



Event Webcasting Services Advantages

We are pleased to offer **Event Webcasting Services** at Cobo Center. We can broadcast your presentation live to an online audience using browser-based technology.

Your audience is more mobile and virtual than ever before. Webcasting takes advantage of powerful web-based tools to reach large audiences with engaging, rich on-line presentations.

Webcasting also allows you to create a cost-effective online experience of your COBO Center event to reach a global audience. Your webcast can include live or recorded video, graphic slides, an interactive chat feature, audience Q&A and more.

Webcasting is ideal for:

- Executive Announcements
- Product and Technology Announcements
- New Product Introductions
- Global Conferences

Basic Webcast \$3000.00

- Livestream channel for one month of on-demand
- Unlimited online audience
- Webcast technician with primary and back-up encoders
- Testing
- 1.5mb internet drop

Customized Webcasting starting at \$4,300.00

- 1 Flash based video webcast stream
- Creation of archive file of live event for on-demand
- Delivery of URL to client to access webcast page
- 1st hour of the event, plus 30 minutes of “lobby” wait time on the site before the event starts
- 1 – 100 viewers
- Includes first 30 minutes of testing
- 1.5mb circuit



Additional Viewers and Time:

	1 st hour	Additional 30 minute increments (Begins at the 61 st minute)
1-100 viewers of the live event	Included in Basic Webcast Fee	\$15.00
101 – 250 viewers of the live event	\$90.00	\$30.00
251 – 500 viewers of the live event	\$150.00	\$50.00
501 – 750 viewers of the live event	\$225.00	\$75.00
751 – 1000 viewers of the live event	\$300.00	\$100.00
Each additional block of 500 viewers	\$150.00	\$50.00

***Optional Services:**

Registration – Collect information on who attended your event.

Polling – Get real-time audience feedback.

Submit a Question – Allow your viewers to submit questions that can be answered during the webcast.

Survey – Ask your audience for their thoughts and opinions during or after the event.

Downloadable Documents – Provide a document that viewers can download for more detailed information.

Pay Per View – drive additional revenue from online webcasts when individuals cannot travel to them.

Chat – Audience members can interact directly with one of your team members during the event.

Archive / On-Demand – Extend the life of your event by providing the ability to watch it as an archive file.



Social Media – Engage your existing Social Media Audience. Add Facebook & LinkedIn updates and Tweeter feeds into you webcast event.

PowerPoint Slides Integration - Display a PowerPoint deck on screen - in its own frame or embedded within the streaming video.

**Pricing for these add-on optional services ranges from \$500 to \$2,000 on a basic level, potentially increasing depending on more complex requirements. Upon request, a quote can be created based on project details.*

If you would like more information on how webcasting can enhance your event, contact:

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