



PMN EXHIBITOR

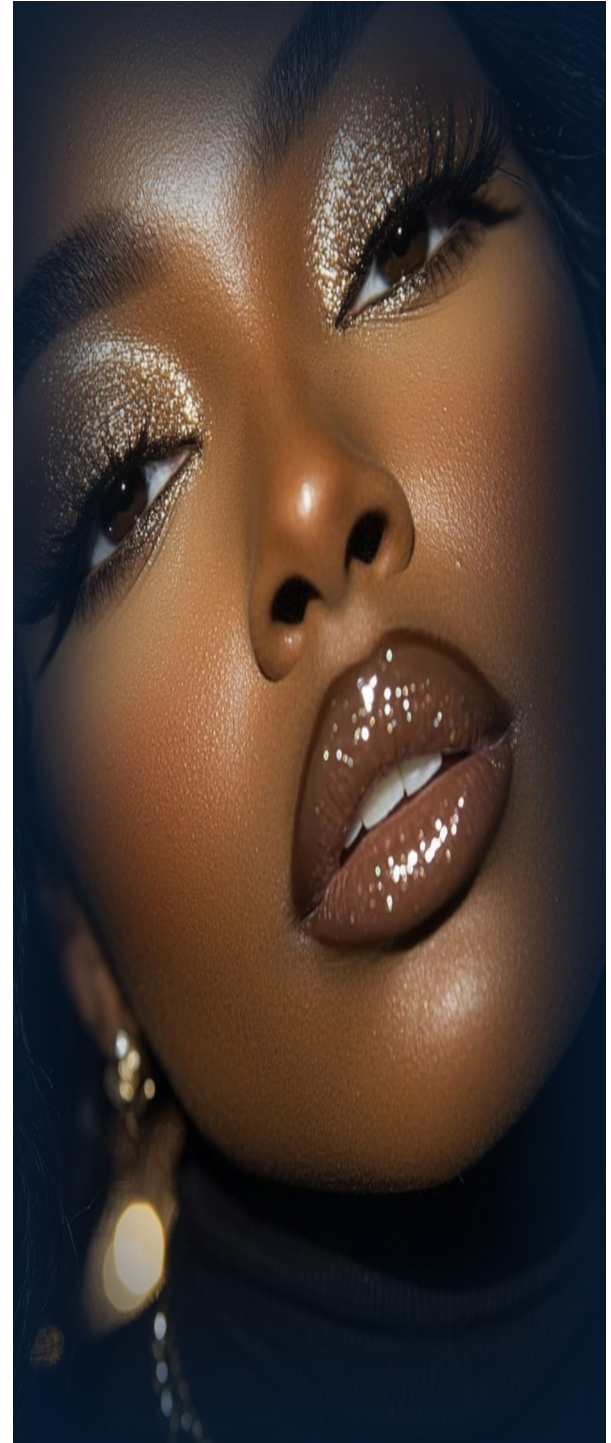
VISIBILITY PROGRAM

**Exhibit Once.
Get Discovered All Year.**

Proposal to become your Official Exhibitor Visibility, Content
and AI Discovery Partner.

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Beauty • Fashion • Wellness • Exhibitor Growth



TURN EVERY BOOTH INTO A 12-MONTH VISIBILITY CAMPAIGN

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Program Snapshot

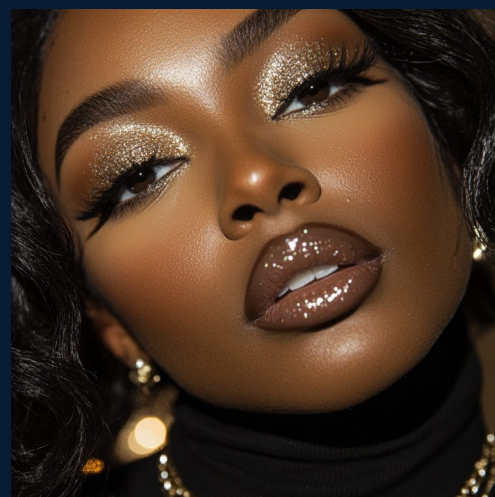
12 MONTHS Year-round exhibitor visibility	120 ARTICLES Up to 120 annual spotlights	720 VIDEOS Optional annual short-form capacity	500M+ IMPRESSIONS Historical PMN campaign reach
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The objective is simple: help tradeshow organizers sell and renew more booths by transforming exhibitor participation into a year-round content, discovery, lead-generation and affiliate-growth campaign.

THE PARTNERSHIP OPPORTUNITY

Sell More Vendor Booths by Including a Year of Exhibitor Visibility

PMN helps beauty, fashion and wellness tradeshow make booth packages more valuable. A qualifying exhibitor can receive access to a PMN-powered visibility campaign that showcases its business, products, services, promotions and event participation for up to one year.



Proposed Partnership

The Pamper Me Network would like to become your **Official Exhibitor Visibility, Content and AI Discovery Partner**. Together, we can:

- Turn every qualifying booth into a 12-month visibility campaign.
- Give exhibitors more value before, during and after the event.
- Give the tradeshow sales team a stronger reason to close and renew booth packages.
- Create a scalable upgrade and revenue-share path without requiring the organizer to build its own content, affiliate, analytics or AI-discovery infrastructure.

The central pitch

Exhibit at the show. Stay visible for up to one year.

The organizer sells more than floor space. Exhibitors gain a continuing promotional system that can operate before, during and after the tradeshow.

Why Organizers Win

PMN reports more than 500 million historical impressions across beauty brands, influencers and related creator campaigns. The partnership leverages that distribution ecosystem and the platform tools already built for content, structured data, referrals, lead capture and reporting.

01

Sell More Booths

Offer more than floor space. The exhibitor receives a continuing visibility program that can begin before the event and continue long after the show closes.

02

Increase Perceived Booth Value

A booth becomes part of a larger campaign that can include articles, videos, structured offer data, social distribution, referral links and performance reporting.

03

Improve Exhibitor Retention

Ongoing visibility gives the organizer a stronger renewal story for the next event and helps exhibitors continue seeing value after the event dates.

04

Create Upgrade Revenue

The base package can be included or sold as an add-on. Exhibitors can upgrade to PublicistBot, AI Marketer, affiliate recruitment, lead generation and sponsored distribution.

05

Strengthen Sponsorship Packages

The organizer can add branded content hubs, exhibitor spotlight series, discovery showcases and sponsored reporting to premium event packages.

06

Differentiate the Event

Position the tradeshow as a modern discovery platform that helps exhibitors become searchable, shareable and easier for AI-powered systems to understand.

How the Program Works

The workflow is designed to plug into the organizer's existing booth-sales process with minimal operational burden.

1 SELL Organizer offers the PMN visibility package with qualifying booth purchases.	2 ONBOARD Exhibitor submits profile, offers, events, images and campaign details.	3 PUBLISH PMN creates pages, articles, structured data, links and campaign assets.	4 DISTRIBUTE Approved content is shared through PMN channels, feeds and selected networks.	5 REPORT & RENEW Organizer and exhibitor review performance, leads, upgrades and renewal options.
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What PMN converts exhibitor information into

- Articles, reviews, interviews and exhibitor spotlights
- Short-form videos, infographics and reusable campaign assets
- Search-friendly exhibitor pages, offer pages and lead-capture experiences
- Structured business, product, service, event and promotional data
- Referral-aware links, affiliate onboarding and performance reporting



Exhibitor Value Proposition

Qualifying exhibitors receive a PMN-powered campaign designed to extend the value of their tradeshow investment beyond the event dates. The goal is to help each exhibitor present offers in formats that people can read and that search engines, AI-powered discovery systems, social platforms, directories and content feeds can more easily understand, index, reference and share.

\$299.99 ANNUAL PACKAGE Entry-level exhibitor visibility package	\$90 ORGANIZER COMMISSION Annual share per referred exhibitor renewal	\$1–\$90 REWARD RANGE Referral reward opportunities	NO CAP ORGANIC UPSIDE No PMN-imposed cap on organic reach or enquiries
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Results vary by offer quality, market fit, participation, creative execution and third-party platform behavior. PMN's commitment is to the agreed production, publishing, tracking and distribution activity—not a guaranteed number of impressions, clicks or leads.

Included Exhibitor Package

The table below summarizes the core infrastructure included in the entry-level annual package. Live examples are provided in the appendix.

CAPABILITY	WHAT THE EXHIBITOR RECEIVES	LIVE EXAMPLE
Organizer & Exhibitor Reward Program	\$1.00 free-registration rewards up to \$90 USD referral rewards for recommended users, exhibitors and related partners.	Open
Campaign Profile	A polished public campaign presence that can be customized for the exhibitor, event or category.	Open
Offer Submission	Exhibitors can submit special offers, announcements, contests, giveaways, packages and promotions.	Open
Article or Spotlight	PMN can create reviews, interviews, articles and exhibitor spotlights—up to 120 per year under the annual PublicistBot plan.	Open
Event Submission	Exhibitors can submit webinars, podcasts, in-person activations and breakout events.	Open
Professional Landing Page	A branded landing page that presents the exhibitor, offer, images, calls to action and lead capture.	Open
Embedded Affiliate Program	Users who respond to campaigns can be converted into affiliates that promote the event or exhibitor.	Open

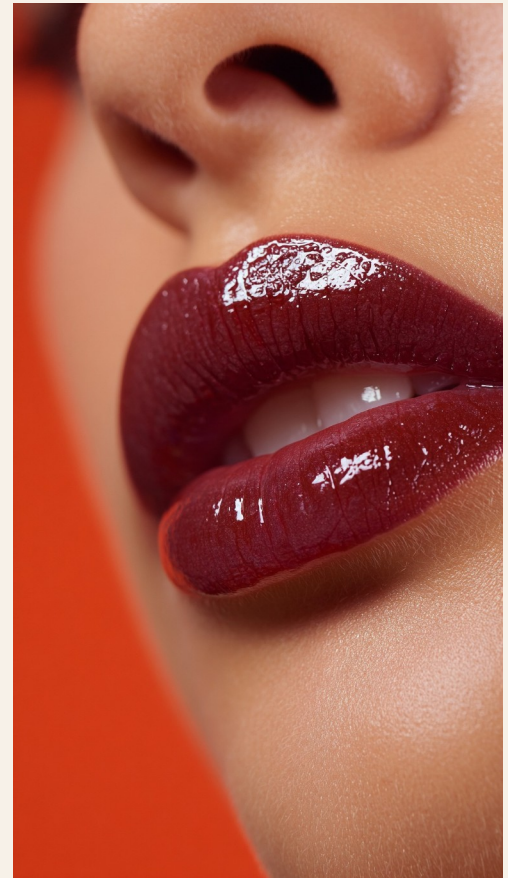
Included Exhibitor Package — Distribution, Leads & Reporting

CAPABILITY	WHAT THE EXHIBITOR RECEIVES	LIVE EXAMPLE
Selected Distribution	Approved articles, press releases and campaign assets can be distributed through PMN channels, search and AI discovery workflows, RSS feeds and selected social networks.	Open
Lead-Capture Page	A custom application or lead-capture experience that routes enquiries to approved recipients.	Open
Real-Time Performance Reporting	Exhibitors can review campaign performance, distribution status and engagement indicators.	Open
Downloadable Reports	Professional Word/PDF-ready campaign reports that exhibitors can share internally.	Open
Guest List Management	Manage event guests and support automated affiliate conversion and follow-up.	Open
Leads Management	Track and manage incoming sales leads in real time.	Open
JSON Structured Feed	Machine-readable article data for search engines, AI systems and downstream platforms.	Open
RSS Structured Feed	Syndication-ready feed for content systems and discovery tools.	Open
CSV Structured Feed	Portable structured data for reporting, imports, analysis and partner distribution.	Open

HUMAN PAGES + MACHINE-READY DETAILS

Distribution & Structured Data Formatting

A normal page helps people understand an exhibitor. Organized fields, image metadata and feed-ready formats help search engines, AI-powered discovery systems, social platforms, directories and RSS readers understand what the exhibitor offers.



What people see

- A clear exhibitor profile with business name, products, services, offers, price, availability, images, restrictions and calls to action.
- Professional copy, captions, article content, image descriptions and branded campaign pages.
- Shareable content that visitors can view, save, discuss, recommend and respond to.

What discovery systems read

- Organized fields for exhibitor, category, offer type, price, dates, location, image, URL and availability.
- Reusable structured formats such as JSON, RSS, XML and CSV for downstream platforms.
- Page and image metadata that help indexing and AI-powered discovery systems understand, reference and surface the content.

Organizer Revenue & Reward Program

The commercial structure is designed to reward the organizer for introducing exhibitors and supporting renewals while also giving exhibitors and community partners additional referral incentives.

\$299.99 ANNUAL BASE PACKAGE Entry-level annual exhibitor program	\$90 ORGANIZER SHARE Per referred exhibitor annual renewal	\$1–\$90 REFERRAL REWARDS For eligible recommended users and partners	\$50/mo VIDEO ADD-ON SHARE Illustrative organizer share on AI Marketer
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Illustrative annual economics per participating exhibitor

ITEM	AMOUNT	COMMERCIAL LOGIC
Exhibitor annual package	\$299.99 USD	Sold as a booth add-on, included benefit or organizer-sponsored package.
Organizer annual commission	\$90.00 USD	Paid for each referred exhibitor year, subject to final partnership terms.
Renewal commission	\$90.00 USD	Continues for each renewal year while the exhibitor remains active under agreed terms.
Optional AI Marketer video package	\$250/month	Optional add-on with illustrative \$50/month organizer revenue share.

Commercial figures are proposal terms for discussion and should be finalized in a written partnership agreement, including payment timing, eligibility, renewals, refunds, chargebacks and attribution rules.



Exhibitor Upgrades & Pricing

PMN can sell optional upgrades directly to exhibitors. The organizer can participate in revenue share under the final agreement.

Included Annual Visibility Profile, offer page, structured data, spotlight content, selected distribution, lead capture and reporting. \$299.99/year	PublicistBot Content Engine Up to 120 annual articles, reviews, interviews or exhibitor spotlights, subject to editorial participation and scheduling. \$299.99/year	AI Marketer Video Add-On Optional short-form video generation capacity of up to 720 videos per year. \$250/month
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Additional upgrade opportunities

✓ Expanded article campaigns	✓ More short-form video production
✓ Product review campaigns	✓ Affiliate recruitment
✓ Creator collaborations	✓ Enhanced reports
✓ Sponsored distribution	✓ Ongoing lead-generation campaigns

Pilot Implementation & Measurement

A focused pilot allows the organizer to test booth-sales impact, exhibitor engagement and upgrade demand before scaling across the full event portfolio.

WEEK 1 Phase 1 — Agreement Finalize eligible booth packages, pricing, attribution, commissions, fulfillment scope and approved claims.	WEEK 2 Phase 2 — Sales Enablement Provide organizer sales scripts, exhibitor one-pager, QR codes, onboarding links and internal training.
WEEKS 2–4 Phase 3 — Exhibitor Onboarding Enroll an initial group of 10–25 exhibitors and collect profile, offer, event and media information.	MONTH 1 Phase 4 — Campaign Activation Publish priority pages and content, distribute approved assets and activate tracking.
ONGOING Phase 5 — Reporting & Renewal Review performance, enquiries, upgrades, exhibitor satisfaction and renewal opportunities.	

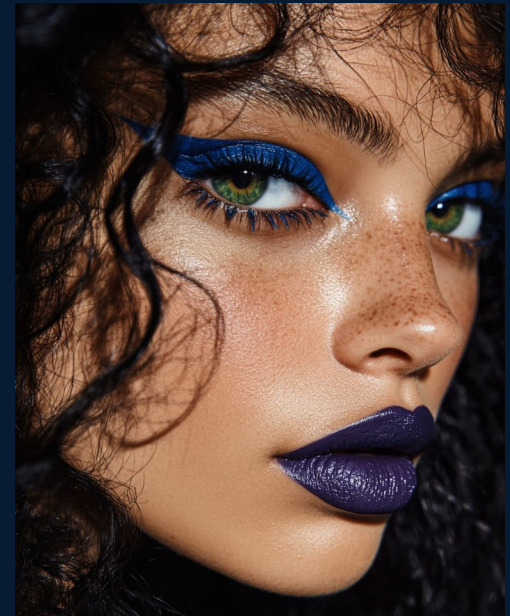
Pilot scorecard

- Booth enquiries and booth conversion rate
- Number of participating exhibitors
- Content and campaign assets published
- Impressions, engagement and click activity
- Leads, applications and referral registrations
- Exhibitor satisfaction and upgrade revenue
- Renewal interest for the next event

RECOMMENDED NEXT STEP

Launch a Focused Beauty, Fashion or Wellness Tradeshow Pilot

Begin with a defined cohort, a clear exhibitor promise and a measurable reporting framework. PMN will provide the campaign infrastructure; the organizer will integrate the offer into booth sales and exhibitor communications.



Proposed Next Steps

- 01 Select one upcoming tradeshow or exhibitor cohort for the pilot.
- 02 Confirm the commercial model: organizer-funded, exhibitor add-on, sponsored program or hybrid.
- 03 Approve the included package, upgrade path, commission structure and sales language.
- 04 Create the exhibitor onboarding page, sales collateral and partner tracking links.
- 05 Launch the pilot and review a 30-, 60- and 90-day scorecard.

Important proposal notes

- **Content is produced up to the limits of the selected package, subject to active package status, timely submission of suitable materials, exhibitor participation, production scheduling and PMN editorial standards.**
- PMN does not guarantee third-party indexing, AI training inclusion, a specific number of impressions, clicks, leads or sales.
- PMN does not impose a campaign cap on organic impressions, clicks or enquiries that approved published assets may continue to generate.
- Final pricing, commissions, fulfillment, renewals and rights should be confirmed in a signed agreement.

EXHIBIT ONCE. GET DISCOVERED ALL YEAR.

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