joseph Haecker
On-air host + CEO + Founder

What Does A Facebook Live Event Look Like?

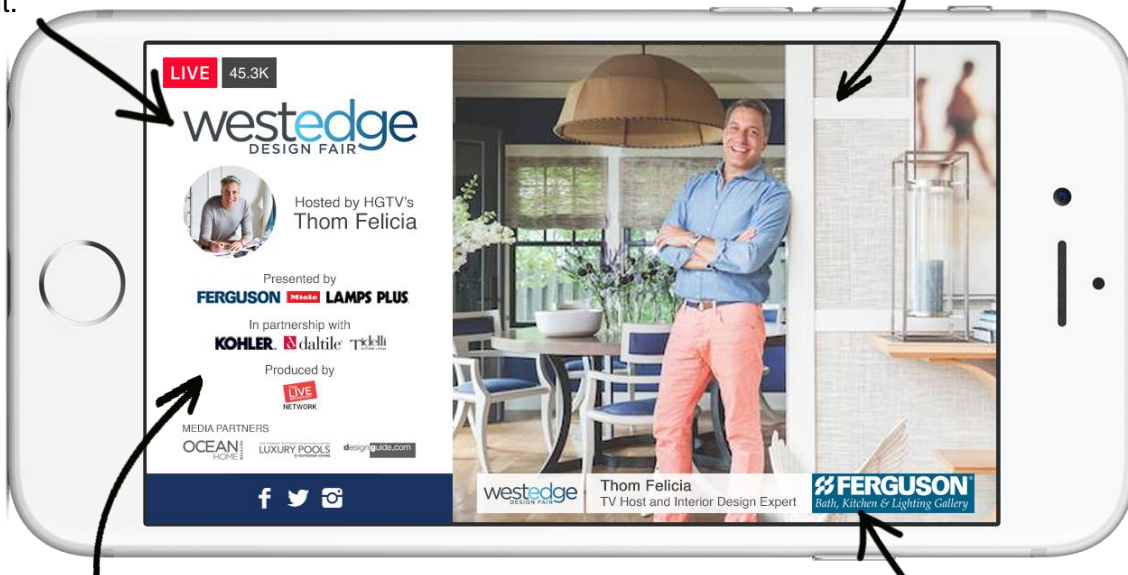


On-Air Show Host

With a broadcast of this style, it would be beneficial to have a host to guide viewers through each of the segments, to provide introductions and an overall timeline for the branding of the broadcasted event.

Branded Event

As with any Event, your branding would be front and center. In this example, it is clear that this is the WestEdge Design Fair event.



Sponsorship/Revenue

The ability for sponsors to have a variety of ways to showcase their brands and products is an important aspect to revenue generation. With a FB Live Event, there are multiple opportunities for revenue generation, such as:

- Logo placement
- Animated Lower 3rds ad placement
- “Brought To You By” Logos and Voice Overs
- 10-30 second video commercials

Animated Lower 3rds

Animated Lower Thirds, logo placement and video ads, provide a unique and valued advertisement opportunity.

Video Commercials



Logo & Voice Over



How Can Exhibitors Sell Product?

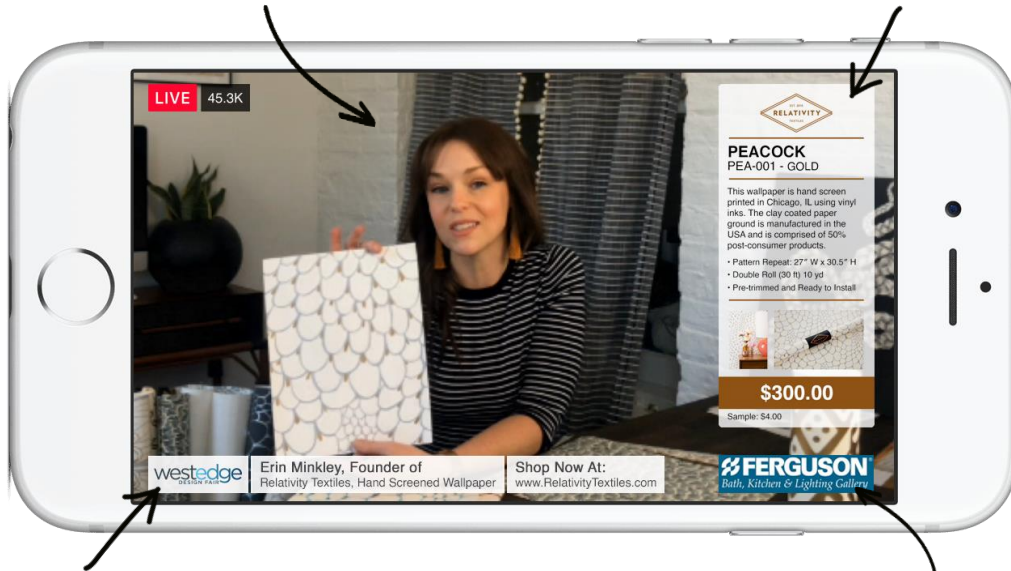
Pitch Segments

Product Presentation

Replicating the ability to communicate information about product, supplies, inventory, benefits and sales rep info, the product presentation is what no other virtual platform can replace.

Product Details

The Product Details graphic is a great way to provide context and a deliberate call-to-action for customers, in order to sell products during the broadcast.



Event Branding

Logo placement and animated content to remind viewers that they are watching your Branded Event.

Animated Lower 3rds

Again, providing paid sponsors the ability to promote their brand during all segments of the broadcast.

Video Cutaways/Overlays

Video Cutaways and Overlays provide better context and branding opportunities for better product/segment story telling.



Event Branding

Logo placement and animated content to remind viewers that they are watching your Branded Event.

Celebrity Presentations

Brands can feature celebrity design and product experts, to add a high level of presentation for their brand.

Branded Segments

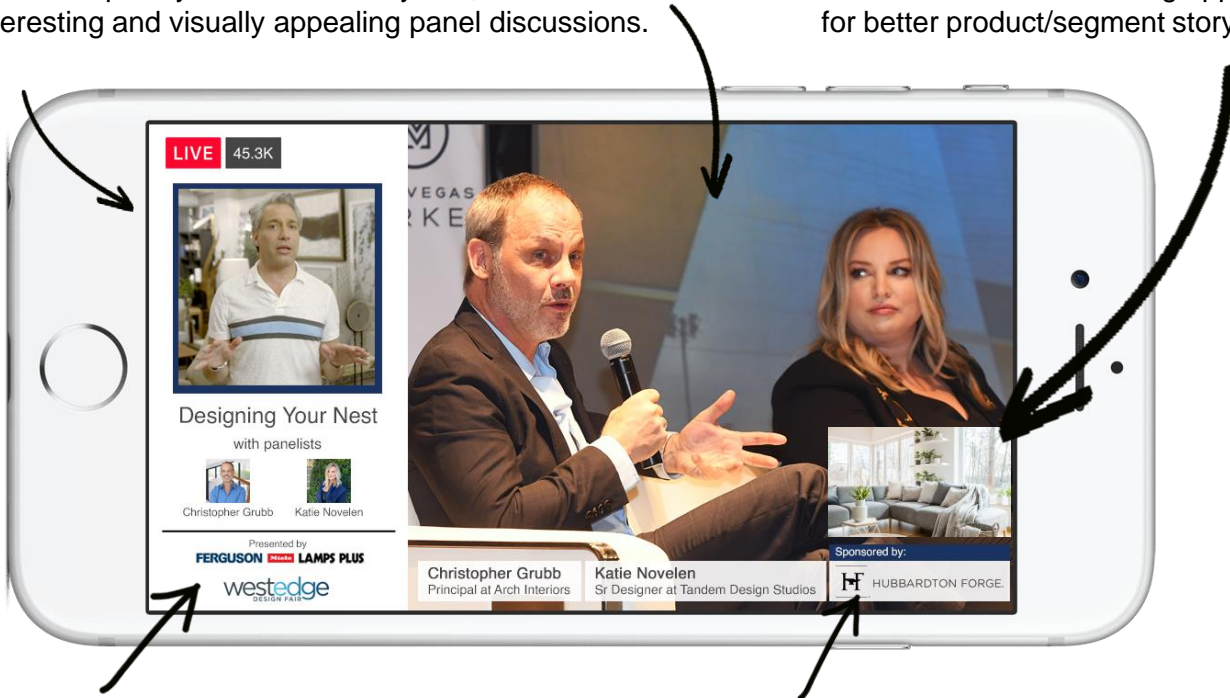
Panel Discussions, Done Better

Remote Panelists

Unlike other video conferencing programs, The LBN offers completely customizable layouts, for more interesting and visually appealing panel discussions.

Video Cutaways/Overlays

Video Cutaways and Overlays provide better context and branding opportunities for better product/segment story telling.



Event Branding

Provides your sponsors with a valuable return on their investment.

Animated Lower 3rds

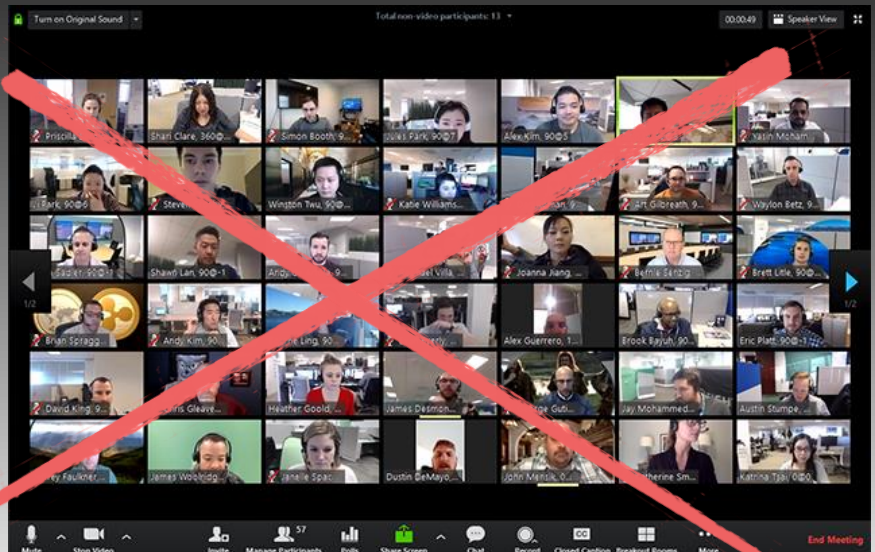
Animated Lower Thirds, provides an elevated presentation in order to create multiple levels of perceived value.

Not Another Zoom Panel...

This Has Run Its Course

Zoom was meant for sales conference calls. Not for hosting professional and branded panel discussions. How you present your brand matters. So why take a short cut with your branding now?

Elevate your panel discussion with The LBN.



Remote Videography

Every Aspect Of The Event Is Remote

Using remote video production software, professional Live video editors and graphic designers, The Live Broadcast Network is able to handle all of the videography remote. So that we can remove any need for travel, hotels, live film crews and costly production overhead.

Then we stream the content through the cloud and onto Facebook, which is then distributed through Facebook Live Cross Posting to all the Event Sponsor's business pages to reach the maximum number of Live Viewers.

Then, we boost the content with Facebook Advertising to grow viewership numbers well into the millions.

It makes you wonder...Why didn't I think of that.



Who Gets The Content?

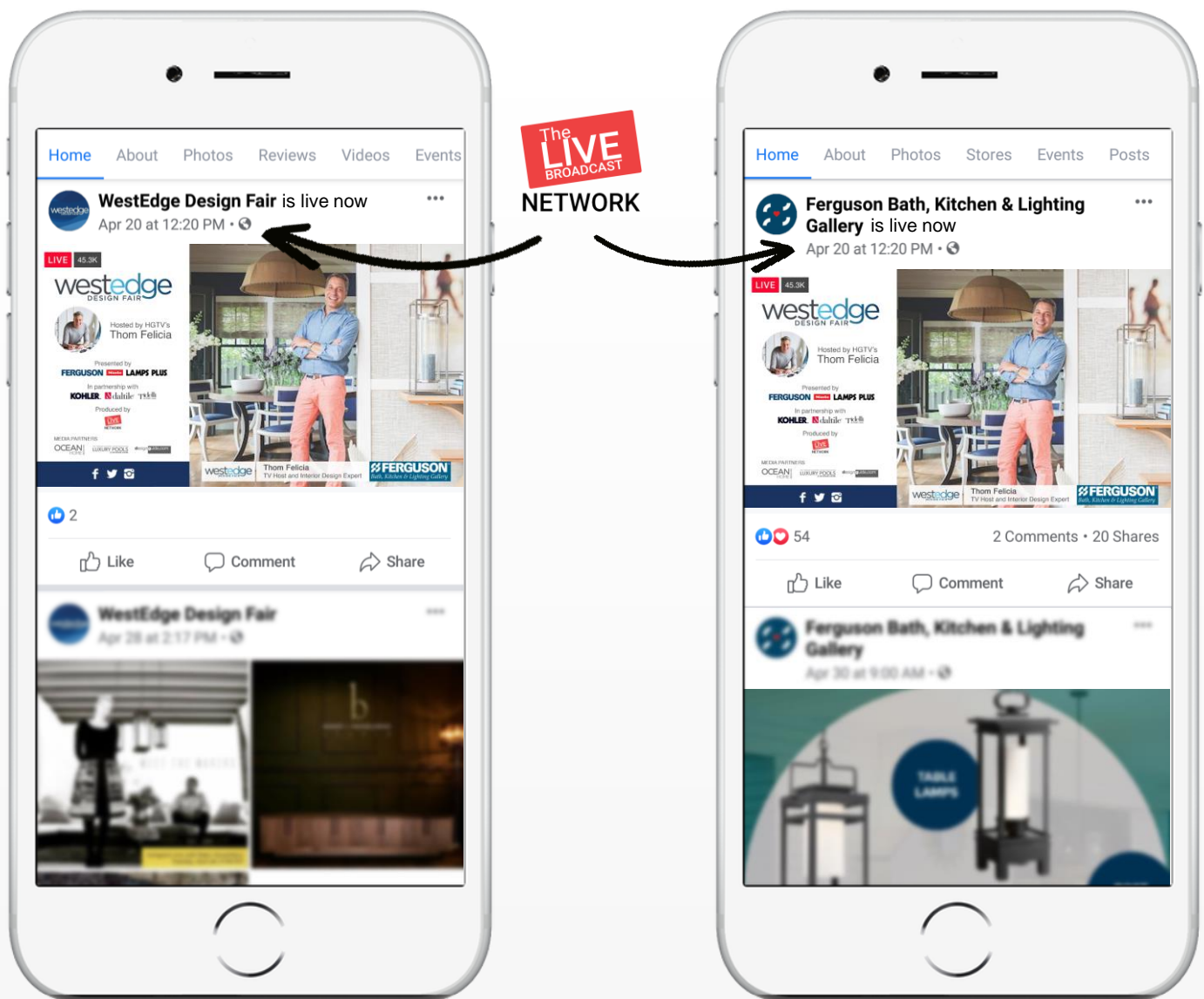
Facebook Cross Posting

In May of 2019, Facebook launched “Crosspost”. In very simple terms, this allows companies to simulcast their videos across multiple partner business pages.

Which means, when we stream your event, the video can stream directly from your page, as well as all of your sponsor’s pages.

This is golden for maximizing your viewership and marketing your event through all of your sponsors pages and followers.

So, who gets the content? You “and” your brands!



Facebook Crosspost



How Does This Make Money?

Sponsorship/Advertising Revenues

As with any trade show or event, there are multiple streams of revenue, based on the square footage of booth space and ad spend. Obviously, the greater the brand awareness, the greater the ad spend.

The same is true for a Facebook Live Virtual Event.

Exhibitors pay more for a greater results. And sponsors also, pay more for better positioning and awareness.



Um, We Sell Ads

Traditional Trade Show

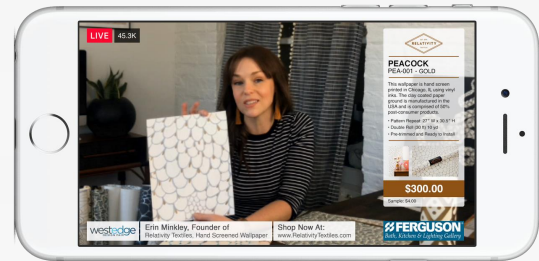


\$44 sqft – 8' X 8' = \$2,816

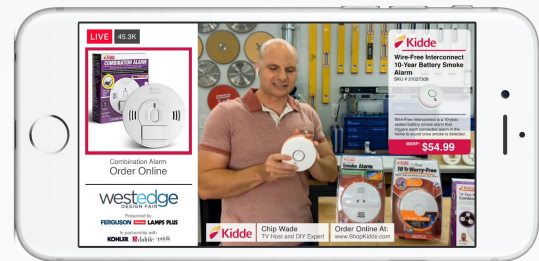


\$44 sqft – 20' X 20' = \$17,600

Facebook LIVE Event



Pitch Segment = \$2,500



Branded Segment = \$10,000

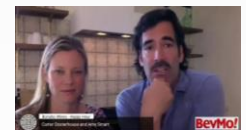
Note: Brands can purchase multiple segments

3rd Tier Ads = \$5,000

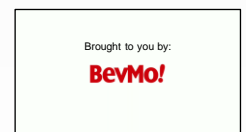
2nd Tier Ads = \$10,000

1st Tier Ads = \$25,000+

**Lower 3rds
\$2,500**



**Voice Over
\$7,500**



**Video Ads
\$12,000**

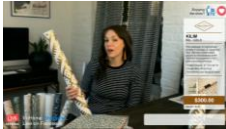


Note: Brands can purchase multiple ads

Rates and Opportunities

Exhibitor Packages

Pitch Segments
Trade Show Booth Style



\$2,500.00

Exhibitor Package

Pitch Segments replicate the trade show booth experience. Giving brands the ability to present new products and unique selling features. A great trade show booth alternative.

INCLUDES:
Pre-Recorded Episodes:
Remote Videography - All episodes are filmed remote and include up to 1/2-hour of remote filming

Video Editing - Minimum video editing and transitions

5-Product Feature - Allows you to feature up to 5 items and up to 4 color options

Product Graphic - Allows the company to display information to support the 5-Products featured in the episode

Contact Banner - Displays a scrolling banner of contact information (website, phone or email)

Logo Display - Displays a scrolling banner of contact information (website, phone or email)

Event Post:
Branded Event Post - A custom graphic posted to Facebook Events and shared to Instagram and LinkedIn

\$100.00 Boosted Event Post - Boosted Event Post ensures that the maximum audience notified of your upcoming broadcast

LIVE Broadcast/Distribution:
Live Stream - Up to a 1/2-Hour episode, Live Streamed on Facebook at a pre-scheduled time slot


\$150.00 Boosted Post - Allows your video to be seen by a larger number of viewers through paid advertising over a 7-day period following the Live broadcast \$2,500

\$2,500.00

PAY NOW

MOST POPULAR

Branded Seg
Big Brands



\$10,000.00

Big Brands Exhibitor Plan

Branded Segments are great for larger brands who value a higher level of recognition and product awareness. Great for celebrity and brand ambassador presentations.

INCLUDES:
Pre-Recorded Episodes:
Remote Videography - All episodes are filmed remote and include up to 45 minutes of remote filming

Video Editing - Video editing, transitions and branded video clips (intros, outros and stock video)

5-Product Feature - Allows you to feature up to 5 items and up to 4 color options

Product Graphic - Allows the company to display information to support the 5-Products featured in the episode

Photo Overlay(s) - Allows the company to display full screen images to support the on-screen narrative

Contact Banner - Displays a scrolling banner of contact information (website, phone or email)

Logo Display - Displays a scrolling banner of contact information (website, phone or email)

Event Post:
Branded Event Post - A custom graphic posted to Facebook Events and shared to Instagram and LinkedIn

\$150.00 Boosted Event Post - Boosted Event Post ensures that the maximum audience notified of your upcoming broadcast

LIVE Broadcast/Distribution:
Live Stream - Up to a 1/2-Hour episode, Live Streamed on Facebook at a pre-scheduled time slot


\$200.00 Boosted Post - Allows your video to be seen by a larger number of viewers through paid advertising over a 7-day period following the Live broadcast \$5,000.

\$7,500.00

PAY NOW

Sponsorship Packages

Lower 3rds
Entry Level Sponsor



\$2,500.00

Basic Ads Plan

Lower 3rds sponsorship is perfect for brands seeking to build brand recognition and awareness. Through logo placement, brands benefit from the cross-marketing viewership.

INCLUDES:
Brand Logos:
Logo - Company logos must be supplied in png file format suitable for light and dark background applications.

2-Submissions Per Block - You can submit up to 2 Logos, to be included in the 10-Episode Block.

Event Post:
Event Post URL - Your company URL will be included in Event Posts as a clickable link

Event Post Tag - Your company will be tagged in Event Posts

\$150.00 Boosted Event Post - Boosted Event Post ensures that the maximum audience notified of your upcoming broadcast

LIVE Broadcast/Distribution:
Live Stream - Your commercial will air during up to 10, 1/2-Hour episode(s), Live Streamed on Facebook at a pre-scheduled time slot


Post Tag - Your company will be tagged in Live Streamed episodes, within your 10-segment block

\$150.00 Boosted Post - Allows your video to be seen by a larger number of viewers through paid advertising over a 7-day period following the Live broadcast

\$2,500.00

PAY NOW

Voice Over
Mid-Level Sponsor



\$7,500.00

Dark Growth Plan

Voice Over sponsorship is a great way to deliver your brand messaging and establish leadership within your market segment. Viewers are able to both hear and see your messaging.

INCLUDES:
Voice Over with Brand Logo:
Voice Over Scripts - Scripts must meet Facebook content and other FCC guidelines. Ads are subject to approval.

Logo - Company logos must be supplied in png file format suitable for light and dark background applications.

4-Submissions Per Block - You can submit up to 4 Voice Over Scripts, to be included in the 10-Episode Block.

Event Post:
Event Post URL - Your company URL will be included in Event Posts as a clickable link

Event Post Tag - Your company will be tagged in Event Posts

\$150.00 Boosted Event Post - Boosted Event Post ensures that the maximum audience notified of your upcoming broadcast

LIVE Broadcast/Distribution:
Live Stream - Your commercial will air during up to 10, 1/2-Hour episode(s), Live Streamed on Facebook at a pre-scheduled time slot

Post Tag - Your company will be tagged in Live Streamed episodes, within your 10-segment block


\$200.00 Boosted Post - Allows your video to be seen by a larger number of viewers through paid advertising over a 7-day period following the Live broadcast

\$5,000.00

PAY NOW

MOST EXCLUSIVE

30-Sec Video Ad
High Level Sponsor



\$12,000.00

Major Sponsor Plan

30-Second Video Ad Commercials are the best way to deliver your brand message and story directly to your audience base. Ad placement in front of a captive audience is golden.

INCLUDES:
Video Ads:
30-Sec Commercial - You can run an approved 30-second video ad embedded in up to ten show segments. Video ads must meet Facebook content and other FCC guidelines. Ads are subject to review

4-Submissions Per Block - You can submit up to 4 Video Ads, to be included in the 10-Episode Block.

Event Post:
Event Post URL - Your company URL will be included in Event Posts as a clickable link

Event Post Tag - Your company will be tagged in Event Posts

\$150.00 Boosted Event Post - Boosted Event Post ensures that the maximum audience notified of your upcoming broadcast

LIVE Broadcast/Distribution:
Live Stream - Your commercial will air during up to 10, 1/2-Hour episode(s), Live Streamed on Facebook at a pre-scheduled time slot

Post Tag - Your company will be tagged in Live Streamed episodes, within your 10-segment block

\$250.00 Boosted Post - Allows your video to be seen by a larger number of viewers through paid advertising over a 7-day period following the Live broadcast

\$12,000.00

Major Sponsor Plan

MOST EXCLUSIVE

Premiere Video Ad
High Level Sponsor

Major Sponsor Plan

The same as Branded Commercials, but with 8 of 10 segments aired on celebrity hosted shows.

\$20,000.00

Major Sponsor Plan

Contact Us For More Info About Rev Share Opportunities

Regardless of Covid19, virtual events done right was always the answer.

(949) 652-9503