EcoRunway.com

World Tour 2013-16

An overview of our services for web video production, hosting, distribution, and marketing, for our sponsors.

Our services are all-inclusive - one price gets you everything. We work as a single-source turnkey solution for event video, including:

Onsite video capture; Real-time LIVE video streaming (if required - dedicated high-speed Internet connection required); Video Post-Production; Hosting the on-demand video with traffic generation and your branding (includes search engine optimization); Marketing and Promotion - via social media, blog and media outreach; Distribution to third-party sites (based on your marketing goals); Full use of embeddable video players on multiple sites (so you can show your video on other Internet   sites, yours or your sponsors included); Monetization-tiered pricing for event pass, early-bird discounting before the event, promo code for registration discounts. As an Optional service, we offer real-time Live Streaming for the event. Two-Camera HD Production recommended.

These All-inclusive Packages Include:

Video Production Services
Two camera operators, high definition (HD) cameras with kits, video deck and video capture equipment; Creation of a custom branded event page and custom URL; Use of the embeddable player on multiple websites; Optimization for multiple viewing platforms, including iPad compatibility; Bandwidth and hosting services without additional or recurring fees; Post-produced programs include: Sound and color correction; Pre-roll slate; And lower-third text; Integration of presentation slides and multimedia; DVD-style chaptering; One (2-4 minute) preview highlight clips per program; Meta-data tagging: program description, speaker biographies, related links, etc.

Co-Marketing and Co-Promotion Services
Exposure of the event programs for editorial rotation; Placement in our newsletter; Blog post about the event offering on our blog; Promotion of the event to our online community via Facebook and Twitter; Distribution of event highlights to our partner network - including YouTube, 5Min, iTunes, Huffington Post, and many others; Web metrics reporting (page views, video views, downloads, e-Commerce transactions, leads).

Video Distribution
We work with our sponsors to help define and augment your marketing goals with your event video. Our distribution

strategy is customized to fit your particular needs. Our network of third-party video distribution destinations includes: 5mins/AOL; Amazon Unbox; Australian Broadcasting Corporation; Blip.tv; Blinkx; Boxee; Channels.com; CNN Money; Comcast; Conference Hound; DailyMotion; Huffington Post; Hulu; iTunes; iTunes U; Link TV; Newstex; OVGuide; Politico; TV.com; Wall Street Journal (WSJ.com/Dow Jones); Wired.com; Wurl YouTube.com. *Social Media Destinations include: Facebook; Twitter; Digg; Reddit; LinkedIn.

Working with our Sponsors
We can include any of our sponsor's branding, logos and marketing content within our post-produced video. We can also provide real-time Live Video Streaming as an option for the event.

Live Streaming Service
Full pre-production support; Web page setup for live streaming; Installation of an embeddable player on third-party websites or wherever requested; Set-up and facilitation of real-time chat with moderator and Twitter feed; Customer/ viewer support during the live webcast via chat, email and phone help desk. Note: Live streaming requires dedicated high-speed Internet connection at venue.

Venue Staging, Lighting, Sound and Internet Connection Requirements.
We have plenty of experience working within many type of venues for events. The typical resources required at the venue to accommodate our video production work are as follows: Professional-grade sound system with lapel microphones and podium microphones and patch panel to allow our video engineers access to access and audio feed - most corporate staging venues and conference centers have this style of set-up as standard...: Professional-grade lighting suitable for high definition filming of the event - let us know if this is not available, we can include lighting equipment at additional costs if necessary; Internet Connection Required for Live Streaming - to accommodate real-time live streaming of your event, we will need a dedicated (non-shared) cable connection with a minimum of 2Mpbs upload bandwidth (4Mbps nominal) at the venue site... we require a site visit to check this connection 2 hours prior to the event.

Contact us
To schedule your EcoRunway event today, please contact: **Publisher@EcoRunway.com**