



DELIVERING THE NEWS IMPACTING YOUR MEMBERS MOST

Associations have always been viewed as the informational authority for their respective industries. Top-tier professionals join associations to obtain the benefits and information resources the organizations offer. As industries evolve, it's becoming increasingly important for associations to keep their members abreast of the industry news that directly impacts the daily operation of their businesses. So how do associations deliver relevant news from a variety of credible sources without stretching the resources of their member-focused staff?

Enter MultiBriefs – the association world's news information solution.

MultiBriefs are association-branded e-mail resources, providing comprehensive news briefings of the day's top industry stories. Your members will no longer have to scour the Internet for industry-related news. Each issue of MultiBriefs aggregates the news for your members and delivers numerous quality articles to their inbox daily. This saves your members valuable time and further establishes your association as the "go-to" resource for industry information.

MultiBriefs is a division of MultiView, the leading provider of online supplier directories to the world of associations. Our history is association-focused, helping strengthen relationships with current members and reaffirm the value of association membership to a new generation of professionals. MultiBriefs not only serve to inform your members, but can become a powerful new source of exhibitor and advertiser leads, and generate significant non-dues revenue.

FOCUSED ON YOUR MEMBERS AND INDUSTRY

The process of creating your association's MultiBrief begins by listening to you. Our staff of skilled editors researches your industry, learns about the hot topics, and finds the best qualified sources for news. We also learn about your association's mission and priorities to make sure the selected news never contradicts your organization's values.

From there we start the process of creating your association's MultiBrief, gathering news from an expansive list of credible sources including *The Associated Press*, *The New*

York Times, Financial Times and leading industry publications. Articles are hand-picked by our editors who know your industry. Your first editions are distributed internally, giving association staff the ability to fine-tune the content before it ever reaches your membership.

We understand that your association is a major part of the industry you serve. To that end, association news is an extremely important piece of the MultiBriefs product. We will never limit the number of association news items published in each edition.

Once launched, your association's MultiBrief will become the most complete news source for your members. In addition to the daily edition reaching your members' inboxes, archived editions will be placed in a channel created specifically for your association on the MultiBriefs Web site. Members will also have the ability to search past news items using the MultiBriefs powerful keyword-driven search tool. An RSS feed of the articles contained in each edition can also be incorporated into your association's Web site

GENERATING NEW NON-DUES REVENUE

Unique advertising opportunities within your association's MultiBrief allow premium exposure for industry suppliers looking to get their message in front of your members. The advertising positions were created to never compete with the news elements, but instead are incorporated into the overall look and feel of the MultiBriefs product.

These advertising opportunities drive new non-dues revenue back to the association. Our revenue-sharing model is straightforward and easy to understand.

Our skilled and motivated advertising team already has a relationship with thousands of carefully targeted potential advertisers from your industry. Our sales professionals are Internet sales experts. They know the lingo; they know the benefits of advertising in an electronic medium. With no print sales to contend with, selling premium advertising space in your association's MultiBrief is their sole focus.

By generating incremental, non-dues income, your MultiBrief helps fuel the growth and success of your association from the first day of publication. And our approach never competes with your existing advertising and exhibitor income streams.

Implementing an association MultiBrief offers a no-cost, no-risk opportunity to serve your members in a vital new way. It is a demonstration of your commitment to delivering the most pertinent industry news to your members.

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