

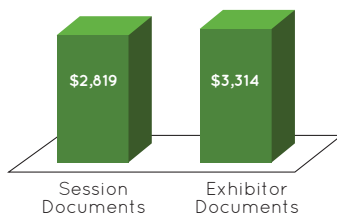


OBJECTIVE

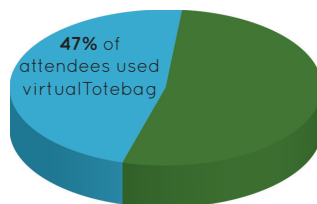
Provide an eco-friendly way of distributing conference materials as well as provide one central depository for conference materials and presentations.

SOLUTION

The NVCA Annual Meeting brings together leading industry players to explore the critical issues that will define the future of venture capital. NVCA chose **virtualTotebag** to cost-effectively distribute conference collateral and presentations, providing an eco-friendly option to the reproduction of exhibitor and session documents. By uploading files into one central depository for conference materials and “pre-stuffing” each attendee’s **virtualTotebag**, NVCA was able to provide users with efficient and effective access to the documents they needed while saving the association staff time and resources. The value of **virtualTotebag** was verified by attendees in the NVCA post-conference survey, where 61% of respondents found **virtualTotebag** to be “an efficient and eco-friendly way to get conference material”.



NVCA saved over \$6,000 in document production and distribution costs.



332 of the 707 conference attendees actively used virtualTotebag to view and download documents.

Number of Documents	114
virtualTotebag Users	332
Document Downloads	2,897

On average, each user downloaded nine documents and each item was downloaded an average of 25 times by users.

“Deploying virtualTotebag at our annual conference was a great way to distribute conference materials in an efficient and eco-friendly way. As an added bonus, we reduced staff hours, eliminating the need to prepare and stuff physical tote bags.”

Jeanne Lazarus Metzger, Director of Marketing, National Venture Capital Association