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Community

A community is defined as a group of people that come together to share perceived common characteristics such as – intent, belief, resources, interests, ideas preferences, needs, risks, etc., that they believe are distinct in some respect from the larger society in which they exist. The degree of importance the individuals place on these distinct characteristics normally dictates the overall cohesiveness of the community.

In the electronic world we have bulletin boards, collaborative networks, virtual and online communities, chat groups, etc. These are different than classical communities in terms of infrastructure and delivery of messages, but essentially identical in regards to their reasons for existence.

The Channel 2.0 Community



The ChannelLine Advisory Council (CLAC) is an IT Channel Community created in 1993 by Integrated mar.com to bring together the various channel people from vendors, distributors, sellers and support services to the channel (*publishers, associations, channel marketers, event companies, etc.*). Together we discuss key issues and develop and implement solutions that will ultimately help ensure the long term viability of the Channel.

For 2008, the Council’s task forces will be working on these key initiatives:

- **Trusted Business Advisor Program:** consisting of Channel Business Education, Channel Seal and Channel Business Certification as well as developing course material and launch of a regular eNewsletter focusing on the Business Aspects of being a VAR.
- **Channel Advocacy and VAR Locator.**
- **Channel 2.0 – Communities:** Industry focused, organically grown, the Council will provide: infrastructure, rules of engagement, content, audiences, management and promotion. Overall content and direction will be driven by the participants of the Community. During 2008, the Council plans to launch six communities:

2008

Channel Business (Channel Marketing, Trusted Business Advisor, Small & Mid-Size Businesses, Service Providers to Channel Industry, IT Biz)	Software (Software Applications, Managed Services, Operating Systems & Open Source)	Data (Storage & Data Protection, Security, Data Centers)	Telephony (Telephony & Unified Communications)	Hardware (Hardware & Peripherals, Mobility, Networking, System Builder)	Mid-Market & Enterprise (Enterprise & Government, Compliance, Virtualization)
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• **IT Biz:** In conjunction with the American Chamber of Commerce, Canadian and US Consulates and several other alliance partners, a multiple of educational vehicles will be created to help Vendors to successfully do IT business in North America.

• **Channel Collaboration:** Education, vehicles and tools designed to assist Vendors and VARs work better together, including: Channel Sales Cycle Workshops and the W3 Channel Enablement Program.

Fun with words

The derivative of the word *community* is the Latin *communitas*, which means “the same”. *Communitas* was derived from *communis*, which means “common, public, shared by all or many”. *Communis* comes from a combination of the Latin prefix *con*, which means “together” and *munis*, which has to do with “performing services”.

Vehicle	Description	Sponsorship Opportunities & Benefits	Estimated Monthly Circulation
<p><i>Channel 2.0 is open to all members of the IT industry who support Channels. As such, sponsorships are not exclusive. Initial vehicles that each sub-community will have are:</i></p>			
Portals	<ul style="list-style-type: none"> A basic portal site will be developed for the community that will link to individual portals for each sub-community. These portals will act as a landing page for all activities as well as house all elements that support the community. 	<ul style="list-style-type: none"> Logo, in rotation, on every page of the portal Logo, in rotation, on every page of sub-community portal 	Channel 2,000
Community Focused eReport (written by mar.com's editorial team)	<ul style="list-style-type: none"> To help drive traffic to the sub-communities, Integrated mar.com will develop, write and distribute to the eChannelLine database (196,000 subscribers) a monthly eReport specific to each community. To help community members communicate with their customers and prospects, an end-user version will be developed which will be distributed to the ConnectIT database (290,000 subscribers) as well as provided FREE to all members of the sub-community who, using mar.com's customization tool, can easily customize the eNewsletter and send it to their customers and prospects. <p>NOTE: The Channel Marketing and Channel Business Certification sub-community will not have end user versions.</p>	<ul style="list-style-type: none"> Ad in rotation on outbound HTML mailer for both the Channel and end-user versions Ad in rotation on the story pages of all end-user versions 	Channel 196,000 / End-user 290,000
HTML Blast	To further drive traffic to the communities, a monthly HTML will be sent out to the eChannelLine database with a brief description of what is going on within each community and what is coming up.	<ul style="list-style-type: none"> Ad in rotation on outbound HTML 	Channel 196,000
RSS Feeds to Relevant Content	All articles in Integrated mar.com's publications will be tagged for appropriate sub-communities and then posted on the applicable sub-committee Portal Sites via an RSS feed. Other publishers will be invited to post their stories on the applicable Portal Sites.	<ul style="list-style-type: none"> Drives traffic to the sub-communities and provides content Sponsors can post some or all RSS feeds on their website 	-
Webinars	<ul style="list-style-type: none"> Every month each sub-community will have a Webinar in which the sponsors will determine the topics and host the Webinar in conjunction with an editor from eChannelLine and/or an industry expert on the specific topic. 	<ul style="list-style-type: none"> Host for each sub-community Webinar Determine topics Logo with hyperlink, in rotation, on the landing page for the Webinar 	50

Communication Vehicles & Sponsorships

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Vehicle	Description	Sponsorship Opportunities & Benefits	Estimated Monthly Circulation
Blog & Mini Surveys	<p>There will be one community blog and a blog for each sub-community. Along with the blog, sponsors will be given a “key” that allows them to:</p> <ul style="list-style-type: none"> • Post entries (as opposed to other users who are limited to replying to entries), which can include URL’s, images, copy, etc. • Push one entry per week out to the members of the sub-community • Push one mini survey per month out to members of the sub-community • Prepare a brief overview every month (100 words maximum) on what is going on in the Blog, which will go out to the entire community and eChannelLine database via the monthly HTML blast. • Applicable blog trails can be submitted to the eChannelLine and/or ConnectIT editorial team to be considered for an article. 	<ul style="list-style-type: none"> • Provided a “key” that allows sponsor to post entries • Logo, in rotation, with hyperlink on all blog pages • Ad, in rotation, with hyperlink on all sub-community blog pages 	Channel 1,000
Open Forum	<p>From a technology perspective, this is a Webcast. However, the Forums are designed to pull content from all members of the community. As such, any participant can suggest a topic. If their topic is selected, they get to be one of the “hosts” for the corresponding Forum. The Forums will have very little time for presentations and lots of time for discussions. Every month there will be at least one Forum for each Community. An eChannelLine editor will be present and report on each Forum through the blog and, where appropriate, via an article in eChannelLine.</p>	<ul style="list-style-type: none"> • Host for each sub-community Forum • Determine which topics are presented at which Forum • Logo with hyperlink, in rotation, on the landing page for the Forum 	50
Estimated Minimum Monthly Circulation			685,100
Cost of Monthly Sponsorship			\$20,000
<p>Get one Banner Ad per month (468x60) in eChannelLine Canada (36,000 circulation for 5 days) and one in eChannelLine USA (160,000 circulation x 5 days = 980,000 emails distributed) in Outbound Newsletter.</p>			Valued at \$11,680

Other Community Members

Several other service related organizations, including these targeted segments: trade shows, publishers, analysts, research companies, channel service providers, distributors, educators, etc. have been invited to join the communities as we strive to create a true Channel Community that grows organically. These other community members will provide additional value, increase reach and provide more content.

Overall Community Sponsorship

Vendors interested in sponsoring the Channel Community and all of the Sub-Communities should contact Integrated mar.com for details.

Upcoming Community Vehicles

Vehicle	Description	Sponsorship Opportunities & Benefits
ChannelBook	<p>Provides a self-powered system for people to interact with each other and forge business partnerships and become identified within the IT Channel. Everyone in the IT Channel is given the ability to create his or her own "personal community" that can easily interface with other "personal communities". Features like "add a partner" and "add a customer" will enable individuals to rapidly grow their community based on with whom they want to interact. This business network allows registered users to enter information about themselves, join online communities and request other registered members to join their "personal community" or other people in their own network to join ChannelBook and their "personal community".</p> <p>Members will be able to reach out to their "personal community" to invite them to a ChannelChat, event, Webinar, etc.</p> <p>Information that members will be encouraged to include in their business profile is: name, title, company, logo, business resume, contact information, sub-community or communities they are part of, types of contacts they are interested in (<i>Vendors, Distributors, VARs, etc.</i>), types of conversation subjects in which they are interested (<i>business opportunities, job offers, networking, events, etc.</i>), products and services they want information about. ChannelBook will send notices via email of updates and requests.</p>	<ul style="list-style-type: none"> • Logo with hyperlink, in rotation, on every page in ChannelBook • Ad with hyperlink, in rotation, on every page in specific sub-community ChannelBook • Ease of reaching members of sponsored community
ChannelWiki	<p>A Wiki is an online encyclopedia that is written by members of the community. Members can update, add, and append entries to create a communal knowledge depository.</p> <p>Each sub-community will have entries that are created by registered users. Each entry will be reviewed by at least one member of a community for content. Content will be made readily available to channel members and end users via permanent links on eChannelLine & ConnectIT.</p>	<ul style="list-style-type: none"> • Be part of the content review committee • Ad with hyperlink, in rotation, on every ChannelWiki page in their community

Integrated mar.com has the knowledge, focus, relationships and dedication to deliver the SMB market to you!

For more information, call us at 1(800)465-2059 or visit us online at www.integratedmar.com



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