

Joshua Tree Internet Media, LLC

Invitation to Make and Submit Video for Distribution

Much of the expertise in the apartment industry is housed inside the minds and institutional memories of service providers who provide much of our innovation. One of the tasks of this conference is to tap into that expertise and make it easier for industry generalists to learn some of what you've probably gleaned through months and years of hard work.

To that end, the AIM Conference will distribute (to attendees and our prospects) over the next several months informational, educational video shorts submitted by you - our sponsors and others in the industry. You make it, we play it on YouTube.

Ideally, videos will be on topical matter related to the themes of the AIM Conference – internet marketing, online resident transactions, customer management and the systems and products the industry uses to manage these processes. If you've ever written a white paper about some aspect of your business, a summary of the most important points might be perfect material for a video presentation. (Or perhaps the best parts of your last conference presentation.)

Other topics might include things that are hard to communicate during a sales call or in a walk-by at a conference such as:

- Performance or statistical data on certain aspects of the business;
- Funny anecdotes that make a point;
- Cost and trend analyses;
- Best practices in using systems or tools, and/or insights from other industries;
- Information that tends to de-bunk commonly held myths.

We all sit around at industry events and bemoan the lack of greater understanding of things that we know well. Now is your chance to create some lasting impressions of your expertise by making a video presentation where you share some of that deep knowledge.

How To Do It?

Keep it simple. All we need is a well-lit video of an expert talking. It can be done reading into a camera, or it can be done interview style. It can be done as a conversation between two people. Cameras should be stationary on a tripod or fixed mount. If you want to shoot outside, please stay out of the wind, or use an outdoor microphone with a wind baffle. Heck, you can even do it Ken Burns style and submit a series of slides with voice-over. There doesn't need to be a person talking on camera.

Submission Dates

We'll be accepting submissions on a rolling basis, up until April 2, 2008. We'll also want some after the conference as well for follow up, so there's no great hurry to it, but the earlier you get material in, the more options we have to present it to an interested

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audience.

Technical Stuff

Video submission should be a combination of speakers, graphs and slides. We'll edit what you send us down to 1-3 minutes, so please just send us raw material that we can have our editor clean up and put into our template.

- Home video camera quality is absolutely fine. Even a web cam from a computer will work. Don't get fancy and go rent a 3-CCD camera and hire a camera operator (unless that's your thing);
- You can submit video in .avi, mpeg1, 2 or 4, .mov or other widely used formats (No hi-def AVCHD footage please);
- Slides and graphics may be embedded, or sent along as JPEG, PDF or PPT files;
- Video should be at least 640 x 480 pixels and may be larger;
- Video footage shouldn't be longer than 12 minutes, since we're going to edit it down to less than 3 minutes of highlights;
- No musical background tracks;
- Please submit everything by regular mail on a data CD or DVD and provide some written guidance to what you've submitted. Please do not try to burn a video DVD for us. Data disks only please.

Editorial Stuff

Joshua Tree Internet Media, LLC will edit your video and make some attempt to fit it into a stylistic theme to go along with the others we've received. We'll share our finished product with you before it's published. If you don't approve it, we won't publish it. But since it's a free effort of ours, we won't provide a chance for editorial iterations either. We don't have the time or energy to make small changes or to go back and forth with you (after all, it's free). All approved videos will be posted on YouTube and possibly other video sharing sites like DailyMotion.com and MetaCafe.com. From there, they will be distributed by email notification, and by reference from our conference site.

Legal Stuff

By submitting footage to us, you grant the AIM Conference and Joshua Tree Internet Media, LLC a limited, perpetual license to edit and broadcast your material, information and the likenesses of the people portrayed. Joshua Tree Internet Media, LLC will not provide any compensation of any kind for any submission. We request that all people appearing in a submission sign the attached model release form, and that you return it to us.

We also reserve the right to use in whole or in part or not at all anything submitted to us. Reasons we would reject a submission include (but aren't limited to):

- It's too overtly a commercial, and not educational enough for the audience;
- It contains someone else's copyrighted material (images or music) which we don't have clearance to use;

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- The material provided isn't relevant, is hard to understand, or is misleading or wrong;
- It's mean-spirited and attacks other people or companies.

Thank You Very Much

Thank you very much. We appreciate your excitement about what you do, and our conference. We also appreciate your willingness to put some effort into using the internet as an effective marketing vehicle for our industry.

For more information, and to tell us things that we forgot to mention, please contact:

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STANDARD MODEL RELEASE FORM

The undersigned enters into this Agreement with Joshua Tree Internet Media, LLC ("Producer"). I have been informed and understand that Producer is producing a videotape program and that my name, likeness, image, voice, appearance and/or performance is being recorded and made a part of that production ("Product").

1. I grant Producer and its designees the right to use my name, likeness, image, voice, appearance, and performance as embodied in the Product whether recorded on or transferred to videotape, film, slides, photographs, audio tapes, or other media, now known or later developed. This grant includes without limitation the right to edit, mix or duplicate and to use or re-use the Product in whole or part as Producer may elect. Producer or its designee shall have complete ownership of the Product in which I appear, including copyright interests, and I acknowledge that I have no interest or ownership in the Product or its copyright.

2. I also grant Producer and its designees the right to broadcast, exhibit, market, sell and otherwise distribute the Product, either in whole or in parts, and either alone or with other products, for commercial or non-commercial television or theater, closed-circuit exhibition, home video distribution or any other purpose that Producer or its designees in their sole discretion may determine. This grant includes the right to use the Product for promoting or publicizing any of the uses.

3. I confirm that I have the right to enter into this Agreement, that I am not restricted by any commitments to their parties, and that Producer has no financial commitment or obligations to me as a result of this Agreement. I hereby give all clearances, copyright and otherwise, for use of my name likeness, image, voice, appearance and performance embodied in the Product. I expressly release and indemnify Producer and its officers, employees, agents and designees from any and all claims known and unknown arising out of or in any way connected with the above granted uses and representations. The rights granted Producer herein are perpetual and worldwide.

4. In consideration of all the above, I hereby acknowledge receipt of reasonable and fair consideration from the Producer.

I have read the foregoing and understand its terms and stipulations and agree to all of them:

Model's Name (Please Print) _____

Signature of Model _____

Date _____

(If the person signing is under age 18, a parent or legal guardian must sign below.)

I hereby certify that I am the parent or legal guardian of the model named above and I give my consent without reservation to the foregoing on behalf of him or her.

Signature of Parent or Guardian _____

Date _____