

Speaker 1: If you're looking for medically related sponsorships, you have to be very well aware of the compliance issues that go along with that, and that's reporting anything that has over a certain value of \$25.

The electronic part of what we're able to offer them and still offer a full branding, through our ILite camera system, which instantly sends a branded emails, through coming in to our photo kiosk system at a step and repeat at the beginning of events. Those have no perceived value and do not require reporting for the meeting planner. It makes it a whole lot easier for their marketing and get people to sponsor that and get their message out to all of the attendees.