

Call notes with RSW July 17, 2012

Wants to figure out a win win ...

Here is his position:

- 1) He's decided or sure that he's doing the conference (last week he was tipping either way)
- 2) If we come to terms we (IIR) must do 1 to get to 2 & 3
- 3) 1 (www.conference) can be run at not for loss or a slight profit.
- 4) He has so far:
 - a. 250K from GE
 - b. 250K from William Hearst
 - c. 2 pledges or 100K each = 200K
 - d. Venue free including breaks and lunches.
 - e. A 50% chance as of now to get the airline costs for speakers for free.
 - f. Filming the event is free (done by Radical Media)
- 5) What he still needs to cover:
 - a. Hotel rooms
 - b. App @ half price
 - c. Translation @ half price
 - d. Curating content costs
- 6) He has got for seats sold so far:
 - a. 10 seats from bank in Australia
 - b. 6 seats from another co
 - c. 3 co with 2 each
 - d. 3 single seats

He is not interested at this point in his life in a 50/50 JV

He wants from us 300-400K investment – what we get for the investment

- 1) Sell 50 Seats and we could take a commission - he suggested 10% **say we ask for 15%**
- 2) Sell the dinners and package in passes for the sponsors top clients take a percentage of the sponsorship **same 15 %**
- 3) He will turn over his notes and premises and we can craft this information to sell seats and sponsorships with his approval
- 4) **Debra & Peter discussed that we get the same % we put in of the profit on www. So if the event costs 1m to run and we put in 300K, in addition to our commissions we get 30% of any profit made on the event.**

His view on what IIR/Informa gets:

- 1) Listed a Founding Partner on all communication for www event as we requested

- 2) He knows historically and currently how to innovate and create future forward events that we can learn first-hand how to utilize to make us create and change the landscape for the event business.
- 3) Once www is complete we sit with him and strategize and biz plan and budget for Prophecy
 - a. We bring to the table the ability to secure, countries, cities and companies to invest via sponsorships in being the host for each of the five days of this event (he has no desire to do this at ALL himself)
 - b. Publisist (French co) is interested in FED MED, and so is GE...

DEBRA & PETER: we want to know the % we could get for these events before we hand over the check for www. And we want first option to buy out rest of these events when he's ready to exit.

Bottom line if we proceed in terms of risk is the whole amount that we put in 300K more likely 150K range, and hopefully we make some profit in the best case. It seemed to us that something has changed in his demeanor between last week and this week. He seems more confident to pull this off.