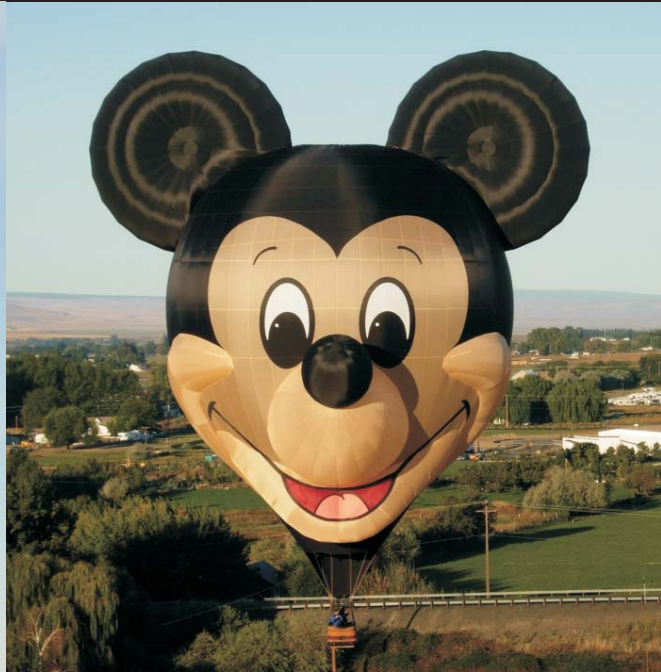


Corporate Balloons



- When was the last time you saw someone take a photograph of a billboard?

**CAMERON
BALLOONS**

The Choice of Experienced Pilots

Wouldn't you like your brand image in your customers' photo albums?

Why Implement a Hot Air Balloon Program?

Excitement

Hot Air balloons create excitement that attracts and holds attention. More than five million spectators annually attend hundreds of balloon events nationwide, and many millions more witness their presence in the skies over urban centers all over North America and Europe.

Broad Appeal

Hot Air balloons are universally fascinating, regardless of the spectator's age, income, gender, or occupation. Balloons are spectacular to watch, colorful and alive, and appeal to the romantic adventurer in all of us. As such, they are not limited to select demographic profiles, but rather, appeal to virtually all individuals young and old.

Flexibility

Hot air balloons can be employed in any number of promotionally effective ways owing to their unique properties. The versatility of a hot air balloon is unparalleled by any other medium, aerial or otherwise.

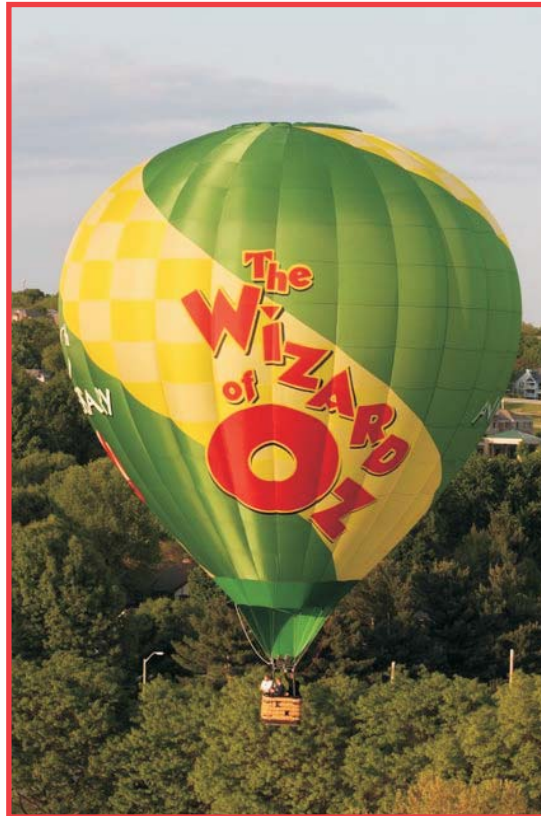
Cost-Effectiveness

The cost per thousand impressions (CPM) rating for hot air balloons compares very favorably to conventional media. In relation to other successful aerial advertising programs, such as Airships, hot air balloon programs can be implemented for one-twentieth (1/20) of the cost. Moreover, the payback ratio of secondary advertising value can be substantial and rapid. For example, when Cameron Balloons constructed a replica of the Space Shuttle, it earned the sponsors advertising value that exceeded the capital cost of the balloon by a factor of

three: all within the first four days of its appearance and only tallying print and television media (not direct impressions of spectators).

Promoting with Goodwill

Hot air balloons are a colorful and friendly medium that brings smiles to the faces of those who behold their presence. Furthermore, impressions are made without the appearance of covert commercialism. As such, the relative quality of impressions generated by hot air balloons is very high.



An Effective Medium

In terms of retention, impact, favorable impressions, broad appeal, unique product positioning, and cost-effectiveness, hot air balloons are a very effective medium.

Hot air balloons are extremely flexible aircraft, and therefore, numerous applications are possible.

What Can Hot Air Balloons Do?

- Hot air balloons are readily mobile. They may be transported easily in a van and trailer from venue to venue for local promotions on the move.
- Hot air balloons may complete a free-flight, in which the pilot launches the balloon from a predetermined site, taking into consideration variables such as

the wind direction and the desired flight path/landing site.

- Hot air balloons are extremely flexible aircraft, and therefore, numerous applications are possible.
- Hot air balloons may complete a tethered flight. Tethers involve a balloon that is secured to the ground by several ropes, such that it cannot leave the site. The balloon may be held closely to the ground, or may be allowed to float up to the length of the lines securing it. Passengers may be allowed on board the balloon during tethers, depending on local



conditions.

- Hot air balloons can be tethered at night so that their logos flow like giant 'Chinese lanterns'.
- Hot air balloons may carry passengers. Depending on the size and type of balloon, a hot air balloon may provide a unique passenger experience for as little as one, or as many as 16, persons.
- Given the public fascination with Hot air balloons, they provide the 'hook' or opportunity to tell your story to the media.

Owing to the flexibility of balloon aircraft, they may function in a number of ways that accomplish myriad marketing objectives.

The Hot Air Balloon as an Outdoor Medium.

Advertising

Hot air balloons can function as giant, colorful, and dynamic floating billboards that carry the sponsor's identity over the populace below, generating enormous exposure among thousands or even millions of spectators. Alternatively, they may be tethered at key locations, functioning as a living billboard at peak traffic events.

Promotions

As "participants" at special events, hot air balloons are the perfect goodwill ambassador, building on excitement generated by the event such as a sporting or civic event. Furthermore, balloons can be used as an appealing lure to assemble customers at the sponsor's place of business, thereby generating store traffic and the opportunity to implement supplemental store advertising promotions. Finally, passenger-carrying balloons may fulfill a promotional role by virtue of VIP passenger flights catering to important prospects, customers and/or suppliers.

Public Relations

Corporate hot air balloons offer an inexpensive but highly

visual means of demonstrating good corporate citizenship through charity or civic events. Donating the use of the balloon to charitable causes as a means of fund-raising is to the mutual benefit of all stakeholders. Moreover, corporate balloon programs that cater to public passengers, either for flights or tethers, leave passengers with a strong mental impression of the sponsor through association.



Ancillary Exposures

Owing to their broad appeal, balloons make excellent and romantic subjects for contests, school/other presentations, and promotional items such as merchandise and sponsor literature detailing the specifications of the balloon. Furthermore, the hot air balloon's Chase Vehicle is in its own right a "rolling" promotion when identified with the sponsor's logo. When used in competition, hot air balloons can attract the same flood of media attention that other forms of sport command.

How do Hot Air Balloons Compare to Other Media?

Strong Retention

The retention rate for corporate hot air balloons is very strong. Owing to the wonder and excitement associated with balloons, respondents easily name corporate balloons with accuracy, but have great difficulty in doing the same for billboards or other conventional forms of advertising.

High Impact

When was the last time you saw someone take a photograph of a billboard? Or speak with wonder and excitement about a television advertisement? Have you ever made a genuine impact on those who witness them.



“Balloons, for what they cost, have given us more promotional value than a hundred times as much spent on advertising” – Malcomb Forbes

ever received a picture of your newspaper advertisement replicated in a hand-drawn rendition colored by a child? Hot air balloons make a genuine impact on those who witness them. The identity of the balloon is not soon forgotten.

Favorable Impressions

Given their colorful and exciting nature, commercial hot air balloons are not regarded by spectators as crass commercialism. Hot air balloons are not characterized by the criticism currently leveled at some other forms of outdoor advertising such as billboards. No medium engenders goodwill and smiling gazes more than a corporate hot air balloon. Photographs of hot air balloons grace family photo albums and are the focus of interested conversation an advertising objective that other media have great difficulty attaining.

Residual Exposure

Whether in competition, in free-flight, or present at a local event, hot air balloons are often captured in conventional media, such as television and newspapers, at no additional cost to the sponsor, thus further leveraging the comparative value of balloon promotions. News coverage value can range from several thousand to several hundred thousand dollars.

Cost-effective

According to studies, a balloon appearance will generate publicity value of seven times the actual direct cost of staging the balloon promotion. In relation to Newspaper, Outdoor, Radio, and TV media, balloon advertising rated as having the lowest cost per thousand among the five types. Malcolm Forbes once exclaimed that "Balloons, for what they cost, have given us more promotional value than a hundred times as much spent on advertising" (vis-a-vis Magazine)

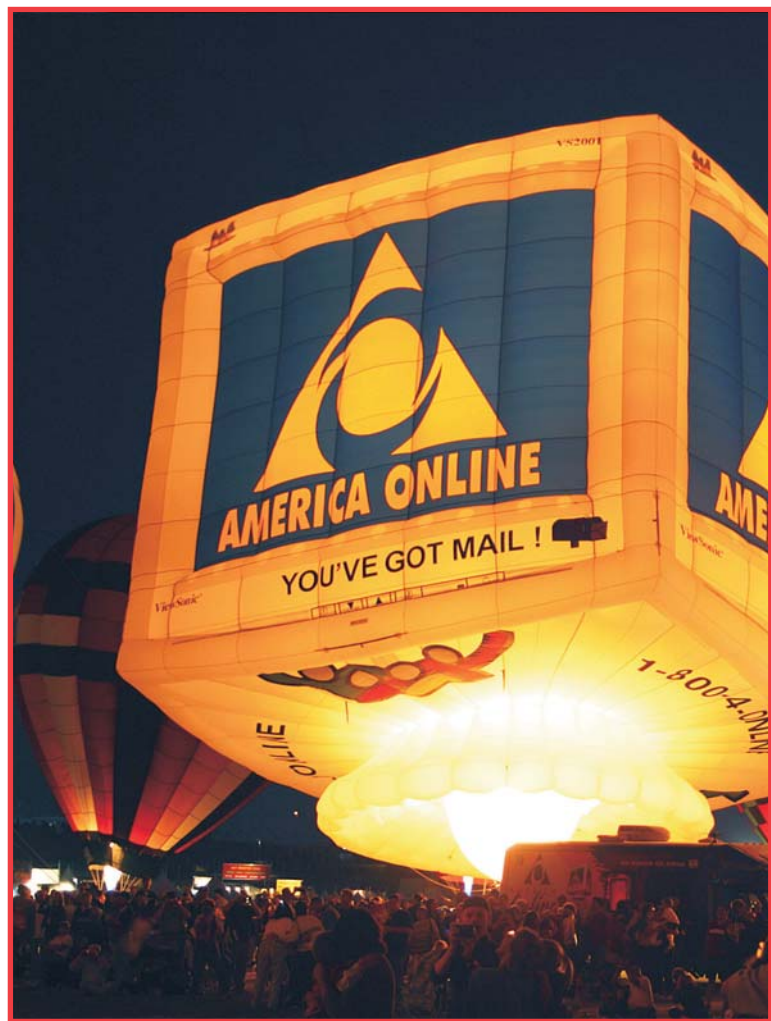
Summary

Hot air balloons have real impact and offer advantages that conventional advertising methods lack, and based upon the foregoing, it is not surprising that Cameron balloons are employed by Disney, Forbes Magazine, Winston, Kodak, Re/Max International, Safeway Inc., General Motors and numerous others in corporate

publicity programs (see Appendix A). Not restricted to large corporations, hundreds of local businesses also utilize Cameron balloons to achieve a wide variety of marketing goals.

Choosing the Right Operator

Just like ad-agencies and other service businesses, professional balloon operators differ by their areas of



expertise and the scope of services they offer. Cameron Balloons can simplify the process of selecting the right operator by recommending one from our network of experienced professionals. However, here are some simple pointers for choosing an appropriate operator.

Define the Goals of the Program

This is an all-important step. There should be clear goals for the program in terms of geographic scope (local, regional, national, or international), types of venues to attend (balloon events, community events, sporting events, trade shows, or custom-made media events, etc.). There should also be a clear plan for the priorities of the program such as dominating specific key



events, creating major-player perception in certain markets, promoting goodwill by supporting community functions, entertaining key clients, or simply providing the 'hook' to tell your client's story with main-stream media. While the plan can remain fluid to take advantages of new opportunities, there should be a general understanding of the primary and secondary priorities.

Balloonist or Corporate Balloon Operator?

While there are thousands of very capable professional balloon pilots across the country, not all of them focus their attention on the needs of corporate ballooning. Corporate programs require more than just a capable pilot and crew. The balloon staff will also be representing you with the media, your clients, and the general public. In addition they will be handling the day-to-day logistics that an on-the-road program entails. It makes sense to contract with an operator that is capable of all of these functions, and one who will represent you properly.

Individual Pilot or Larger Company?

Should you contract with an individual operator or with a company that has a pool of pilots? Both approaches can be very effective depending on the goals defined for the program. In general whether it's a single pilot or a pool of five or more, you should have a clear understanding of who – specifically – will be representing you at any given venue. The more familiar the pilot and crew are with your company and your product, the more effective the results will be.

There may occasionally be a need to change staff temporarily (perhaps the pilot is sick, or has to deal with some other unscheduled event), but for the most part, you should know who is on the pilot roster.

Geographic Scope

Some corporate balloon operators cater to certain specific regions. Whether local, regional, national or international you should know how far afield the operator is prepared or able to travel and make sure that fits with your goals. As the scope of the program increases, so do the logistics and planning requirements, so the operator should be prepared to handle that overhead.

Dedicated Programs

The operator you choose should be dedicated first and foremost to achieving the goals of the program. This requires good communication and regular feedback between operator and client or agency. Since every program is specific to the client's needs, there is no cookie-cutter approach to developing an effective program.

Could your company benefit from the excitement and positive impressions a balloon program generates?

Marketing Opportunities

A good operator will take advantage of unplanned marketing opportunities that crop up along the way. Whether an invitation from a local media source, an opportunity for a photo shoot, or a local event that fits with the schedule; such operators will coordinate quickly with 'head office' to make best use of these opportunities.

Where Can Balloons Operate?

Balloons are registered with the FAA and have similar 'rights' to the airspace as other aircraft. However, local city ordinances may restrict certain activities on the ground. For example, operating a balloon in New York's Central Park, requires considerable advance planning. Such permissions and site planning should be performed by or at least coordinated with the operator.

Menu of Services

Just like ad-agencies, certain operators offer ancillary services (either as part of the program or at an extra cost), such as maintaining a high quality photo library, tracking local media coverage, coordinating video coverage, scheduling a secondary balloon for air-to-air footage, or providing a comprehensive year-end report. The site planning mentioned earlier is often one of these functions.

Operating Costs

The operating cost of the program will be determined by many factors, including geographic scope, number of events, scheduling efficiency, number of staff required to operate, logistic planning, and the menu of services needed, etc. Full-time comprehensive national programs can hit seven-figure operating budgets, while low-intensity local programs can start at less than six figures. The number of days that the team is on the road is a

large determining factor. There have also been successful balloon programs geared to a single one-time event.

Next Steps

To find out more about how to choose the right operator and get a balloon program started, contact Cameron Balloons. We can make sure you are teamed up with an experienced and talented operating company that can make sure your project or program is a flying success.



CLIENT LIST (partial)

CONSUMER GOODS

American Airlines
America Online(3)
AT&T
Bacardi
Beemster Cheese
Ben & Jerry's
Benihana
Best Foods
Blockbuster Video
Burger King (3)
Cadburys
Coke (3)
Coors
Cuervo Tequila (Heublein)
Diet Pepsi
Dr. Pepper
Early Times Whiskey (3)
Famous Footwear Shoes (3)
Frito Lay
Fry's Supermarket
Havoline Motor Oil
Hellman's Mayonnaise
Herring Gas (3)

Iron City Beer
Jerzee's Shirts
King's Family Restaurants/Ice Cream
Kodak (4)
Konica Camera
Kool Cigarettes (2)
Korbel Champagne
Kroger Food Stores (3)
Labatts Beer (3)
Lisa Frank
Lynchburg Lemonade
Maxwell House Coffee (2)
Melody Farms Dairy (2)



Client List (partial)



Nevada Bell Telephone
Nikon Cameras
Northern Telecom
Ocean Spray
Olympus Cameras (2)
Pepsi (2)
Phar-Mor Drugstores
Pizza Hut (2)
Porter Paint (8)
Post Cereal
Ray-O-Vac Batteries (2)
Safeway, Inc. (2)
Southwest Airlines
Swatch Watch
Thrifty Nickel Newspaper (2)
ViewSonic Corporation (Monitors)
Wendy's Restaurants (2)
Winston Cigarettes (2)
Wonderbread
Yashica Cameras (2)
Yoplait Yogurt (4)

FINANCIAL INSTITUTIONS

Allstate Insurance
Apple Bank
American Express
Bank of America (2)
Bank One
Citizen's Bank (2)
Coldwell Banker
Cooperators Insurance
Farmers Insurance
First Federal Savings
First National Bank
First of America (2)
Liberty Bank and Trust (2)
MAC (Money Access Card) (3)
Merchants National Bank (2)
Norwest Banks (2)
Parkvale Savings (3)
Standard Federal Bank
United Mississippi Bank (3)
United New Mexico Bank (5)
Union National Bank
Wells Fargo Bank (5)

AUTOMOTIVE INDUSTRY

AC Delco
American Battery
Buick

Chrysler
Cadillac (2)
Dodge Ram
Downtown Ford
GMC Trucks
GM Goodwrench / Service (2)
Honda (Japan) (3)
Hopkins Chevy-Olds
Ford Motorcraft (2)
Oldsmobile Motor Division (2)
Pontiac Motor Division (4)
Protector (Rustproofing)
Toyota (2)

MEDIA

AM 106 Radio (Calgary) (2)
Forbes Magazine (15)
K-Lite Radio (Houston)
KMLE Camel Country
WHMI (MI)

ENTERTAINMENT AND TOURISM

Auberge de Soleil, Inn of the Sun
Boar's Head Inn (2)
Bombard Society (12)
City of Nassau Bay, Texas
Crested Butte Resort Center
Disneyland (2)
DisneyWorld (6)
Garfield
Idaho Centennial Commission (2)
Illinois Department of Tourism
Milwaukee Zoo
Palms Casino
Pennsylvania State Tourism (2)
Space Center Houston
State of Michigan Tourism (4)
State of Missouri Tourism (2)
State of Texas Tourism (3)
State of Wyoming Tourism
United Artists
Wooden Angel Restaurant (2)

MISCELLANEOUS

84 Lumber Company (2)
AEG Industrial Controls (2)
Arkla Gas
Asgrow Seeds
British Airways (5)

Braun Corporation
Comet Cleaners
Corel Corporation (Corel Draw)
Curves International
Dallas Jewelers
Edge & Tinney Architects (2)
Energy One Utilities (2)
Entre Computer Centers
Frank Crum
Frank Otte Nursery
Fox Ridge Homes
Green Mountain Energy
Greenpeace
Hobby Box Toy Stores
Houser Asphalt (2)
Jewel Chest Jewelers (2)
Just Say No-Antidrug campaign
Kids-R-Kids Child Care Centers (2)
Michcon Utilities
Millersville University (3)
Modicon/Modcomp Real Time
Computer Controls
National Football League (2)
Nevada Bell Telephone
Noram Energy
Oliver Winery
Panasonic Computers
Pioneer Seeds
Provident Development (2)
Petro Canada Corporation
POWMIA
Re/Max International (40+)
Ruscilli Construction
Sears, Roebuck (Catalog) (2)
Special Olympics
Teleconnect Phone Service
Telecom USA
Tower Travel Agency
Travel Artists Travel Agency
Vanderbilt Hospital (2)
ViewSonic Corporation (monitors)
Wonderbook

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CORPORATE HOT AIR BALLOONS

Below is a selection of balloon photos built by Cameron Balloons for our corporate clients.



**CAMERON
BALLOONS**

The Choice of Experienced Pilots

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