

**ENCORE PRODUCTIONS PRESENTS
THE GPJ VIDEO LIBRARY AND
EXCLUSIVE U.S. AUDIO /VISUAL SUPPLIER
PROPOSAL**

IBM spends millions of dollars each year on tradeshows and conferences with even more millions of dollars going toward the production of supporting videos for these events. Mixtures of agencies in various locations are retained to produce these presentations for the purpose of sales, training, customer testimonials, tradeshows and conferences. Unfortunately, many IBM divisions unwittingly create these costly single purposed videos without realizing that they could save thousands upon thousands of dollars by reusing previous ones. Simple editing and/or re-tooling snippets of previously shot and catalogued tapes can conceivably, over a years' time, reap IBM millions of dollars in savings.

If only there were a pre-structured, easily accessible system that authorized producers could tap into in times of production need. Imagine a comprehensive, single control-point cataloguing center; a distinct location where IBM/GPJ could collate it's footage into one dedicated location, a Video Library if you will.

With that in mind, and in an effort to enhance GPJs' on-going delivery of outstanding value to IBM, Encore Productions is enthused to recommend the following proposal. The topics for consideration are:

GPJ VIDEO LIBRARY

- An all-inclusive Video Library for IBM/GPJ serving as a repository and readily accessible production resource for all IBM event and tradeshow related videos. The service will be provided at no charge to GPJ/IBM.
 - This will include substantial discount rates for production services, post-production services, and dubbing.

A/V SUPPLIER

- Encore Productions becomes the exclusive supplier of Audio/Visual for all U.S. tradeshows and track sessions giving substantial discounts on these services.

ADDITIONAL/OPTIONAL SERVICES

- Development and implementation of interactive audience response/lead tracking system for tradeshow theater presentations.
- Preferred provider of customized fabric walls for IBM press rooms.

GPJ VIDEO LIBRARY

Maximizing the return on IBM's investment in video production for business and trade shows, press/special events, conferences, and product launches is our goal and commitment. In providing a comprehensive, highly structured Video Library, at **NO COST** to GPJ/IBM, GPJ would, without question, provide a tangible and quantifiable benefit to IBM and all its' divisions. Moreover, these benefits would be incremental because they are currently not being realized. The greater the participation, the more cost effective it becomes for the overall company, as well as each participating division. Company wide utilization of this cataloguing and storage service, ensures a more diverse/complete video material inventory, which makes the video library an even greater resource.

As you know, Encore Productions is a full-service production company, providing creative services, production support and technical hardware. In addition, our 78,000 square foot facility contains complete post-production services that include:

- A Digital On-line Edit Suite
- An Avid Non-linear Suite
- A Beta-Cam Field Production Package
- A 2D & 3D Graphics, Animation and Rendering Team
- A Music Library and extensive Stock Footage

Our in-house production capabilities would complement the video library and allow for editing, duplication, and media revisions, all of which could be completed on short notice. **All editing fees for IBM/GPJ would, as part of preferred supplier agreement with GPJ, be provided at a 10% discount.**

IBM currently has over 1000 videos housed within the current Video Library(VL), with more being added by the day. This single control-point service provides an overflowing well of video resources that can be tapped into in a moments notice, and delivers high quality, consistent, and far more effective video presentation materials.

What if a division within IBM has a tradeshow coming up and they need multimedia support, but there isn't enough in their budget to produce a new presentation from scratch? Small show producers would now have easy access to the more highly funded video presentations created for IBM's major shows and events. They could simply re-tool an existing presentation. This concept has already been a financial benefit to IBM via Encore's previously re-purposed use of IBM stock.

A process will be developed where completed event related video productions would be submitted to the GPJ video library. These videos will be given a brief written treatment, catalogued, and entered into the system. Dubs with "Time code window burns" will be made and sent to the appropriate GPJ personnel for review and a determination will be made as to whether the video meets the appropriate criteria as set by GPJ.

After the completion of the applicable form, determinations will be made as to whether particular videos are:

- Approved for viewing "as is".
- Approved for viewing "as is" (Minor edits can be made for customization.)
- Able to have certain portions or clips reused.
- Reusable as select testimonials.
- Reusable as future stock footage or B-roll.
- Rejected, with no future use allowable.

Once this process is complete, the title, along with the treatment, will be added to the GPJ Global Links Database or through a separate internet connection, as determined by GPJ, and because of its' structure, IBM/GPJ personnel will be able to effortlessly search the sites' content.

Utilizing a future option/enhancement, video clips or entire videos could be added to this site for viewing. Having made a decision on whether to view or use a video, personnel can further use the system to order a dub, or have it sent overnight for further viewing or actual use. Add a full-time video librarian(9-5 M-F, PST), utilizing our current post-house operations software ScheduAll© to the existing facility, and IBM will have all their materials communicated and distributed efficiently and effectively. The librarian, a single-point-of- contact person, would answer questions, make recommendations, and/or deliver requests to you in a timely fashion, sending out orders overnight if necessary.

In providing a single-source control point Video library GPJ/IBM can control or stipulate standards on presentations, standards we could help enforce. As you can imagine, this program will dramatically increase the amount of available video materials for events and tradeshow worldwide, which, at the same time, could quite conceivably save the corporation millions of dollars annually.

EXCLUSIVE A/V SUPPLIER

Encore Productions maintains one of the largest, most comprehensive and modern inventories of Audio and Visual equipment in the country. We house over 10 million dollars worth of gear that is perfectly tailored to IBM's needs, and we are fully prepared, if necessary, to augment our already sizeable inventory with more A/V equipment that would complement IBM's tradeshow program requirements. Some of our existing inventory are:

- Plasma/Flat Screen Displays
- Toshiba Video Walls(various sizes)
- High-end LCD, CRT Video Projectors
- Apogee Professional Audio Systems
- Intelligent Lighting, Rigging, Cabling
- Multi-scan and Rear Projection Screen Systems
- Customized A/V Design Services

Furthermore, Encore will work with GPJ to help design A/V experiences that will ensure or even enhance IBM brand look and feel. This coordinated effort will help GPJ in delivering dependable high quality Audio/Visual systems for all events throughout the US. *(It should be noted that, with respect to any future creative productions, and separate to any proposed agreement stated here, Encore would of course continue to bid as we have in the past.)*

Having recently inked an A/V tradeshow deal with GES, which will dramatically increase our tradeshow presence in the US, Encores' image continues to flourish. Our trucks and personnel can be seen in all regions of the country and every corner of the globe.

As the exclusive supplier of A/V equipment for all IBM tradeshows and track sessions within the US, Encore will extend a 30% discount on all equipment and 10% off labor.

ADDITIONAL/OPTIONAL SERVICES

Audience Response/Lead Tracking System

Encore would also like to offer the development and implementation of the Audience Response System(ARS). A versatile system, which has a lead-tracking component that could be tied into IBM's "New Leads" system, that marries the worlds of entertainment and sales.

These high-tech devices attract audiences, heighten interaction and interest, promote information and, most importantly, allow IBM the ability to receive specifically tailored, qualifying information about attendees.

In addition to the fundamentals of:

- Name
- Position
- Contact Information
- Decision making authority (Gathered by swiping badges)

the ARS can elicit more personal insights like needs, wants and impact of IBM's media and messages.

How about employing the same techniques using IBM Workpads? What a great showcase for IBM's computing solutions. The ARS, in all its' formats, is a marvelous tool that becomes an important, engaging and interactive component of the theater program before, during, and after the presentation. Discounted package pricing will be provided based on the individual programs developed.

Preferred Supplier of Fabric Walls for Press Rooms

Having worked with many of the press relations organizations for several years, we know how to service their needs. **Encore will make available to you, at a 30% discount on equipment and 10% discount on labor**, our customized, press room fabric walls. These well-built wall systems are different than most rental units. Encores' sturdy fabric-covered construction provides privacy, noise baffling, and secured confidence for the attending press. You won't find the annoying rattling with our set up as is common with a large number of the rented units.

SUMMARY

By granting Encore an "exclusive supplier" status for A/V equipment, not only will you receive significant discounts, as is stipulated throughout this document, but we will also give GPJ/IBM a confidence and surety in tradeshow/track session quality, consistency and pricing. In return for this win-win agreement, Encore will provide, at no cost to GPJ/IBM, a comprehensive video library with a full-time librarian.

We appreciate your valuable time in considering this proposal, and we look forward to the ensuing discussions resulting from this.