



Off The Wall Products Offers Unique Sponsorship Supporting Events Nationwide!

Off The Wall Products, Inc., a leading, national traffic control products manufacturer in Salt Lake City, UT, is offering local events a unique sponsorship. In collaboration with RezConnect Technologies, Off The Wall Products provides local events, such as marathons, festivals, and parades GUARANTEED top listing for keyword "EventsIn...(your city, state)" in Yahoo, MSN and 8 other major search engines. This sponsorship is included when the event purchases its Multi-Barrier traffic control products it may be required to use anyway for security purposes. The program is available in over 50,000 US communities. For details, see <http://www.paa.eventwebsitebuilder.com/page/page/1005138.htm>

Minneapolis, MN ([PRWEB](#)) June 1, 2004 --Events, festivals and parades have an enormous impact on the communities where they're staged. And, producers of these events need traffic control barriers for safety and sponsors and visitors to guarantee their success. Off The Wall Products' new program is a perfect solution for events to not only increase the number of visitors through year-round Internet exposure, but also to pay for it by packaging it as an innovative sponsorship option.

HOW THE PROGRAM WORKS:

RezConnect Technologies, Englewood Cliffs, NJ (NASDAQ: otcbb: REZT) owns RezCity community portals in over 50,000 cities across the US. Working directly with Yahoo and MSN (and 8 other major search engines) it offers top search engine listings for keyword "Events In.... (your city, state)" for \$99 per month. Participating events link to these city portals and receive the Internet traffic thus generated in addition to RezCity.com's regular 2.5 million monthly visitors!

In an agreement with Rez.City.com, Off The Wall Products will absorb the entire 12-month expense of the exclusive top listing on behalf of the community's event when it purchases its (usually mandated) Multi-Barrier traffic control products.

Participating events thus have the opportunity to find additional sponsors for both this free Internet exposure and advertising on the barriers. They therefore get the best of all worlds: increased numbers of visitors through free Internet exposure and new event sponsors.

Participating events receive an integrated campaign consisting of:

- *Fifty custom color US-made Multi Barrier products with matching event and/or sponsor color.
- * Included advertising slots so the event can sell these as sponsorship options.
- *Includes 5 24"x26" advertisements. (Additional ad panels can be purchased for a small fee.)
- *Included Internet Search Engine Campaign which the event can resell as a sponsorship.

Total Price: \$8,995 (plus shipping. For details, please see <http://www.paa.eventwebsitebuilder.com/page/page/1180357.htm>

Additional options include a website for events that don't have one and a special eMail program to promote the event. For details, see <http://www.allenconsulting.citymax.com/page/page/1161074.htm>



EVENT SPONSORS ARE EXCITED:

The program has been well received by event sponsors. “We help sponsor events to increase the number of visitors,” says Marc Christensen of Off The Wall Products. “By participating in this Internet program with top search engine rankings we are guaranteed that a lot more folks know about the event and visit it.”

Sylvia Allen, CEO of Allen Consulting, the nation’s top Event Consulting firm in Holmdel, NJ agrees: “I am happy to see events have an opportunity to get top ranking in major search engines. This provides another opportunity to get local firms more excited about sponsoring events.”

PROMPT ACTION RECOMMENDED FOR EVENTS:

There is only one top listing for every city so local events are well advised to get their spot quickly. Michael Brent, CEO of RezTechnologies, Inc. is encouraged by how quickly events, festivals, parades, chambers of commerce, etc., are reacting to his initiative. “While most people are still trying to figure out the Internet, almost everyone has searched the web and understands the importance of a ‘top listing’ in Yahoo, MSN, etc. Event managers understand that the top rankings we offer them translate to more visitors and new sponsors! We are very excited about the impact of our program, especially in cooperation with Off The Wall Products, Inc.”

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Hometown Sponsors

<http://www.paa.eventwebsitebuilder.com/page/page/1005138.htm>

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