



2008 Viodi Sponsorship Opportunities

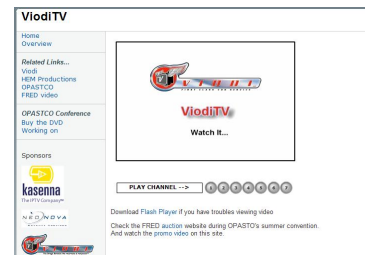
Viodi is, “The Bridge between the Heartland and Hollywood.” In this role, Viodi is the thought-leader when it comes to helping independent telcos create content that is unique to their community. Through its online newsletter, workshops and video production, Viodi has a number of unique promotional opportunities for suppliers wishing to reach independent telcos. The following are brief overviews of some of the programs Viodi has planned for 2008. To some extent, any of these can be customized to meet particular needs and objectives.

Viodi View Online Newsletter

The Viodi View is Viodi’s flagship for communicating to independent telcos. With a distribution of over 3,500 people, the Viodi View focuses on topics of interest to independent telcos. Text ads, as well as horizontal and vertical banner ads are available. Both an email version of the newsletter is created along with a companion web site at www.viodi.com. The 2008 publication schedule can be found at www.viodi.com/vv.

ViodiTV

[ViodiTV](http://www.viodi.com/vv) is a convention/conference-specific information/entertainment channel that plays on a channel within the host hotel. It also lives simultaneously on the Viodi.tv web site. This channel includes multiple ways to maximize the value of exhibiting at leading industry conventions and provide a unique way for suppliers to get their message in front of the decision-makers. Conferences Viodi covered in 2007 include OPASTCO, NTCA and RICA.



Content Pavilion Awards (aka ICE Awards)



The 1st Annual [Content Pavilion Awards](http://www.viodi.com/vv) was held in conjunction with US Telecom’s TelecomNEXT tradeshow in March, 2006. This award contest was well received by independent telcos, particularly the winners. With the growth of local content production, these awards are expected to have increased importance and value. Sponsors of these awards will be well regarded as supporters of the industry and independent telcos. Viodi is currently in discussions with several independent telco trade associations to co-produce its ICE Awards in conjunction with the trade associations’ conventions.



Local Content Workshops

The [Local Content Workshop](#) is where telcos come to learn and share ideas regarding the all topic of local content. Typically held at Independent Telco's facilities, the Local Content Workshop is a great way for a sponsor to inexpensively get quality time with prospects and customers. In 2008, Viodi plans on producing at least six of these workshops around the country.



DVD & CD Sponsorships



Viodi captures a variety of content from conferences, such as NTCA's events, to interviews with industry leaders. Viodi regularly packages this content into CD, DVD and online formats for distribution to independent telcos. There are multiple sponsorship opportunities associated with these productions including; banner advertisements, logo placement and sponsors' product literature.

Video Creative

Viodi has produced various advertisements/commercials for clients for various uses. One of the strengths of Viodi is to be able to use its knowledge of the industry to help suppliers create video advertisements that independent telcos want to watch. These videos range from fun to view animations to interview style videos.



Specialty Marketing and Consulting

Viodi can provide consulting services, including assistance with user group meetings, market research and identification and introduction to potential customers. Viodi's database includes contact information for General Managers, Marketing and/or Engineering personnel for virtually every U.S. independent telco. This database identifies where telcos are in regards to their video rollout.

Within the constraints of Viodi's privacy policy, Viodi will send emails or mailings on its client's behalf. Additionally, Viodi create customized print newsletters that leverage the Viodi View articles and brand that suppliers can use to communicate to the independent telco community.



ViodiTV & Viodi View Potential Sponsorship Events – 1st Half 2008

Event	Date	Coverage	Comments
CES	1/6-1/10	Viodi View	Not many telcos go to this event, so coverage should be of great interest.
NTCA Wireless	1/7-1/9	ViodiTV	This draws about 250 people from telcos. These people are generally the same people who are decision makers or influencers regarding IPTV and Web.
OPASTCO Winter	1/13-1/16	ViodiTV in the Hotel	The GMs of the privately owned independent telcos go to this event. Ken will be speaking here.
ACA		ViodiTV in the Hotel	Are in discussions with the ACA
NATPE	1/29	Viodi View	Excellent conference for anyone interested in content. Viodi has covered this for several years.
NTCA Convention	2/10-2/13	Viodi View	Have provided ViodiTV coverage within the hotel at this event in the past .
Local Content Wkshp	Early Feb	ViodiTV	This is a potential for either LA or AR and could be in conjunction or near the time of NTCA.
Local Content Wkshp	2/26	ViodiTV	This is a potential workshop in Washington State. Several telcos have expressed an interest. We have a location.
MTA	3/1	ViodiTV in the Hotel & ICE Awards	The Minnesota Telephone Association is the largest state Telephone Association and has 2.5k+ attendees.
IP Possibilities	4/7-4/11	TBD	This is a good event and Viodi has covered it in the past.
NAB			No plans yet – last year, we organized a local content track at NAB
NCTA			No plans yet – normally, just Viodi View coverage.
RICA	5/28-5/30	ViodiTV coverage in hotel	We provided ViodiTV coverage within the hotel that was well received. We will most likely do something with them in Chicago.
Local Content Seminar	TBD	ViodiTV	This will be a one-day event produced by Viodi. It is still in the planning stages and details will be forthcoming.
Parks Connections	6/24-6/26	Viodi View	Normally just Viodi View coverage, but this could be a good event for getting in front of CE folks.