

## Business models and refinancing possibilities of congress recording



### 1. Commercialization of the online conference / online presentations

#### Showcase description

- Single presentation or the whole media catalogue will be offered for sale on one or more websites
- Billing is taken care of simply and conveniently via SlidePresenter

#### Realization

- Presentations will be provided on the congress website
- Interested people can watch online presentation by buying them
- Free preview is available
- Payment via debit or credit card directly on the provider's website
- Long lasting utilization of conference presentations

#### Model calculation

Presentations	Sales per presentation	Price	Subtotal	Price per Channel	Ø - Sales	Subtotal	Total
20	10	29,90 €	5.980 €	399,00 €	15	5.985 €	11.965 €
20	15	19,90 €	5.970 €	299,00 €	20	5.980 €	11.950 €
20	25	14,90 €	7.450 €	199,00 €	30	5.970 €	13.420 €

#### Feature:

This model eliminates the SlidePresenter user fees.  
 SlidePresenter will share the risk with you and only receives a sales commission.



# The new format! Simultaneously present your Online Presentations with Video & PowerPoint

## 2. Sponsored channel

### Showcase description

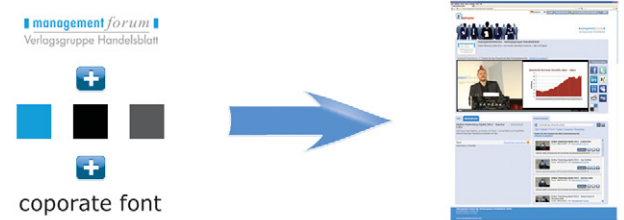
- Own channel with its own domain
- Custom design
- Fully branded by sponsor
- Multiplied (non-exclusive) realization possible

### Realization

- Organizer provides presentations on his online channel
- Channel will be branded
- Sponsor pays
- Long lasting utilization of conference presentations

### Model calculation

Sponsors	Plan	Price	Total
1	Exclusive	25.000 €	25.000 €
3	Non-exclusive	10.000 €	30.000 €
5	Conference splitting	7.500 €	37.500 €



## 3. Couponing

### Showcase description

- Presentations are provided on the congress website
- Coupons with access codes branded by the sponsor
- Elimination of costs for viewing online presentations by using a coupon code
- Several sponsors can purchase coupons (non-exclusive)

### Realization

- Organizer provides media catalogue or a channel on his website
- Assignment of access codes to the sponsors
- Transmission of access code to interested parties by sponsor
- Settlement with the sponsor of coupons (discounted by volume)
- Long lasting utilization of conference presentations

### Model calculation

Sponsors	Number (pieces)	Price	Total
1	2000	9,90 €	19.800 €



## 4. Online-congress for paying sponsors

### Showcase description

- The media catalogue of the conferences' presentations will be embedded in sponsor's website.
- All presentations of the conference are available on sponsors' website
- Interested people will be directed to sponsors' website where the online presentations are made available
- Parts or the whole conference can also be provided (non-exclusively) to more than just one sponsor

### Realization

- Organizer provides online presentations within SP-media catalogue
- Media catalogue can be embedded on sponsors' website by using a widget
- Sponsor pays for the holding of the conference on its website
- Long lasting utilization of conference presentations

### Model calculation

Sponsors	Price	Total
10	7.500 €	75.000 €

