**Design Direction:**

Our parent company, Genesis Productions Chicago, is a full service production company offering creative and pre/post production services for photography, video, illustration and audio.

Our objective is to create a brochure and a sell sheet featuring our virtual tour service.

The brochure will be a stand alone piece and the sell sheet will be placed inside when necessary to give pricing info.

The name used for the virtual tour business is VirTour.

- This brochure will be used as a "leave behind" by a sales rep and also as a mailer when potential clients request additional information for our virtual tours.

- It introduces our services and capabilities.

- Our product lives on a website and is visual and interactive. We must feature strong visuals (still samples of our images) and convey the features and add-ons available.

Size: 4/C 11 x 17 single fold 2 sided + separate 8.5 x 11 (or 6 x 4) sell sheet

Final files should be delivered press ready in a format that allows for future changes on our end.

**Title Page**

**Name**: VirTour

a division of Genesis Productions Chicago. VirTour is featured.

**Contact info:**

VirTour

2000 W/ Haddon #102

Chicago, IL 60622

T 844.304.TOUR

(possibly not on front page?)

**Cover image:**

**To be incorporated in brochure:**

Businesses throughout the world use our virtual tours to enhance their web presence, engage customers and increase sales. A virtual tour invites customers inside to tour your business, and turns online visitors into customers by allowing them to connect with your space in a unique, fun and engaging way. Our virtual tours are simple to embed in your existing website and are affordable.

Our VirTour spherical panoramic images differ considerably from other 360 degree tours. We are the most advanced, hi-res, hi def, top quality panoramic imaging matrix in the world.

Tag line: Virtual Tours bring more traffic to you door and increase sales.

The majority of our clients say that our virtual tours have completely changed their internet presence. Inquiries and bookings increase considerably. Average stick time on interactive tours is over 10 minutes. Many of our rental space clients say our tours increase sales 30-40%. Restaurant websites with a virtual tour have higher click through rates to reservations, and other venues see an increase in foot traffic.

Over the past 9 months we have had over 1 million unique visitors viewing 5,400,000 pages with a bandwidth of 8,340GB. We host our clients data which insures the safety and reliability of customer tour data and allows us to make changes or future add-ons quickly and efficiently. We also offer our customers the actual image files for hyperlink scenarios which enables limitless applications including social media integration and integration with Google maps.

Our post production lab is second to none. No other company has a dedicated lab to process virtual tours. We render by combining over 150,000 individual pixels versus 30-200 common control points used by competitors, and can retouch just about anything into or out of a 360 tour. Each tour is a customized project touched by real people (not an automated process) involving processors, retouchers, color correction experts and quality control staff.

Action Items:

Engage your customers

Enhance your web presence

Achieve your sales goals

Share your world

360 tour of your business

Your best marketing spend

Set it and forget it marketing

Create it and forget it marketing spend

Makes us your best sales person ever

Let us be your best sales person ever

Scheduling a virtual tour or simply getting more informnation is easy

Become our next success story

Sales Points:

Pay once, keep it forever

Powered by latest technology

Better than Google Tours and offers more options

Shot by experienced photographers and post production team

Showcase point of interest (chef, special collection, unique features and design details, menus) with voice overs, custom music, testimonial videos, interactive floor plans, aerial photography

Step 1 – Contact us. Our free consultation is the first step to developing a plan to to create a virtual tour that will increase your business' traffic.

Step 2 – Schedule your shoot. Choose the approach and options that best fit your business space and objectives and schedule your photo shoot. We recommend scheduling your shoot before or after your customers are in the business - so there is no interruption during the shoot.

Step 3 – Share your business with the world! - Our post production team will deliver a finished link within 10 business days.

**Sell Sheet**

**Display information in a creative, easy to read format that reads well with and without prices.**

Line Items

**Virtual Tours**

A standard tour consists of a custom 360 degree spherical capture of your space.

$649 - 1 Room

$599 - 2-3 Rooms

$549 - 4-8 Rooms

$529 - 9-20 Rooms

$499 - 20-60 Rooms

$479 - 60+ Rooms

$899 - Linear Tour

$999 – Exterior Tour

**Basic Upgrades**

Upgrades incorporate logos, photos, video, audio and additional information in creative ways to further brand images and add to the user experience.

$15 - Logo

$25 - Hyperlinks

$12 - Embed Photos

$12 - Embed PDFs

$60+ - Menu

$25 - Attach Rooms

$25 - Audio

$20 - Tripod Removal

$25+ - Retouching

$25 - Splash Page

$25 - Embed Video

$15 - Convert to Image

A small $7 monthly hosting fee allows for 24/7 maintenance and allows for quick changes and upgrades in the future.

Google maps integration is included for no additional charge.

**Premium Upgrades** *provided by Genesis Productions Chicago*

Premium upgrades incorporate video testimonials, custom music, voiceover, aerial photography and video, and extended video stories for a creative one of a kind creative approach to enhance your brand, engage your customers, and drive traffic to your business.

$250 - Voiceover

$250 - Music

$700 - Aerial Opener

$500+ - Aerial Photography

$500+ - Aerial Video

$250 - Still Photography Architectural

$500 - Still Photography Portraits

$800 - Testimonial Video

$2500 - Story Video

**Contact Information**

Email: [sales@VirTourChicago.com](mailto:sales@VirTourChicago.com)

Website: [www.VirTourChicago.com](http://www.VirTourChicago.com)

Phone: 844.304.TOUR

Address: 2000 W Haddon Ave #102

Chicago, IL 60622

To see a complete list of production services, go to [www.genesisproductionschicago.com](http://www.genesisproductionschicago.com)