



About InterShow's MoneyShow.com

MoneyShow.com is a virtual InterShow event that offers investors, traders, and financial advisors multi-media access to investment and trading education and resources, 24-7 globally in the comfort of their own home.

Organized as one main home page with three virtual channels, MoneyShow.com serves investors, traders, and financial advisors. Site traffic is distributed throughout the channels with 60% going to the Investors channel, 35% to the Traders channel, and 5% to the Financial Advisor channel, with some crossover traffic from the Financial Advisor channel to the Investor channel. Each channel has its own home page with a navigational bar that allows users to easily click to and experience various products such as Webcasts, TV network segments, etc. The goal of the site is to serve each target audience. MoneyShow.com's search engine, MarketResource, allows users to easily search the content throughout the site.

About MoneyShow.com's Webcast Viewers – With a unique audience in the tens of thousands, viewers must register to view a Webcast or access sections of the site. Membership is free, growing at a steady pace. Current membership: 27,000.

Demographics to date:

1. A New Audience: Almost 80% have never attended an InterShow event
2. Affluent: More than 50% report total portfolio valuations greater than \$500,000; and more than one out of three reported portfolios of \$1 million or more
3. Experienced Investors: 91% are age 45 or older
4. 84% report that MoneyShow.com Webcast events are likely to influence their future investing decisions
5. 100% of Webcast viewers become pre-qualified opt-in leads

As a content partner of MoneyShow.com our goal is to provide you 24-7 global distribution for your content and message to the specific target market or markets you are seeking. MoneyShow.com will generate leads for you through direct links, email leads, splash pages, and content created in our studios.

The Sections on MoneyShow.com You Can Participate in

Market Resource – The search engine for all the content on MoneyShow.com can sort through 7,000 public companies, 500 financial service companies, and 1,600 speakers. Here users can gather all the resources we have on one page and be linked directly to the provider.



Your Splash Page – Your company will be featured on the top page of Market Resource and a “Splash” page will be created for your company as part of MarketResource.

Video Network – Features two-to-eight minute video segments. These are short TV-quality educational pieces that give your target audience great ideas and actionable advice on the market. There are currently over 100 segments available on demand.

Webcasts – These are 45- or 90-minute Webcasts from workshops and panels at our shows, either live or on demand, and provide more in-depth strategies for the end user. There are currently over 400 available on demand.

Money Show University – These are one-hour educational courses, which can be viewed in 15-minute segments, with questions after each segment. These serve as “how-to” sessions for the end user. There are currently 25 available on demand.

Podcasts – MP3 files created by stripping the audio from Webcasts recorded at InterShow conferences. With a library of more than 350 audio files, users can choose to listen online or download selections onto their portable media players for learning-on-the-go.

The Global Section – Features the 15 countries that we highlight for global investing. Each country will have a page dedicated to investing education, which will link the user directly to investing and trading resources in those countries. It will also link to relevant educational content we may have in our libraries at that time. Complete launch is set for February 2008.

Top Pros’ Top Picks – Our editor is Howard Gold, founder of Barron’s Online. This section is a daily posting of digested articles from industry experts. These postings also include Gurus’ Views & Strategies and are sent out in a daily email. The daily postings are then compiled into a weekly email with approximately 20 stock picks and five strategies on the market from the experts.. MoneyShow.com editors will also post four sentiment indicators from the following four audiences: investors, traders, “gurus,” and financial advisors which will be posted eight times a year on MoneyShow.com.

Best of Show – this area will give users an overview from a particular show such as The World Money Show in Orlando. It will showcase and highlight the most remarkable presentations from our speakers. It will feel like the show and offer presentations from workshops, the exhibit hall, keynote speakers, and special events from the show.

Book Review – Each month in each channel, we feature a monthly review of a book and author. We also give the user direct access to purchase that book.



About Our Studio – This studio will have a 4-day schedule. It will have 2 cameras and an editor with staging, host, and teleprompter. It will accommodate a schedule from 8:00 am to 5:00 pm. This is television quality recording and is edited in a professional editing studio.

Our Streaming Company – Will host all our files on Vital Stream. They have global network. This makes this very efficient for our global viewers.

Our Live Compressed Video Company – Is V-Call, they do 30% of the public company calls today for Wall Street.