

Speaker 1: One of the things that people always ask us is, "how much does it cost?" One of the thoughts in the back of our minds is providing sponsorships as a revenue source for the photography of an event.

That can be done in a multitude of ways. We create custom website delivery of photos so that when the attendees go to review the photos, look at them, share them, That website that they're looking at is wrapped in the sponsor's graphics and then that's a continuing message that usually we have up for 90 days. That is just a great way for people to go look at the photos and go, okay, "XYZ sponsored these." I think another way to do that is when you're doing trade shows, from a marketing standpoint, if we're going to go out and capture a trade show floor that's crowded, people smiling and shaking hands and reviewing materials that the individual exhibitors are showing that brings to light to other people that weren't there, "Hey, you know what? This was great. It was busy. We may have missed an opportunity, let's get there next year." By showing success, it really just causes the community that they're in to want to be a part of it.