

Our Scope is Broad. Our Solutions are Focused.



DIRECT MARKETING

EVENTS

MARKETING PORTAL

VIDEO PRODUCTION

CUSTOM PUBLISHING

EXHIBIT DESIGN

Custom Events

PMW designs, develops and executes unique custom events to meet specific client objectives.

Our experience spans the event landscape – from conference formats with a mix of presentations, workshops, how-to seminars, case studies and Q & A, to trade shows with product demonstrations and theatres, or themed spectacles with live entertainment.

PMW offers complete turnkey solutions – from content development and audience acquisition, to logistics and registration services. So sit back and relax, and let PMW look after every detail.



Webinars and Video Webcasts

Webinars are an easy and cost effective way to educate constituents using basic video and teleconference or one-way audio combined with a slide presentation or demonstration.



Video Webcasts are significantly more engaging and provide enhanced opportunities for longer term reuse. One option to consider is Webcasting a live event, such as a conference, product demonstration or roundtable discussion. The live event can then be leveraged by Webcasting it live within a

geographic time zone (e.g. live event in New York Webcast to audiences in North and South America). Webcast viewers can participate along with live attendees during Q & A, polling, etc.

Another option is a taped-to-live Webcast show. Here, the show is taped and aired on a specific date. Upon airing, the show participants can engage in a live Q & A giving the appearance that the entire show is live.

PMW utilizes optimal Webcast technologies to meet your specific needs, and provides a turnkey solution for your Web-based event. For examples of recent events and to learn more about our capabilities and deliverables, visit:

To learn more about our custom event capabilities and for examples of deliverables, visit:

www.okpmw.com/Services/Events/aboutCustomEvents

www.okpmw.com/Services/Events/aboutVideoWebcasts

Direct Marketing Services

PMW offers a full spectrum of Direct Marketing Services. From local to global executions, our years of Direct Marketing experience and complete one-stop services provide customers with focused, cost effective programs that deliver results.

Direct Mail

- ▶ CORPORATE MAGAZINES
- ▶ BROCHURES
- ▶ RESPONSE FORMS
- ▶ SELF-MAILERS
- ▶ INVITATIONS

Other Direct Marketing

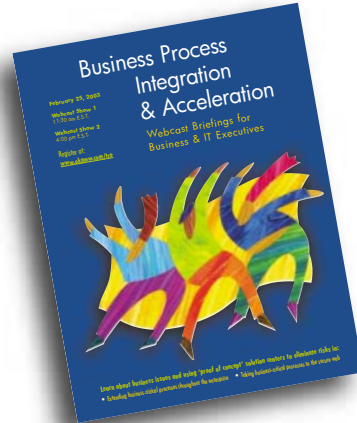
- ▶ E-MAIL/FAX BROADCASTS
- ▶ ONLINE ADVERTISING PLACEMENT
- ▶ TELEMARKETING

Services include:

- ▶ CREATIVE
- ▶ CONTENT/COPY WRITING
- ▶ LIST ACQUISITION/MANIPULATION
- ▶ MAIL PREPARATION AND MAILING
- ▶ DATA CAPTURE/TRACKING/REPORTING
- ▶ FULFILLMENT

To learn more about PMW's Direct Marketing Services, visit:

www.okpmw.com/Services/DirectMarketing



Creative and Content Services

The PMW creative and content team focuses on gaining a thorough understanding of your messaging and objectives. We can then enhance your existing creative and content, or create new designs and content, with the communications deliverables to suit.

Video Production

PMW creates and produces videos for a wide range of applications, including:

- ▶ CORPORATE
- ▶ PRODUCT
- ▶ PRESENTATION
- ▶ EVENTS

Advertising/Communication

- ▶ ONLINE BANNER ADVERTISING
- ▶ HTML & TEXT E-MAIL
- ▶ CUSTOM GRAPHICS AND ILLUSTRATIONS

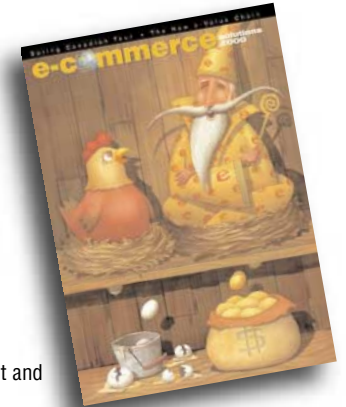
Exhibit Design & Construction

PMW specializes in creating unique designs and using innovative materials and lighting effects that will draw attention to your exhibit! Exhibit applications include:

- ▶ TRADESHOW EXHIBITS
- ▶ DISPLAY/DEMO KIOSKS
- ▶ EVENT STAGING

For examples, and to learn more about PMW Content and Creative Services, visit:

www.okpmw.com/Services/CreativeContent



Partner Marketing Portal

PMW's revolutionary Partner Marketing Portal (patent pending) is a Web-based, automated marketing tool that professionally executes customized and personalized seminars and direct mail campaigns through your Partner community.

Virtually all businesses have a Partner community.

A Partner community may be defined as a vendor's external network – including partnerships, alliances, agents, resellers, etc. Alternatively, your Partner community may be internal – including company divisions, business units, departments, groups, etc. Your Partner community may be local, national or international.

Examples of Partner communities:

Technology vendors (e.g. Microsoft, IBM, Cisco) typically sell their products and services through their field sales force or computer reseller channels (e.g. MicroAge, Compugen, Integra Networks).

Financial Services vendors (e.g. CIBC, TD Waterhouse, AIM Mutual Funds) typically sell their products and services through bank branches, brokerage houses, financial planners, etc.

Automotive vendors (e.g. GM, Ford, Toyota) typically sell their products and services through car dealerships (e.g. Plaza Pontiac, Summit Ford, Richmond Hill Toyota).



Leap frog your competition “Big Time” with this disruptive new marketing tool. It will change the way you think and go to market.

The Partner Marketing Portal allows you to leverage your Partner community to:

- ▶ GENERATE SALES
- ▶ GENERATE QUALIFIED LEADS
- ▶ PROVIDE EDUCATION AND TRAINING

Features and Benefits

- ▶ IT'S EASY TO USE AND ADMINISTER
- ▶ EXECUTES MARKETING PROGRAMS IN MINUTES
- ▶ 1/10TH OF THE COST OF EXECUTING SEMINARS IN THE PHYSICAL WORLD
- ▶ MARKETING DOLLARS ARE TIED TO SUCCESS
- ▶ YOU CONTROL MESSAGING AND BRANDING
- ▶ DATA REPORTING MEASURES ROI



To learn more about PMW's Partner Marketing Portal, visit: www.okpmw.com/CaseStudies/MarketingPortal and www.okpmw.com/Services/MarketingPortal

To arrange for a Portal demonstration, call: 905-773-7790 Ext. 302 or toll free 1-866-825-3230 Ext. 302



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