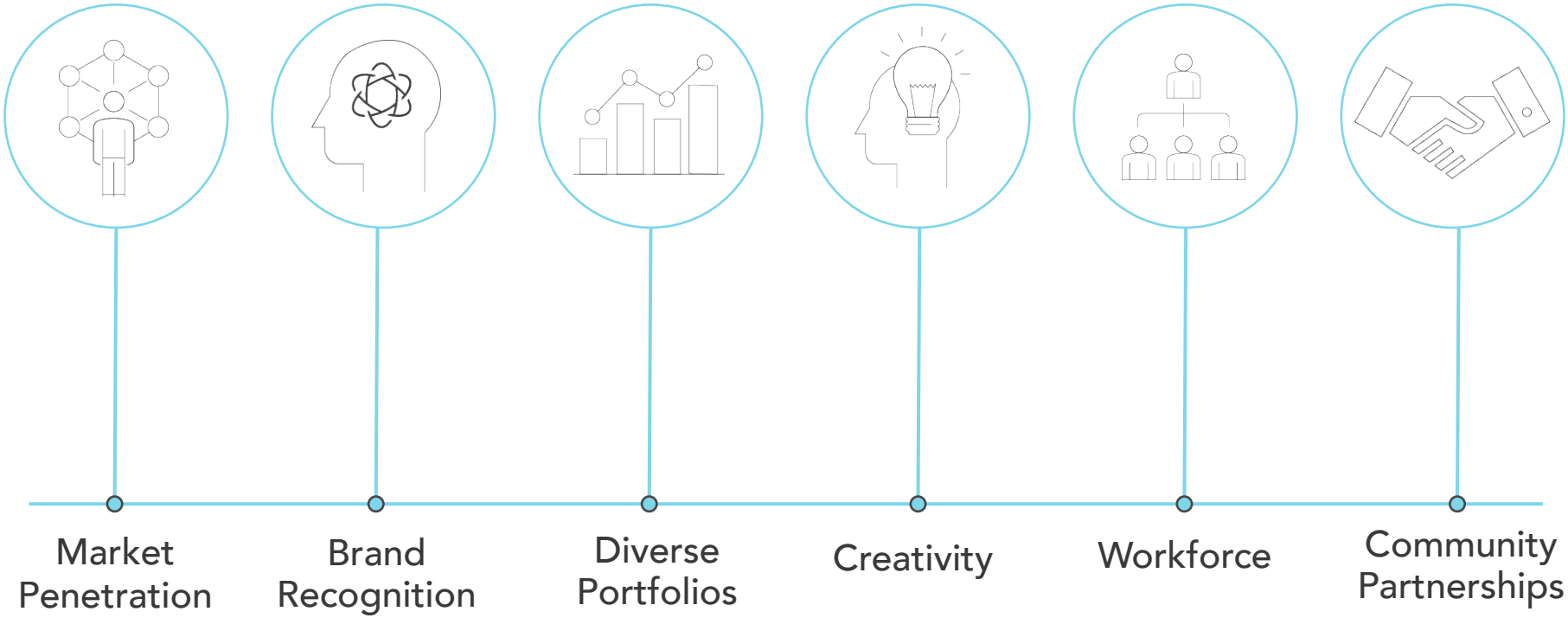
GATEHOUSE LIVE!

BUILDING A HIGHLY PROFITABLE AND ENGAGING EVENT BUSINESS TO SCALE



OUR STRENGTHS



GateHouse Media®

WHY EVENTS?



THE MOST OBVIOUS REASON: REVENUE

- SPONSORSHIP SALES
- TICKET SALES
- BOOTH/TABLE SALES
- VIP PACKAGES
- PREMIUM SEATING
- MERCHANDISE

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WHY EVENTS?

THE MODEL WORKS: SAME AS OUR MODEL HAS ALWAYS BEEN







SOUTHERN WOMEN'S SHOW®

presenting sponsor SEPHORA
Las Vegas Southwestern Women's Expo 2015

WHAT Women WANT expo

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WHY EVENTS

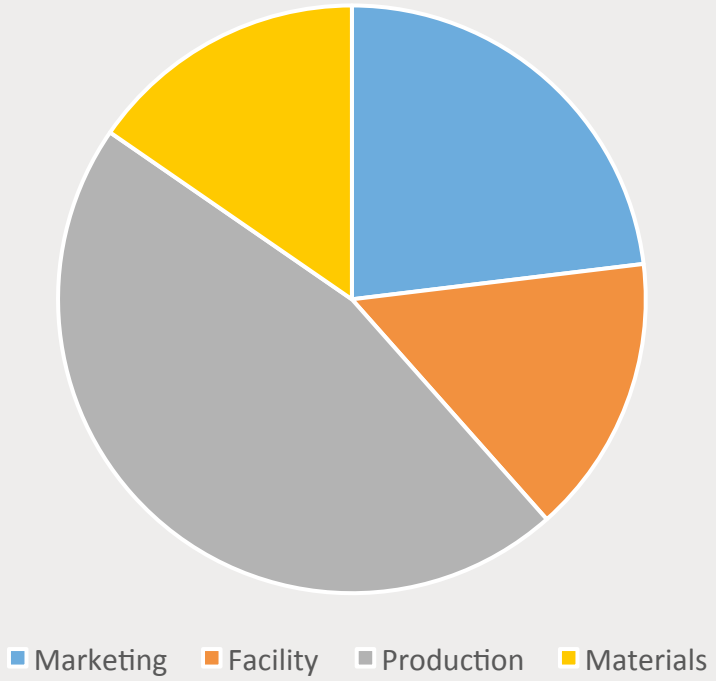
1. Grow your customer base
2. Engage your readers
3. Get to know your clients
4. Strengthen underperforming audiences
5. Sell subscriptions
6. Capture $$ from different buckets
7. Showcase high-performing audiences

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WHY EVENTS

Eliminate costly expense: MARKETING

MARKETING = over 30% of gross expenses



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Small markets need to think BIG

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TARGET EVENTS

EXPO CATEGORIES

- Seniors and Boomers
- Kids and Families
- Men's
- Holiday Kick-Off
- Women's
- Home & Remodeling
- Business to Business
- Green Initiatives
- Bridal
- Boutique Bridal
- Sports/Fitness
- Auto/Boat
- Outdoor

AWARDS CATEGORIES

- High School Sports
- Readers Choice Community Service
- Top Employer
- Education (Teachers and/or Students)
- Business/Innovation Women's Leadership Hospitality (Tourism Markets)

OTHER CATEGORIES

- Home Show
- Auto Show
- Rummage Sale
- Grand Openings
- Movie Premieres
- Coupon Workshops
- B2B

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Our Strongest Audiences : High School Sports







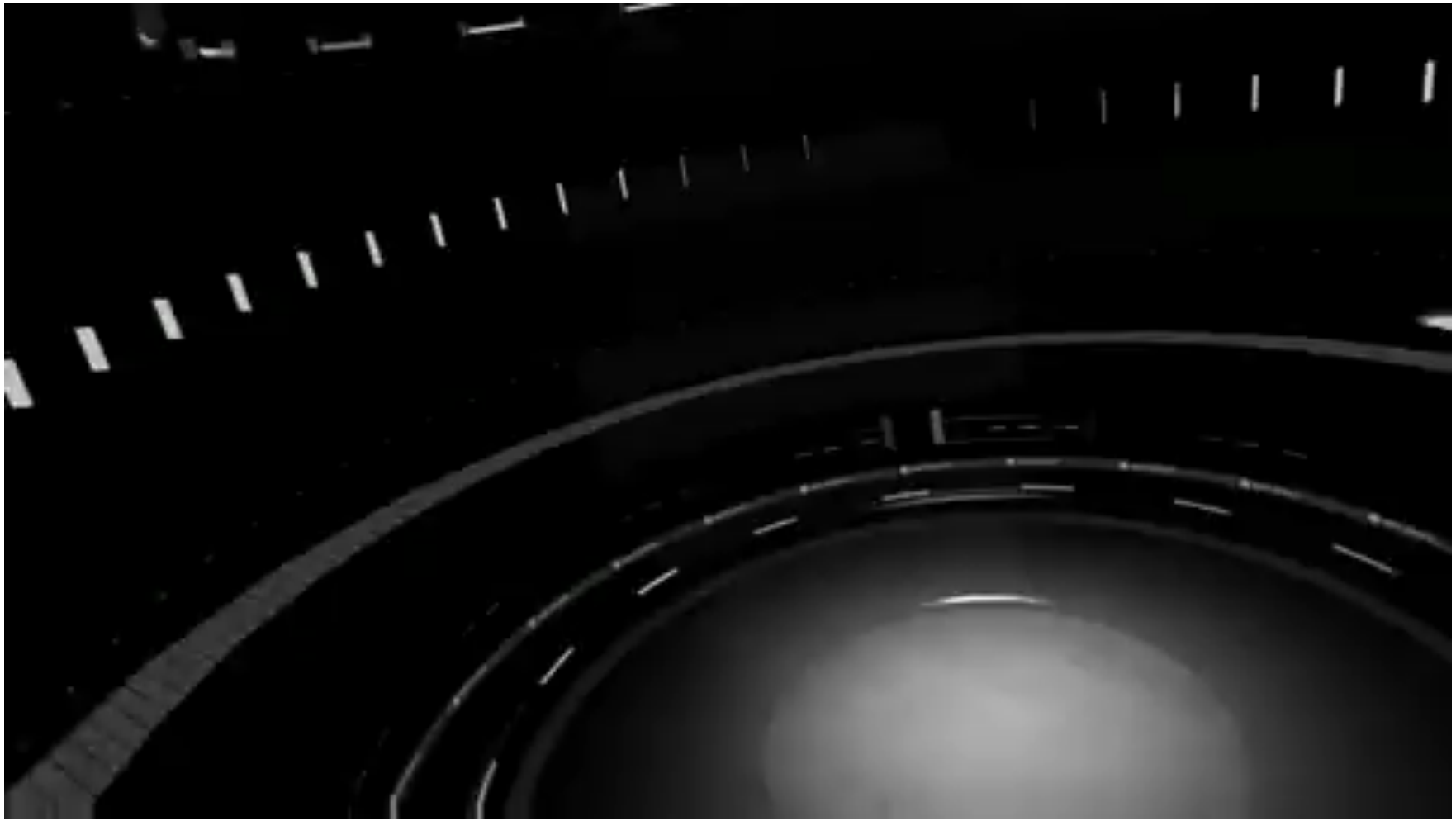
- Athletes, families, coaches and other community
- High production value
- A-List speakers
- Suggested First Year Markets: Las Vegas, Providence, Illinois, Massachusetts, Columbus

HIGH SCHOOL SPORTS AWARDS



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HIGH SCHOOL SPORTS AWARDS



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And the Winner Is : Reader's Choice Awards

- First class experience
- Fast paced growth
- High profit margins
- Suggested First Year Markets: Las Vegas, Medford, Daytona, Providence







Growing Target Audiences : Events for Young Families

KIDZ EXPO

- Family activities
- Costume characters
- Celebrities
- First Year Markets: Las Vegas, Sarasota, Columbus, Providence









Our Strongest Audiences : Events for Seniors

Life boomers & seniors expo

RJ successful AGING expo Las Vegas

- Health Screenings
- Entertainment – Bingo, Elvis Impersonators, clogging, etc.
- Celebrities







Our Strongest Audiences : Events for Women (large & small markets)

She An EXPO for WOMEN™

- Thousands of attendees
- 150+ vendors
- Celebrities







Our Strongest Audiences : Events for Brides

BRIDAL Affair

- Traditional/Classy
- Evening/Intimate
- Celebrities







Our Strongest Audiences : Holiday Retail

HoHo EXPO

- Timing around Thanksgiving
- Free pics with Santa
- Entertainment







Growing Target Audiences : Events for Men

manXpo

- Not much competition
- Activities, activities, activities
- Significant door prizes







Growing Target Audiences : Events for Outdoor Lifestyles

Get Out
CHATTANOOGA CHALLENGE
RUN, CLIMB, JUMP, CRAWL

- Races
- Cool race gear
- Partner with race management company





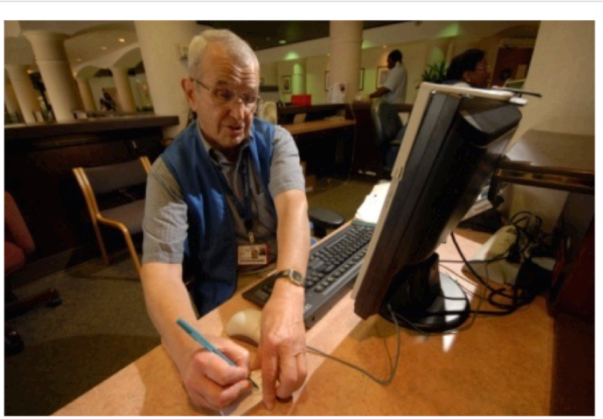


And the Winner Is : Community Service Awards



- Education, public service, other feel good categories
- Recognition of people not normally recognized
- Good PR opportunity







BOOST YOUR CLASSIFIED VERTICALS



HOME SHOWS

- DÉCOR, CONTRACTORS, SUPPLIES, REAL ESTATE
- TITLE SPONSORSHIP: BIG $$, BIG BRAND
- PITCH MAJOR PLAYERS EARLY
- FIRST YEAR DEALS
- REGISTER ATTENDEES: VALUABLE LEAD LISTS

The Columbus Dispatch
dispatch.com

HOME & GARDEN SHOW AND HolidayFest
PRESENTED BY ROSATI WINDOWS OHIO MULCH MULCH · SOIL · STONE

BOOST YOUR CLASSIFIED VERTICALS

AUTO SHOWS

MOTOR TREND PARTNERS IN MAJOR MARKETS

SMALLER MARKETS USE THE MALL

CAR WARS IDEA



BOOST YOUR CLASSIFIED VERTICALS

RUMMAGE SALES

- MAJOR MARKETING PUSH ACROSS ALL AVAILABLE MEDIUMS
- SOME USE CENTRAL LOCATION
- SOME USE WEEKEND DATE, BUT AT HOMES
- MATCHING SIGNAGE
- MAP IN PAPER AND ONLINE
- MOTHER OF ALL GARAGE SALES IN PENNSYLVANIA







TURN KEY OFFERINGS

GRAND OPENINGS





MOVIE PREMIERES





COUPONING WORKSHOPS





AFTER HOURS

CEO ROUNDTABLES

B2B



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Considerations

1. Most Virtual Events are Digital Extensions of Physical Events versus Stand Alone Events
2. Live Content is Most Popular
3. Resource and Technology Concerns
4. There is Room for Improvement in Revenue Generation
5. Modest Expectations have been Met
6. Key Learnings Include Careful Planning, Longer Sales Cycles and Shorter Events
7. Reaching a Larger Audience is the Most Important Objective
8. Use is Higher than Anticipated
9. More than One-Third are Still Not Interested
10. New Revenue is Elusive, but New Models are Emerging

Web event revenues will skyrocket to $628.4 million dollars by 2016

Metrics:

1. Attendee behavior during the virtual event
2. Engagement with the virtual event
3. Attendee Satisfaction
4. Number of registrants vs. attendance rate

Types:

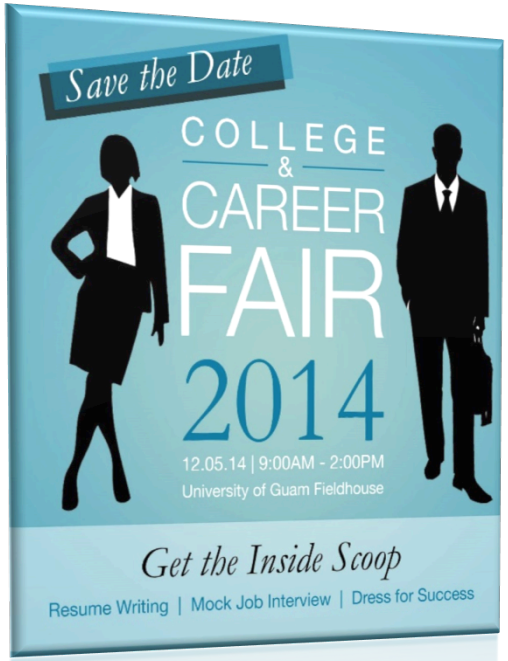
1. Live stream existing events
2. Create On Demand content after the event
3. Virtual tradeshows
4. Virtual job fairs
5. Virtual conference



Livestream Existing Events

SPELLING BEES

Non-traditional sponsors I Stream online for grandma I Include homeschoolers
Publish all participants I Senior Citizen Bees I Adult Bees



COLLEGE & CAREER FAIRS

Market size doesn't matter I Small venues work I Service to readers
Protects employment franchise I Combine college & career
Don't forget military

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GOING VIRTUAL

Livestream Existing Events



LITERACY EVENTS

Author appearances are affordable I Corporate sponsors Table Sales I Funds NIE program



POLITICAL EVENTS

Debates, Forums, & Town Halls I Web stream I Partner with university I
Sponsors "make it available" I Reader interaction in-person and online "Own" category

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GOING VIRTUAL



Live Blogging › During Lunch Hour › Set Day Each Month › Politicians › School Board › Coaches (HS and College)

Controversial Figures › Heat & Air, Furniture, Lighting › Sell Sponsors & Booths in Virtual Space › Other Media in this Space › Don't Just "Leave it Up"

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GOING VIRTUAL



LIVE MEDICAL EVENTS

Big Revenue

Lunch-Time Level

Lives On Site Post Event

Lasik, Plastic, Et.

Open-Heart Ideal

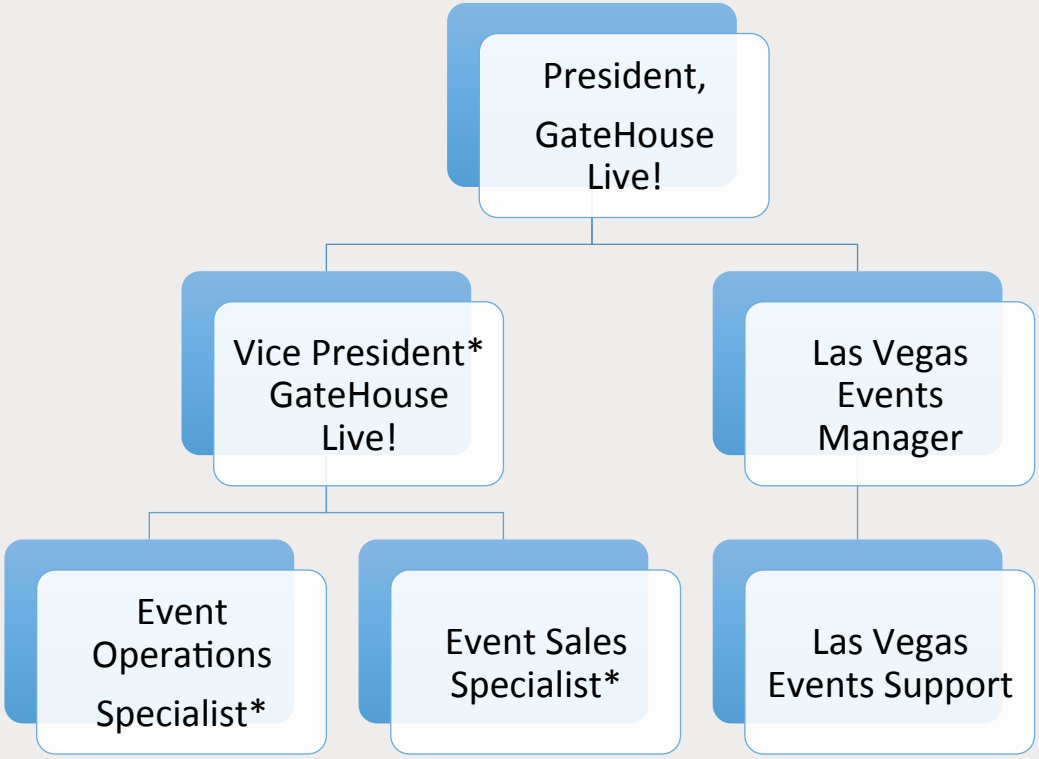
Releases



Other Categories: Career Fairs, Parade of Homes, and MORE

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GATEHOUSE LIVE & VIRTUAL EVENTS ORGANIZATIONAL STRUCTURE



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GATEHOUSE LIVE SUPPORT

LAUNCH
- Budget
- Sales
- Marketing

PLANNING
- Venues

- Speakers
- Production
- Timelines
- Checklist

EXECUTION
- Training

- Set Up
- Day of Event



LYNDSI LANE
Vice President
GateHouse Live
and Virtual Events



SARAH BASS
Special Projects Director
GateHouse Live
and Virtual Events



ELLIE KUHN
Sales & Marketing Manager
GateHouse Live
and Virtual Events

ADVERTISERS, COMMUNITY, AND SPONSORS WILL THANK YOU







GateHouse Media®