

# BREATHE!<sup>TM</sup>

## CONNECTING THE WEB3 UNIVERSE

**A decentralized convention for a decentralized world**

This is more than a convention... it's the center for all things

**Web3: Blockchain, Crypto, Defi, Metaverse and NFT (WBCDMN)**

**MAY 3-5 2023 | LAS VEGAS CONVENTION CENTER**

Produced by **5AM**  
Global





# PRODUCED BY EXPERIENCED LEADERS

Produced by 5AM Global, a strategic marketing and business management firm, committed to accelerating the exponential revenue generation of companies and brands. We deliver innovative operational solutions and the most effective and impactful growth strategies and execution; including branding, PR, and event production.

5AM Global is a producer of experiences, live and digital, B2B events, B2C engagements that connect and retain their target audience. Known as the “legend-maker” because we create a valuable and unique vehicle for our clients to gain recognition as their industry’s top choice.

## Why partner with 5AM Global?

- An established company with a developed brand and reputation with Global tech and blockchain-related industry companies
- Leadership has 35+ years of experience, relationships, and proven practices in the event space
- Strategic event partners in U.K., Israel, France, Qatar, and Dubai
- Co-Founder & CEO of 5AM Global and Creator of BREATHE! was recognized by the U.S. Senate and House of Representatives as 2021 Entrepreneur of the Year in Nevada
- BREATHE! Co-Founder & CMO of BREATHE! is creator of The World’s Best Buyer Persona System and is listed as Top 50 Tech Visionaries for 2020 - 2021
- BREATHE! has an Advisory Board of Subject Matter Experts and Investors from all over the world

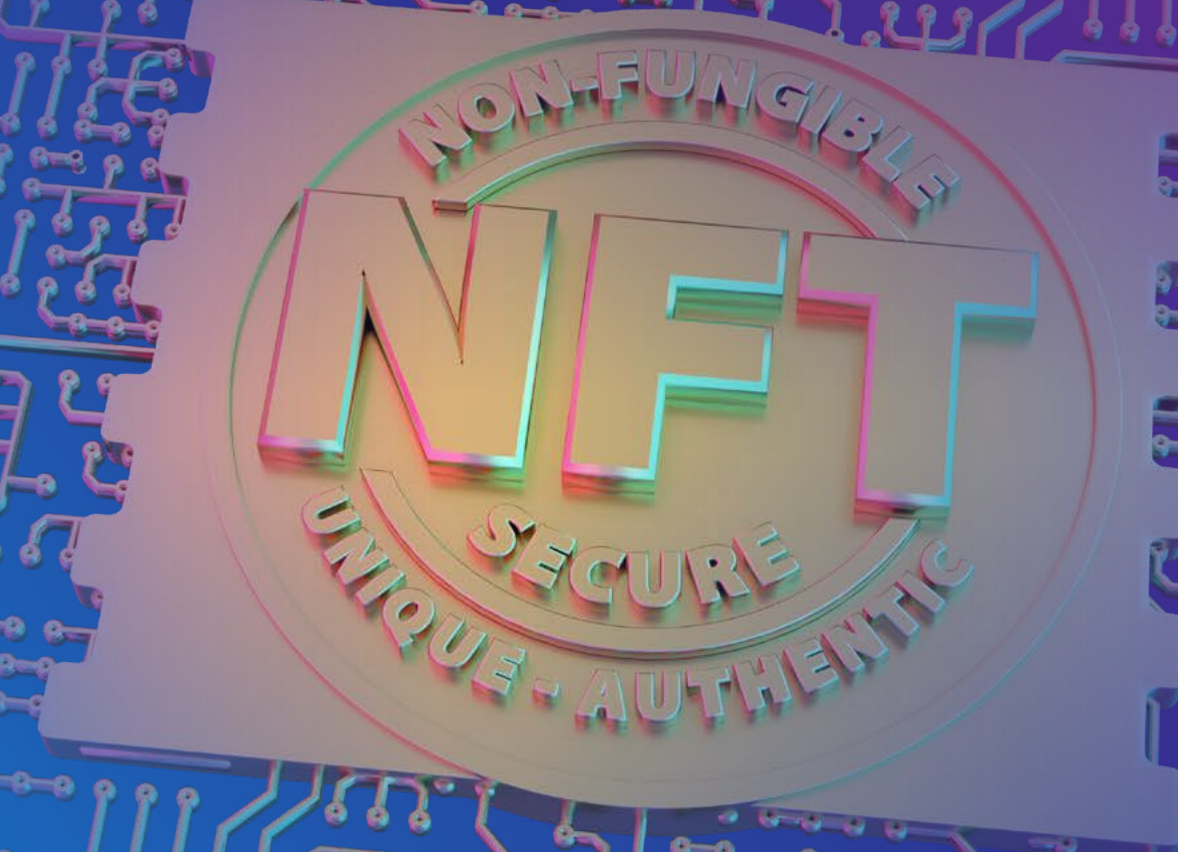
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# WHAT IS THE SHOW ABOUT?

Back in 2018, inspired by the quote: "So many people spend their health gaining wealth, and then have to spend their wealth to regain their health." A. J. Reb Materi - 5AM Global developed the BREATHE! brand and began producing this annual event. Considering impactful practices and changing technology to support passive income and work-life balance, digital wealth and physical health are popular topics. Web3, Blockchain, Crypto, Defi, Metaverse and NFT (WBCDMN) are in the center of these universal topics, impact, and change.

BREATHE! Convention 2023 is the ultimate decentralized convention for a decentralized world is a 3-day event that dives deep into the WBCDMN universe. The convention will include exhibitors, breakout sessions, panel discussions, and Keynote presentations on our exclusive Center of the Universe main stage, plus various offsite activities. BREATHE! Showcases some of the industries most extraordinary Subject Matter Experts (SME), Collectors, Investors, Startups, Developers, and Enthusiasts. All participants will benefit from educational talks, Q&A sessions, collaborative experiences, and incredible entertainment.



## EDUCATION EXPERIENCE ENTERTAINMENT

### Center of the Universe Mainstage

Where the brightest stars share their knowledge

### Nova Newbie Stage

Designed for attendees that are new to the WBCDMN universe. Yes, this includes your parents and grandparents too.

### The NFT Nebula

The most authentic NFT experiences

### The Blockchain Heliosphere

Where innovation and technology meet while changing the world

### The Defi Declination

The decentralized finance game-changers

### Crypto Constellation

Coins, tokens, licenses, mining, and more...

### Metaverse Cloud

A collection of immersive experiences evolving reality

### Earthly Possessions

Gadgets, gizmos, and stuff to make time on this planet f%\$#ing awesome

Visit **BREATHE!**  
Convention 2023! **FAQ**  
page for more information.



\*These mock-ups are for visual purposes only. Objects are not a direct representation of the final result.

# MAIN FEATURES



## The Galaxy of Partners

BREATHE! is made possible by these innovative organizations who are leading WBCDMN.

[View Partners](#)



## The Nebula of NEWS

Get groundbreaking news, coverage, and highlights from BREATHE! in the news

[View Media](#)

## The Brightest STARS

BREATHE! showcases a collection of the most impactful SME (Subject Matter Experts), Collectors, Investors, Start-ups, Developers, and Enthusiasts in the universe.

BREATHE! Is the largest IRL event that is committed to giving the greatest platform to the growing WBCDMN community.

[View Speakers](#)

## The Ecliptic Exhibitors

BREATHE! and its incredible line-up of exhibitors offers the most effective solutions, inspiration, and concepts to help the community thrive.

[View Exhibitors](#)

## The Orbit of Owners

It's the community of owners who help BREATHE! successfully orbit this universe

[View OpenSea](#)



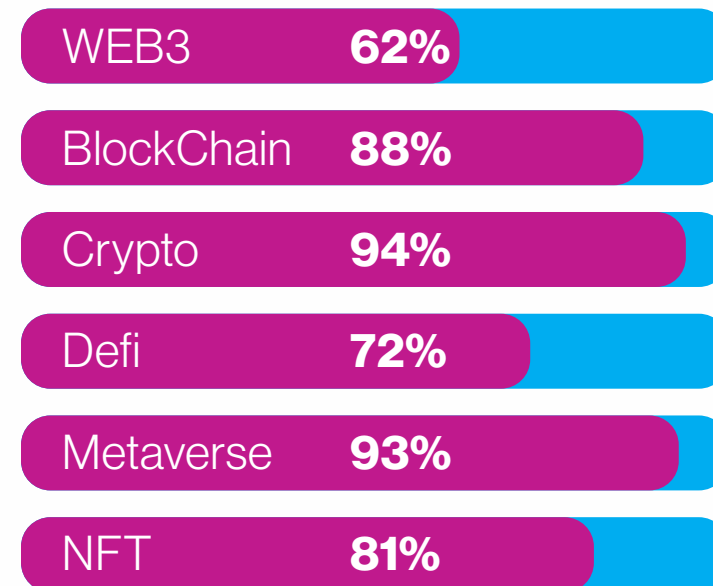


# ATTENDEE PROFILE



With **more than 5,000** anticipated attendees, BREATHE! is the largest convention of its kind in history.

## Attendees' Level of interest for the WBCDMN universe



## Attendees that are targeted to attend have the following attributes and keywords in their LinkedIn profiles.

Web3, Web 3.0, Blockchain, IoT, Internet of Things, NFT, Crypto, DeFi, Metaverse, AR, VR, AI, Game Engines, Game Monetization Solutions, Gamification, Machine Learning, Ad-Tech, MarTech, RevTech, FinTech, Innovations, Strategy.



## Countries represented

**29 countries, including:**

- USA
- France
- South Africa
- Mexico
- Canada
- United Kingdom
- Germany
- India
- Switzerland
- UAE
- Turkey
- Philippines
- Brazil
- Israel

## Attendee titles typically include

Founders, Director of, VP of, EVP, SVP, Chief Revenue Officer (CRO), Chief Business Officer, (CBO), CMO, CTO, Heads of, Business Development, Innovation, Strategy, VP of Sales.

Companies targeted typically have 10+ employees to 10,000 employees.

## Types of companies attending

**Typically include the following:** High-Tech, Software, SaaS, Application Developers, Web3 Developers, Gaming, and Service Providers in both the B2B and B2C segments.

Note that some sponsors will drive their ICP prospects of interest via the **BREATHE! affiliate program.**



# EXHIBITOR

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## WHO WILL YOU MEET?

- Subject matter experts leading the world of WBCDMN
- Universal Thought leaders on all things WBCDMN
- Galaticly known WBCDMN Influencers
- WBCDMN investors
- WBCDMN enthusiasts
- WBCDMN developers
- New WBCDMN connections
- Project investors
- WBCDMN legends
- WBCDMN project representatives

## WHY EXHIBIT?

Reach your intended audience... the ones with real buying power!

Showing off your brand at BREATHE! Convention 2023 ensures more exposure, new connections, and a level of insight and confidence that only exhibiting at BREATHE! can deliver. In addition, studies have proven, paid convention attendees are the most engaged and desired consumers of any brand. Exhibiting at BREATHE! Convention 2023 may be one of your wisest business decisions of the year

## EXHIBITOR OPPORTUNITIES

Create your space and how you showcase your brand.

There are plenty of marketing benefits to exhibiting at BREATHE!, especially the clear-cut advantage from face-to-face interactions with thousands of WBCDMN attendees, other exhibitors, SME's, and invaluable industry connections you will make. Your exhibitor space is a prime opportunity for your brand to stand out from the crowd in a crowded marketplace and demonstrate the benefits of your product, project, or service to the attendees. Our creative team and contractors will work with you and your team to personalize the experience for your target audience.



## WHAT ARE ATTENDEES LOOKING FOR?

- Trading Innovations (Exchanges)
- Crypto Payment Solutions
- Market Analysis Tools
- Gaming Application Software
- Virtual & Augmented Technology
- Metaverse Advances & Projects
- Global Legislative & Regulatory News
- New Protocols
- Innovative Hardware & Software
- Must-Have Gear
- Networking Opportunities (Advice, Leadership, Connections, Insights)
- Web3 Developments
- Education & Resources
- Managed Services
- Whitelistings
- Investment Opportunities
- Investment Application Software
- Financial & Legal Information
- **Basically, all things within the WBCDMN universe!**





# WHAT'S INCLUDED AS A BREATHE! EXHIBITOR

## EXHIBIT SPACE

Starting at 100 sq. ft. and available in increments of 10 ft.

## HOW THE PROCESS WORKS

You secure your open exhibition space on the BREATHE! Convention showfloor. This is providing you the flexibility and creativity to show off your brand to the world! At BREATHE!, we are not charging you exorbitant fees for items that you don't want or need, allowing you to design and build out your space.

## STEPS TO FOLLOW:

- Reserve your space
- Schedule an appointment with our showfloor contractor FERN
- Review design options and follow their process
- Show up to the convention
- Celebrate your success!

## BREATHE! CONVENTION EXHIBIT PRICING

| Unit Size | Price/Sq ft | Total Sq ft | Your Investment | Comparable Price |
|-----------|-------------|-------------|-----------------|------------------|
| 10x10     | \$45        | 100         | \$4,500         | \$5,625          |
| 10x20     | \$45        | 200         | \$9,000         | \$11,250         |
| 20x20     | \$40        | 400         | \$16,000        | \$20,000         |
| 20x30     | \$40        | 600         | \$24,000        | \$30,000         |
| 30x30     | \$40        | 900         | \$36,000        | \$45,000         |
| 20x60     | \$35        | 1,200       | \$42,000        | \$52,500         |
| 50x30     | \$35        | 1,500       | \$52,500        | \$65,625         |

**\*Please note: Above pricing does not include carpet or pre built costs.**

Exhibit Spaces are open real estate for you and our logistics team to customize your own amazing area without worrying about the rigid structure of a prebuilt template.



In addition to your exhibit space you will benefit from...

## REVENUE SHARE

You will receive an exclusive affiliate link allowing you to participate in revenue from ticket sales. Many of your existing clients and followers will surely want a chance to visit Las Vegas and attend the show.

Any tickets purchased using your exclusive link will result in **15% affiliate commission**.

All referrals that purchase Sponsorship, Exhibit Space, or Advertising will result in a **5% commission**.

## RECOGNITION

You will have an opportunity for recognition as one of the leading exhibitors, based on the following awards:

**To The Moon Award:** Award and recognition for bringing “it all” to the convention; best for engagement and participation. Winner is based on the most booth visits measured by badge scans. The winner of this award will receive a certificate and plaque, Press Release, a 50% off (maximum of \$10,000) vendor credit toward their next BREATHE! Convention exhibiting space, and recognition on our website.

**WAGMI Award:** Besides the recognition and street cred that comes with our most prestigious Exhibitor Award, this exhibitor will receive a complementary 10x10 booth at the next BREATHE! Convention, Press Release, Award Certificate, plaque, and recognition on our website. This is awarded to the exhibitor that is responsible for the most affiliate sales.

## BRAND EXPOSURE

**Website Space:** You will receive a dedicated page to promote your products and services on our website. Your dedicated page can include up to 500 words, a product image, a company logo, a link to your website and also links to your social media channels.

**Printed & Digital Event Booklet Listing:** You will receive a 50-word listing, including your contact and website details in the official Event Booklet.

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## ADMISSION & ACCESS

**Free registration for staff:** You will receive Exhibitor all inclusive badges.

- 10x10 Exhibit Space: 2 Exhibitor badges
- 10x20 Exhibit Space: 4 Exhibitor badges plus 4 General Admission badges
- 20x20 Exhibit Space: 8 Exhibitor badges plus 4 General Admission badges
- 20x30 Exhibit Space: 8 Exhibitor badges plus 6 General Admission badges
- 30x30 Exhibit Space: 8 Exhibitor badges plus 8 General Admission badges
- 20x60 Exhibit Space: 8 Exhibitor badges plus 10 General Admission badges
- 50x30 Exhibit Space: 8 Exhibitor badges plus 10 General Admission badges

Additional exhibitor badges available at discounted rate.

**Priority Access for Future Conventions:** You will be whitelisted for the next BREATHE! Convention. What does this mean? You will have priority selection of booth location. We will reach out to you before releasing exhibitor space to other exhibitors. This ensures you stay on top of the best real estate at each subsequent show.



## EXHIBITOR SUCCESS TOOLKIT

**Exhibitor Presentation Workshop & Training session:** Stormie Andrews, Award Winning Author, Top-50 Tech Visionary and Marketing Strategist, will lead your team on proven lead generation and conversion optimization strategies, via Zoom. Your team will learn proven strategies to ensure you get the most from your interaction with attendees.

**Exhibit Design Team:** We have a dedicated logistics team who will work with you to provide expert advice on your exhibit space, help you understand and meet your objectives and ensure the show is as successful as possible for you.

**Media Toolkit:** We will provide templates and ideas for you to effectively promote your exhibitor space.

And, there is even more...

- Partner discount for development of your organization's Branding guidelines
- Partner rates on PR services for your product, service, or project
- Partner rates for professionally edited recordings of your time on stage





# SPONSORING OPPORTUNITIES

## WHY SPONSOR

The best is possible at BREATHE! Convention 2023! Our sponsorship opportunities in Las Vegas are designed to deliver the impact, exposure, and return on investment you're looking for. We have carefully crafted and curated incredible packages with some customizable options for you to choose. Imagine a major hotel wrapped in your brand; taking over the BattleBots arena... Yes, those BattleBots!



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PRESENTING SPONSOR  
UNIVERSAL DIAMOND SPONSOR  
GALAXY GOLD SPONSOR  
STELLAR SILVER SPONSOR

CENTER OF THE UNIVERSE  
MAINSTAGE SPONSORSHIP  
NOVA NEWBIE STAGE SPONSORSHIP  
SIDE STAGE SPONSORSHIP

PLANETARY REGISTRATION SPONSORSHIP  
GRAVITATIONAL NETWORKING LOUNGE  
GLOWING VIP LOUNGE  
INTERSTELLAR INVESTOR LOUNGE  
GALACTIC WORK LOUNGE  
SATELLITE MEDIA LOUNGE  
UNIVERSE EXPANSION AFTERPARTY

NEUTRINO HOTEL WRAP  
BREATHE! APP SPONSOR  
BATTLEBOTS ARENA TAKEOVER  
PARTY BUS TAKEOVER  
TOP GOLF  
CHARGE STATION  
WI-FI SPONSOR

MAGNETIC MASSAGE ZONE SPONSOR  
HIGH ENERGY HANGOVER KITS  
PURE ENERGY OXYGEN BAR



**BREATHE!**<sup>TM</sup>  
CONNECTING THE WEB3 UNIVERSE

SOLAR BADGE SPONSOR  
LUNAR LANYARDS SPONSOR  
METEOR TOTE BAGS SPONSOR  
PEGASUS PILLAR WRAP  
PHOTO WALL SPONSOR  
TEARDROP FLAGS SPONSOR  
HANGING BANNER  
AISLE MARKERS  
FLOOR TILES



BREAKFAST SPONSOR  
POOLSIDE BRUNCH SPONSOR  
STARS ALIGN VIP DINNER SPONSOR  
REFRESHMENT SPONSOR  
COCKTAIL RECEPTION SPONSOR

## ADDITIONAL OPPORTUNITIES

SOLARSIDE CHAT ON THE CENTER OF THE UNIVERSE STAGE  
SOLARSIDE CHAT ON SIDE STAGE  
TRAVEL THROUGH THE STARS ADMISSION PACKAGE  
SEAT DROP MAIN STAGE  
SEAT DROP SIDE STAGE  
OUTDOOR BILLBOARDS  
BRANDED ROOM KEY  
E-MAIL SHOUTOUT(S)  
CHECKBOX INCLUSION



WEBSITE BANNER ADS  
EVENT BOOKLET PRINT ADS