

BREAKING THE BANK

Growing Revenue with Virtual Events
Charles Warner, CEO
Innovative Properties Worldwide



In the next 30 minutes



How we pivoted to being an events company during the pandemic



Brought more value to our magazine



Created opportunities for our clients and new partnerships



Gave us a new area of expertise and new streams of income



Side business sprung from it and new hires



Invigorated team as distribution for magazine was drying up



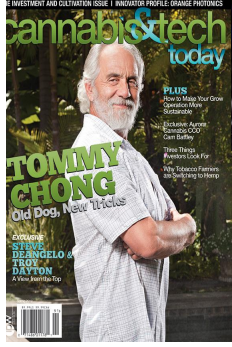
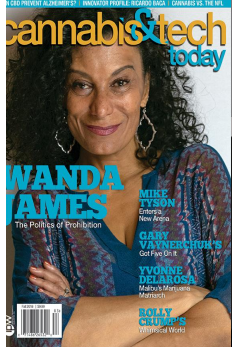
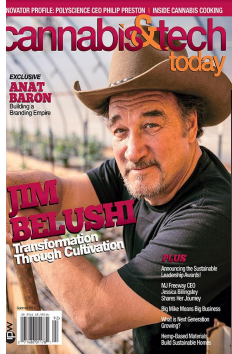
Where do we go now?



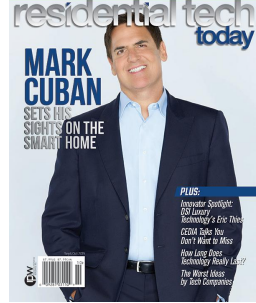
EDUCATION / BUSINESS / ENTERTAINMENT / SUSTAINABILITY / GAMING / WEARABLES / HOME AUTOMATION

innovation & tech today

Media Kit



cannabis & tech today
Media Kit



residential tech today
Media Kit

innovation & tech today
Celebrating 5 Years today

WE WON SOME STUFF TOO



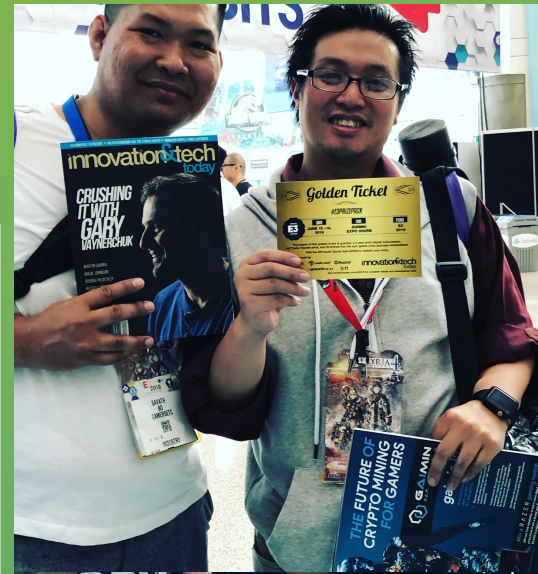
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WE
PARTNERED
WITH OVER
40 DIFFERENT
EVENTS

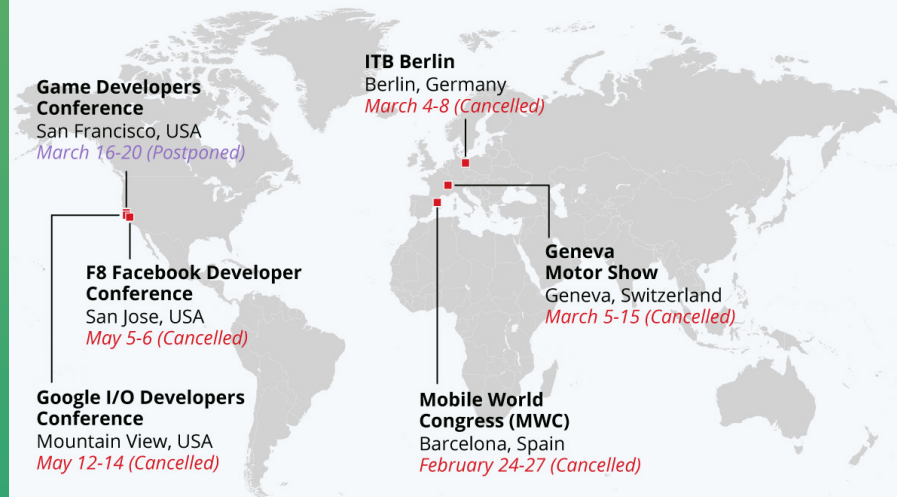


FEB 2020: LIVE EVENTS WERE DONE



Major Events Cancelled Amid Coronavirus Outbreak

Selection of international trade shows/conferences cancelled or postponed due to the coronavirus outbreak*

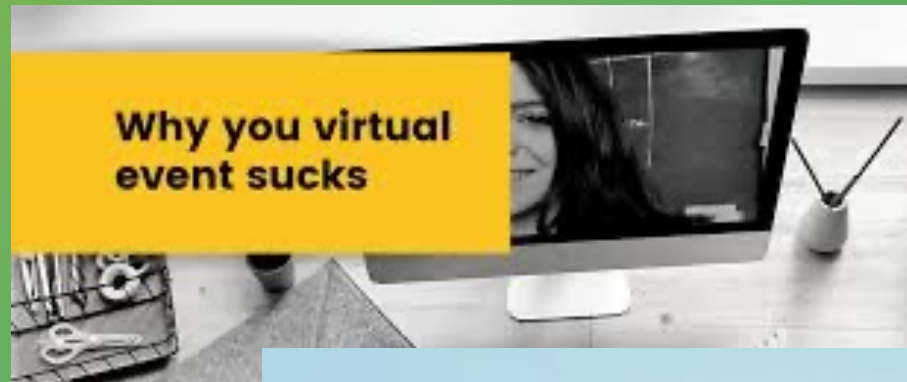


* Latest available information as of March 4, 2020
Sources: Organizers and media reports

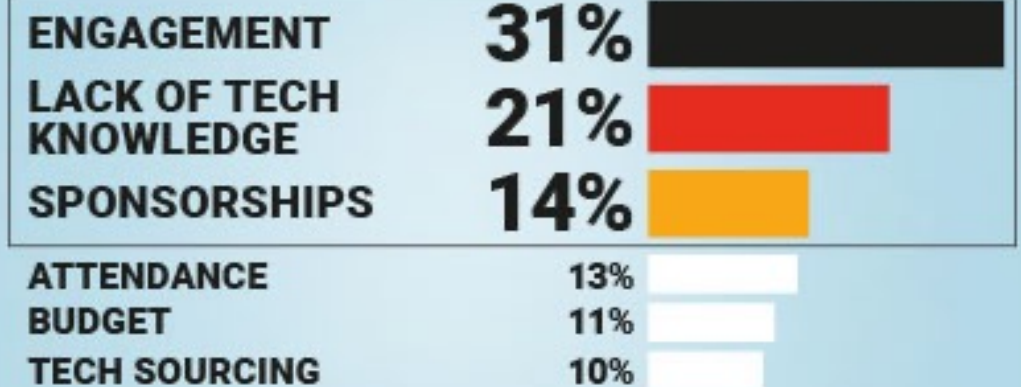


MAR 2020: RISE OF VIRTUAL EVENTS*

*and Lots of Challenges



IN PIVOTING TO VIRTUAL, WHAT IS YOUR BIGGEST CHALLENGE?



SO WE WENT ALL IN...

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[HTTPS://WWW.HYPERFAIR.COM/PRODUCT-AND-USE.PHP](https://www.hyperfair.com/product-and-use.php)



FALL EMERGE WAS BORN



EMERGE Virtual Cannabis Conference

REIMAGINE VIRTUAL EVENTS

THE FUTURE OF CANNABIS & CORPORATE RESPONSIBILITY



36 Sessions Over Two Days • 6 Tracks • 3 Auditoriums
10,000+ Potential Interactions • 50 Exhibitors • Job Fair • Impact Investment Pitch Contest
No Travel Expenses Incurred (Hotels/Food/Booth Shipping) • No Covid Or Masks
Thousands Of Cannabis Decision Makers In Attendance

LAUNCHING SEPTEMBER 8, 2020 — RUNS FOR 90 DAYS

A PORTION OF PROCEEDS WILL BENEFIT

LAST PRISONER PROJECT 

To exhibit, sponsor, or attend; visit emergecanna.com

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EMERGE - BY THE NUMBERS



The first Emerge Virtual Cannabis Conference & Expo received great feedback via social media and word of mouth. Here are a few broad strokes on key figures from the show:

BUSINESS CARDS EXCHANGED

OVER 19,000 BUSINESS CARDS WERE PASSED AMONG ATTENDEES AT THE SHOW

ATTENDEES

OVER 1,600 ATTENDEES MADE FOR ONE OF THE LARGEST VIRTUAL EVENTS IN THE CANNABIS INDUSTRY

TIME SPENT IN EMERGE

THE AVERAGE TIME SPENT ON A VIRTUAL EVENT IS 45 MINUTES. PEOPLE SPENT OVER 2 HOURS IN THE EMERGE PLATFORM

CONVERSATIONS

OVER 9,800 CHATS TOOK PLACE BETWEEN ATTENDEES AND EXHIBITORS OVER THE 3 DAY KICK-OFF PERIOD

EXHIBITORS

90 EXHIBITORS PACKED THE PAVILIONS FROM A MULTITUDE OF CATEGORIES IN OUR INDUSTRY

SESSIONS

40 EDUCATIONAL AND INSPIRING SESSIONS FROM PEOPLE SUCH AS STEVE DEANGELO, WANDA JAMES, JIM BELUSHI, RICKY WILLIAMS, JULIAN MARLEY AND MANY OTHER HIGH PROFILE NAMES



FREE DIGITAL ISSUE
Cannabis & Tech Today
Summer 2020

Open in the ISSUU app, or
download by pressing
[HERE](#)

EMERGE

Emerge Virtual Cannabis Conference - Swag Bag

urban-gro

Urban-Gro
High-Performance Cultivation
Facilities Lead to High-
Performance Plants
Emerge Conference Attendee
Specials: - <https://info.urban-gro.com/emerge-promo>



Natoli Engineering
\$3,000.00 OFF AIM Software
when purchased with Natoli
NP-RD10A press
Code: Big Deal -
<https://natoli.com>



Wylde
Use promo code Take20 for 20%
off your first order -
<https://wyldeanna.com/>



Fritsch Milling and Sizing
Use code "FMS" for free
shipping on new instrument
purchases
(Up to a \$500 value) -
www.extractionsbestbud.com

Virtual
Cannabis
Conference



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VIRTUAL SWAG BAGS

TOPICS COVERED

CANNABIS SALES & MARKETING



Explore creative and engaging marketing techniques designed to drive sales, gather data, and amplify brand identity while maintaining compliance.

CANNABIS BUSINESS STRATEGY



Showcasing the best and brightest in the industry, highlighting innovation, best practices, emerging technology, and insights into the future of the sector.

INTERNATIONAL BUSINESS



Highlighting the latest innovations arising from the global cannabis community, including trends, collaboration opportunities, and pertinent legislative concerns.

CANNABIS SCIENCE & RESEARCH



Leading scientists will share the latest research, advancements, and technology innovating cannabis for the cultivation, business, and health markets.

CANNABIS HEALTH & WELLNESS



Explores the rapidly expanding health & wellness sector, including trends in CBD, medical marijuana, and lifestyle products like edibles, beverages, hemp products & more.

PITCH CONTEST



Select executives, investors, and industry analysts will evaluate each pitch and recommend their top picks for an investment fund pool.

SPONSORSHIPS

benefits comparison

FEATURES	PLATINUM \$15,000	GOLD \$9,500	SILVER \$4,950	BRONZE \$2,950
TICKETS	100	50	25	10
LOGO INCLUSIONS	●	●	●	●
BOOTH LEVEL	PLATINUM	GOLD	SILVER	BRONZE
SOCIAL POSTS	10	5	2	1
PRINT/DIGITAL AD	2 PAGES	1 PAGE	–	–
AD DISCOUNT	●	●	●	●
PODCAST SPONSOR	2 SPONSORSHIPS	1 SPONSORSHIP	–	–
30 SECOND COMMERCIAL	15	8	5	2
PRESENTATION	●	–	–	–
LOGO ON SWAG BAG	●	●	–	–
EMAIL BLAST	4	2	–	–
SWAG INCLUSION	●	●	●	●
MARKETING PACKAGE	●	●	●	●

WE SOLD SIX FIGURES

CELEBRITY HEADLINERS

REVEALED



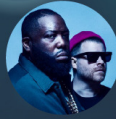
JULIAN MARLEY



DAVID CROSBY



JASON GANN



RUN THE JEWELS



BERNIER



SNOOP DOGG



JIM BELUSHI

THE BIGGEST NAMES IN CANNABIS

CLIO
CANNABIS AWARDS

EMERGECANNA.COM

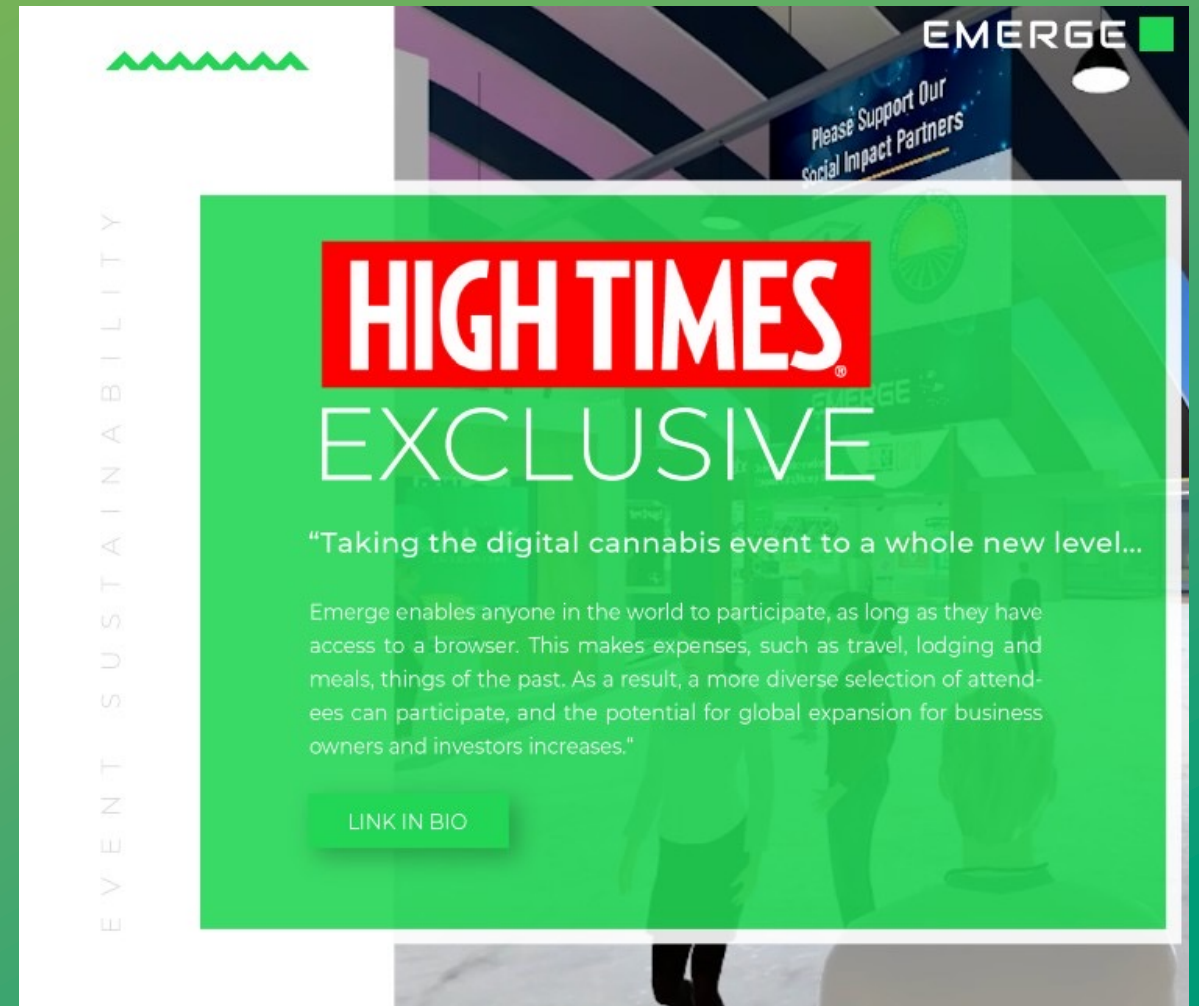
December 15th -17th, 2020

USA CBD EXPO



PEOPLE WERE BUZZING

NATIONAL PRESS



The image is a screenshot of a social media post. At the top right, there is a white plus sign and a white circle. The main content is a green graphic with a white border. On the left side of the graphic, the words "EVENT SUSTAINABILITY" are written vertically in white. The graphic features the "HIGH TIMES" logo in white on a red background, followed by the word "EXCLUSIVE" in white. Below this, a quote reads: "Taking the digital cannabis event to a whole new level...". Underneath the quote is a paragraph of text: "Emerge enables anyone in the world to participate, as long as they have access to a browser. This makes expenses, such as travel, lodging and meals, things of the past. As a result, a more diverse selection of attendees can participate, and the potential for global expansion for business owners and investors increases." At the bottom of the graphic is a green button with the text "LINK IN BIO". The background of the post shows a blurred image of an event with a sign that says "EMERGE" and "Please Support Our Social Impact Partners".

EVENT SUSTAINABILITY

HIGH TIMES
EXCLUSIVE

"Taking the digital cannabis event to a whole new level..."

Emerge enables anyone in the world to participate, as long as they have access to a browser. This makes expenses, such as travel, lodging and meals, things of the past. As a result, a more diverse selection of attendees can participate, and the potential for global expansion for business owners and investors increases."

LINK IN BIO

EMERGE

Please Support Our Social Impact Partners

<https://www.youtube.com/watch?v=m-WEFc0ie0k>

RE-EMERGE AND AWARDS

RE-EMERGE
CANNABIS MARKETING WORKSHOP



RICARDO BACA
CEO & FOUNDER | GRASSLANDS



SHAYDA TORABI
CEO & Co-Founder | RESTART CBD

THE RE-EMERGE CANNABIS MARKETING WORKSHOP IS FREE FOR RETURNING SPRING EMERGE USERS — NEW USERS CAN PURCHASE A TICKET FOR *SUMMER EMERGE '21* TO GAIN INSTANT ACCESS TO THIS SPECIAL EVENT.

TACTICS & TAKEAWAYS
FROM CANNABIS MARKETING LEADERS

TICKETS & INFO
[EMERSECANNA.COM](https://emergecanna.com)

USE PROMO CODE **GRASSLANDS25** TO SAVE 25%

TUESDAY, MAY 18TH



CLIO CANNABIS AWARDS PRESENTS:
A CONVERSATION WITH BERNER AND RUN THE JEWELS ABOUT MUSIC AND CANNABIS

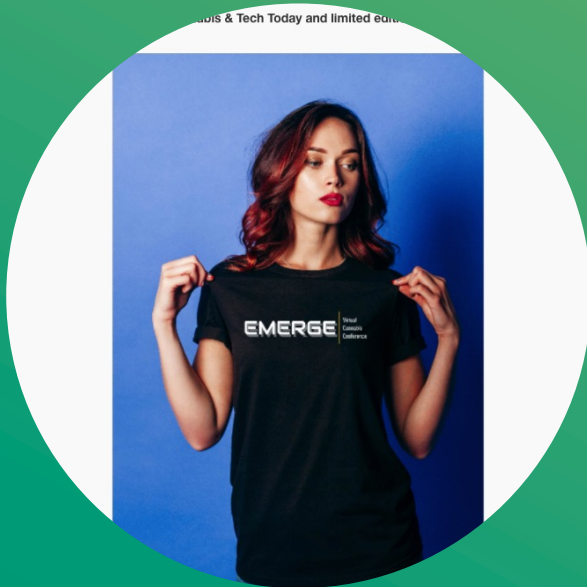
CLIO CANNABIS AWARDS

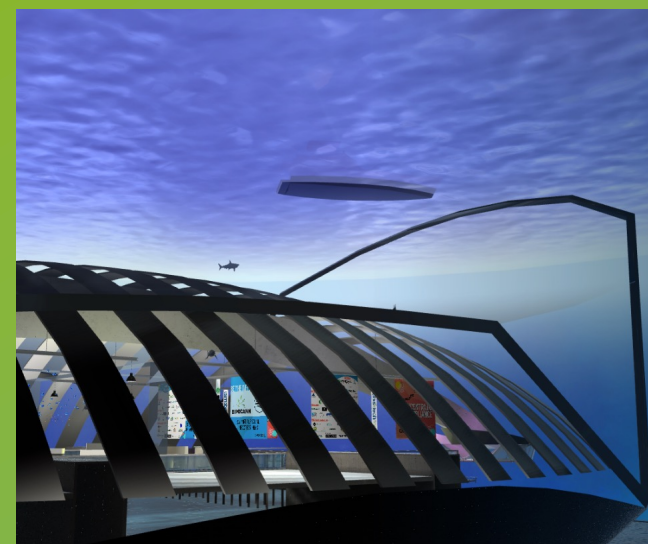
ONLY AT **EMERGE**
#EMERGEVCC

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MERCH AND PLATFORM RENTAL





Key Points

- The platform matters
- Content is king
- Tie in with magazine
- Revenue from tickets, sponsors, other events renting out space, merch
- Events are hard
- Check your tech / expect issues
- Resell platform and consult
- Coach up sponsors and attendees
- Strengthen partnerships
- Marketing is key

Welcome to your Dashboard, Shane!

You must log in, using your Emerge event login and password, to access your Emerge Dashboard, Content and Events.

[Log In Now](#) | [How It Works](#) | [Get Access](#) | [Need Help?](#) | [VIDEO: How To Use The Virtual Platform](#)

Enter the Emerge Virtual Event

Summer 2021

Event	Dates	Content Vault Access
Emerge Premier Access Pass-Summer 2021	06/22/2021 to 06/24/2021	Access Content Vault valid until 04/15/2071

Past Events

Event	Dates	Content Vault Access
Emerge Plus Access-Spring 2021	03/30/2021 to 04/01/2021	Access Content Vault valid until 04/15/2071
Full 90-Day Access Pass Winter 2020	12/15/2020 to 12/17/2020	Access Content Vault valid until 04/15/2071
Fall 2020 Event Access	09/08/2020 to 09/09/2020	Access Content Vault valid until 04/15/2071
Emerge Premier Access Pass-Summer 2021	06/22/2021 to 06/24/2021	Access Content Vault valid until 04/15/2071

PROFITABLE & SUSTAINABLE

HOW CAN YOU TAKE ADVANTAGE?



Virtual Events

considering the incredible benefits virtual events have to offer, it's safe to say that virtual events are here to stay.

What is it all about?

Simply put, a virtual event is one which is held online and enables people to conveniently attend the same without having to be physically present at the location.

But that's not it.

Virtual events today go above and beyond the regular Zoom call, providing immense advantages to event and field marketers by driving sales pipeline, offering actionable insights post event, easing the process of collecting feedback and so much more.

But what events?

80%

of people join virtual events for educational purposes. The next biggest reason for joining virtual events is networking.

67%

of businesses use virtual events complementary to in-person events.



90%

of virtual event organizers use surveys to measure attendee satisfaction.

55%

of virtual event organizers plan to invest more in virtual events in 2021.

source: <https://www.marketcalls.com/blog/virtual-event-statistics/>

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THANK YOU!

Get in touch: cwarner@goipw.com