

# **BUSINESS EVENT SERVICES PROPOSITION**

**PRESENTED BY:**

**BUSINESS EVENT™**

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# **BUSINESS EVENT SERVICES**

Business Event Services are designed to provide services and information resources to hotels' convention services, convention services centers, event planners, and businesses that want to host a business event.

The services and products that the Business Event Convention Services provides include:

- Business-event website
- Online business-event planning and management system.
- Event news/information coverage
- Event marketing and promotion services
- Convention and conference services
- Business-event trade show services

## ***Business-Event News & Information***

This business-event service includes coverage of news and information for various conferences and business-event activities taking place at convention centers and other locations.

Business-event online news and information are geared toward supporting convention centers, convention services and business-event activities at convention centers.

Online coverage of convention centers, services and business events includes news, information, editorial review and press releases related to business events and activities.

## ***Advertising & Promotions***

Business-event news, information and event services support websites, offers advertising and advertising services to business clients that are hosting events, and helps event sites advertise events' locations, activities and services.

## ***Business-Event Services Offered to Business Clients***

Business-event services are offered to clients as a fee-paid service to business-event clients and as a no-fee service to convention centers, convention services providers, business-event planners and business-event hosts.

## ***Vendor Partnership Program***

Business-event services are provided to convention centers and event clients through a vendor service program and through a business partner relationship.

The business-event vendor partnership program supports event-services providers and event-hosting sites such as hotels and convention centers that provide event facilities, convention services providers that assist entities that want to host events, or businesses that are planning events.

The vendor partnership program offers a variety of services to support the convention services that event planners provide their clients as well as services that directly support event planners.

## ***Vendor Program Benefits***

Business events offer new business opportunities and financial benefits in terms of the revenue generated. The revenue generated from services to clients can become an additional source of revenue or a new revenue source to convention centers.

In addition to the financial benefits, news and information coverage will help to highlight activities and events of clients as well as services that event sites are providing.

## ***Business Event Vendor Services Package***

This package, which is available to event planners and convention-center clients, includes the following:

- Event Public Relations Services
- Event Marketing
- Event Promotion and Advertising
- Event News and Information Coverage
- Event Webcast services
- Business-Event Production Services

*We provide variety of services to your convention center, your center events clients, conventions, trade shows, business meetings, and business events planners. Our list of services includes:*

## **Events Services**

### **Marketing & Promotions**

- Events show promotions and advertising
- Event center's client's events posting and promotions
- Editorial and advertising coverage
- Event center show promotions and advertising
- Events exhibitors advertising and promotion
- Events editorial advertisement coverage
- Convention centers', hotels' & resorts' events news and events live web casting updates
- Event client promotions, advertising and public relation support
- Event centers client's events posting and promotions

### **EventConference services**

- Audio/video services
- Decoration services
- Trade shows/ exhibitions services
- Show/exhibition floor booth display
- Lighting services
- Concierge services
- Convention planning
- Advertising, PR, and marketing
- Media buying
- Media production
- Photography
- Graphic designs
- Printing services

### **Event Production Services**

- Event production
- Theme development
- Graphic production
- General section stages
- Audio-visual services
- Custom exhibit solution
- Program management

### **Event Marketing**

- My Event shows promotions and advertising
- Exhibitor's shows advertising and promotions
- Editorial coverage, PR, advertisements, and promotion
- My Business show display and promotion & advertising

### **Concierge Services**

- Business events concierge
- Events attendee's concierge services

### **PSstar Business Event Trade Show**

- About business events trade show
- Multimedia display exhibition
- Booths setup display exhibition
- Trade show registration

