

WHITE PAPER

BREATHE!TM

CONNECTING EVER-EXPANDING POSSIBILITIES

**Become your own best asset
with emerging technologies!**

Web3 | AI | Blockchain | Crypto
DeFi | Metaverse | NFT | AR | VR

Presenting the Future of...

WORK | FINANCE | GAMING
ART | SPORTS | HUMANITY

Produced by

5AM
Global

CONTENTS

1. EXECUTIVE SUMMARY	3
2. INTRODUCTION	3
2.1 INDUSTRY FOCUS	3
EMERGING TECHNOLOGIES	4
2.2 PRODUCERS	5
2.3 BREATHE! TEAM	5
TEAM MEMBERS CHART.....	5
3. PROJECT VISION.....	6
3.1 IDENTIFYING MARKET TRENDS	6
3.2 REVOLUTIONIZING THE INDUSTRY	7
NEW USE CASES DEVELOPED WITH BREATHE! - BREATHE! NFT SWAG BAG.....	8
4. ADDRESSING CHALLENGES	9
5. SOLUTIONS	10
6. METHODS	11
6.1 CONVENTION FEATURES.....	11
Official BREATHE! App.....	12
The Ecliptic Exhibitors.....	12
Pre-During-Post Show Capabilities	13
Sponsorship Opportunities	13
The Brightest STARS (Speaking Engagements).....	14
A Community of BREATHE! Villages	15
A Host of Lounges.....	15
The Nebula of NEWS	16
The Galaxy of Partners	16
The Orbit of Owners.....	16
Community Building Opportunities.....	17
6.2 UNLEASHING EMERGING TECH PLAYERS.....	17
Leading Projects.....	17
6.3 VETTING AND AUDIT PROCESS	19
7. FUTURE PLANS.....	19
BREATHE! WORKS TO ACHIEVE SUSTAINABLE PRACTICES	19
REGIONAL EXPANSION.....	20
8. ROADMAP 2023	21

Outlined in this document is an introduction to the BREATHE! brand, the main challenges identified in the realm of emerging technologies, applicable solutions, the methods by which these solutions are enacted, and future plans to help refine and expand the solutions to these challenges.

An updated roadmap of BREATHE! Convention is included in this document.

PLEASE NOTE: This document is a revised version of the original BREATHE! White Paper. Revisions were finalized April 27th 2023. The original BREATHE! White Paper is available upon request.

1. EXECUTIVE SUMMARY

BREATHE! Convention is an emerging technologies convention that aims to provide a platform for exhibiting, networking, and speaking opportunities for individuals and organizations across various fields, including Web3, AI, Blockchain, Crypto, DeFi, Metaverse, NFTs, AR, and VR technology. These domains represent the next evolution of technology and the digital world, enabling innovations such as decentralized applications (dApps) and immersive experiences.

BREATHE! Convention is designed to bring together a diverse group of attendees, including developers, researchers, investors, and enthusiasts, to discuss the latest developments and trends in emerging technologies and to explore potential collaborations and partnerships.

BREATHE! Convention is in part designed to provide access to the digital transformation that is laying out the future of work, finance, gaming, art, sports, and humanity.

Generative efforts are created by the guiding principles of BREATHE!, which is to create opportunities that encompass:

EDUCATION | EXPERIENCE | ENTERTAINMENT

In addition to these efforts, the convention is also built to offer opportunities for workshops, panel discussions, and keynote presentations from industry experts that provide value for the entire spectrum of people in emerging technologies, from pioneers with extensive knowledge to professionals just starting their journey into fields such as Web3, AI, Blockchain, and more.

One of the longstanding goals of BREATHE! Convention is to facilitate and propel the adoption and application of emerging technologies across the global economy to help enhance and improve people's lives.

As a result of this goal, BREATHE! Convention sets itself apart from other conventions by fully integrating the experience of cutting-edge innovations, making it a leading event in the exploration of new technologies. With this goal in mind, BREATHE! works to hold true to its core narrative: "Connecting Ever-Expanding Possibilities"

2. INTRODUCTION

2.1 INDUSTRY FOCUS

BREATHE! as a brand has developed a convention that focuses on a wide range of emerging technologies, including Web3, AI, Blockchain, Crypto, DeFi, Metaverse, NFTs, AR, and VR technology, which are revolutionizing the way business and communication are conducted around the world.

This technology revolution has already proven to extend further into the ways we communicate, interact, manage and maintain systems, and express human creativity and critical thought. These important touch points of emerging technologies are a prime focus of BREATHE! Convention to showcase the industry's technological power in both business and daily use, connecting ever-expanding possibilities.

EMERGING TECHNOLOGIES

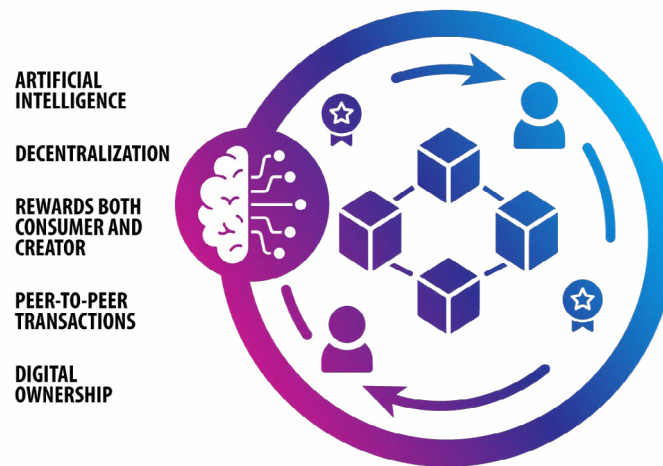
As understood by the team behind BREATHE!, the focus is on a wide range of emerging technologies, including Web3, AI, Blockchain, Crypto, DeFi, Metaverse, NFTs, AR, and VR technology. These technologies aim to revolutionize various industries by leveraging decentralized networks, advanced computing, and innovative solutions to create a more transparent, secure, and immersive online environment.

One of the main benefits of these technologies is that they enable new ways of conducting business, enhancing communication, and fostering creativity, removing the need for centralized authorities or intermediaries to facilitate transactions and processes.

Emerging technologies also help enhance productivity by streamlining processes and reducing the need for manual intervention. For example, smart contracts, AI-driven automation, and immersive virtual experiences are transforming industries such as supply chain management, real estate, entertainment, and more.

BREATHE! Convention showcases a host of revolutionary technologies and concepts, connecting ever-expanding possibilities, including:

- Artificial Intelligence
- Decentralization
- Rewards both consumer and creator
- Peer-to-Peer Transactions
- Digital Ownership



The BREATHE! brand also actively includes other adjacent and key areas of digital transformation



WEB3



BLOCKCHAIN



CRYPTOCURRENCY
TECHNOLOGY
(CRYPTO)



DECENTRALIZED
FINANCE (DEFI)



METaverse



NON-FUNGIBLE
TOKENS (NFTS)



AUGMENTED
REALITY &
VIRTUAL REALITY

2.2 PRODUCERS

Produced by 5AM Global, a strategic marketing and business management firm, committed to accelerating the exponential revenue generation of companies and brands. We deliver innovative operational solutions and the most effective and impactful growth strategies and execution; including branding, PR, and event production.

5AM Global is a producer of experiences, live and digital, B2B events, B2C engagements that connect and retain their target audience. Known as the “legend-maker” because we create a valuable and unique vehicle for our clients to gain recognition as their industry’s top choice.



2.3 BREATHE! TEAM

The team behind BREATHE! holds transparency and authenticity as high priorities. The BREATHE! brand is passionate about establishing a project that fosters the growth of Web3 technology. We believe that Web3 has the potential to transform the way we live, work, and interact with the world, and we are excited to stand at the forefront of this revolution.

TEAM MEMBERS CHART



With a continual focus on producing BREATHE! Convention, the team at BREATHE! is committed to creating a dynamic and engaging event that will inspire and educate attendees, and help to foster the growth and adoption of emerging technologies, including Web3, AI, Blockchain, Crypto, DeFi, Metaverse, NFTs, AR, and VR technology.

Our team members come from a variety of backgrounds, including software development, marketing, event production, and business development. Members of the team are vetted to demonstrate a strong track record of success and passion for the industry, and we as a team are dedicated to bringing our expertise and energy to bear on BREATHE! Convention.

BREATHE! is also held accountable by an Advisory Board, which is composed of business magnates, active experts, and investors, and subject matter experts within the emerging technology space. Advisory Board members are brought onboard based on their commitment to long-term success and leadership behind the goals and vision of BREATHE! Convention. Board members include a diverse mix of experts and visionaries with strong commitments to paving the way for developing sustainable and scalable companies, living up to our mission of connecting ever-expanding possibilities.



Mark Mahony, Advisory Board Chair

"Perfection is not attainable, but if we chase perfection we can catch excellence."

-Vince Lombard

Advisory Board List at BREATHEconvention.com/Advisory-Board

Advisory Board members continually provide counsel and feedback regarding the direction of BREATHE! and its ability to foster a community of growth, momentum, and innovation throughout the emerging technology space, including Web3, AI, Blockchain, Crypto, DeFi, Metaverse, NFTs, AR, and VR technology.

In combination with the team at BREATHE! and its Advisory Board, BREATHE! Convention is composed of individuals and groups that look to develop and advance the emerging technology landscape, implement widespread adoption, and integrate use cases, new business models, and practices into our daily operation.

3. PROJECT VISION

3.1 IDENTIFYING MARKET TRENDS

The driving philosophy behind BREATHE! Convention is accelerating the understanding and adoption of emerging technologies, including Web3, AI, Blockchain, Crypto, DeFi, Metaverse, NFTs, AR, and VR technology, across multiple economic sectors and in daily use within the global economy. The BREATHE! brand has followed market trends within these rapidly evolving fields throughout 2022.

BREATHE! has identified this market downturn in addition to the overall global economic downturn as a crucial time period for innovators, developers, investors, and followers of this new tech space to process a positive vision that continues the expansion of emerging technologies.

With this in mind, the BREATHE! brand has positioned itself to provide a positive vision for fostering growth and momentum within the realm of emerging technologies: CONNECTING EVER-EXPANDING POSSIBILITIES

BREATHE! works to promote and foster the continued growth and development of emerging technologies, including Web3, AI, and Blockchain, resulting in wider adoption and more robust and secure ecosystems.

In this scenario, various emerging technologies such as Web3, AI, Blockchain, and more are used more widely, increasing efficiency and transparency in a variety of industries.

Blockchain technology will continue to mature, resulting in more scalable and secure networks that can handle increasing numbers of transactions. This allows for the growth of decentralized finance (DeFi) platforms and the creation of new financial instruments, increasing access to financial services and opportunities for individuals and businesses.

Cryptocurrency will also see wider adoption, with more people and businesses using digital assets for a variety of purposes, including as a store of value, a means of exchange, and a way to participate in decentralized networks. This would result in increased liquidity and stability in the cryptocurrency market, making it more attractive to investors and users.

Overall, this positive vision for emerging technologies, including Web3, AI, Blockchain, and Cryptocurrency, is paramount to their continued growth and development, resulting in wider adoption and more robust and secure ecosystems.

Connecting Ever-Expanding Possibilities as a deliverable scenario also alleviates concerns of market downturn, verifies and vets project utility and accountability, and demonstrates the value these technologies provide through increased productivity, security, and transparency.

Effectively, the vision of Connecting Ever-Expanding Possibilities allows businesses, governments, and individuals to experience and understand in-person the power of various emerging technologies.

3.2 REVOLUTIONIZING THE INDUSTRY

BREATHE! as a brand aims to accomplish this project vision by producing an interactive event experience, which is designed to gather developers, investors, innovators, decision makers, collectors, enthusiasts, representatives, and thought-leaders in a tradeshow setting, where showcasing of new technologies, systems, and developments is present.

BREATHE! Convention has built and continues to build partnerships among game-changing and revolutionary projects and services at the forefront of the convention experience. Two stand out projects include: MetaKeep and NFT-TiX

MetaKeep is a fully compliant multi-patented non-custody wallet protocol and smart contract infrastructure, that works in the background to invisibly power a quarter of a billion dollars in assets under administration across various industry verticals.

NFT-TiX is a pioneering blockchain ticketing platform for marketplace utility fully built on Ethereum Layer 1. By leveraging blockchain technology, NFT-TiX aims to revolutionize the ticketing industry and provide long-term solutions against fraud, scalping, and an out-of-control secondary market.

Through the power of MetaKeep and NFT-TiX technology, BREATHE! has the ability to provide a frictionless wallet experience that is granted seamlessly to attendees and participants in addition to a wide range of use cases for an NFT ticketing system at the BREATHE! Convention, including the possibility for earned access, airdrops, and autographs to increase connectivity and value in attending the convention.

MetaKeep

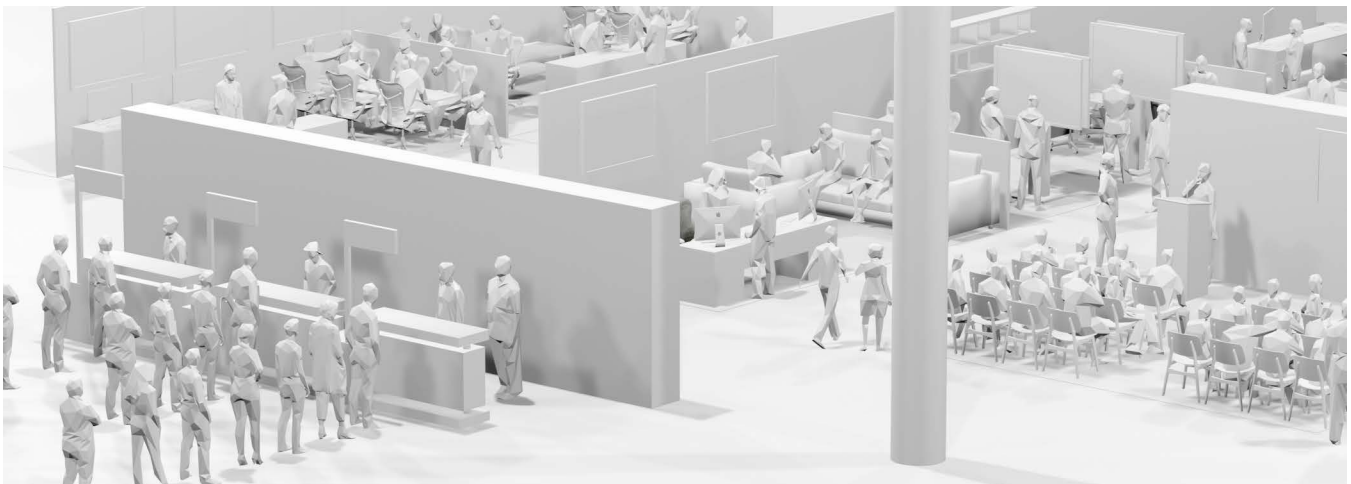


NEW USE CASES DEVELOPED WITH BREATHE! - BREATHE! NFT SWAG BAG

Thanks to the power of these emerging tech giants, BREATHE! has implemented numerous next generation use cases, including the interoperable BREATHE! NFT Swag Bag.

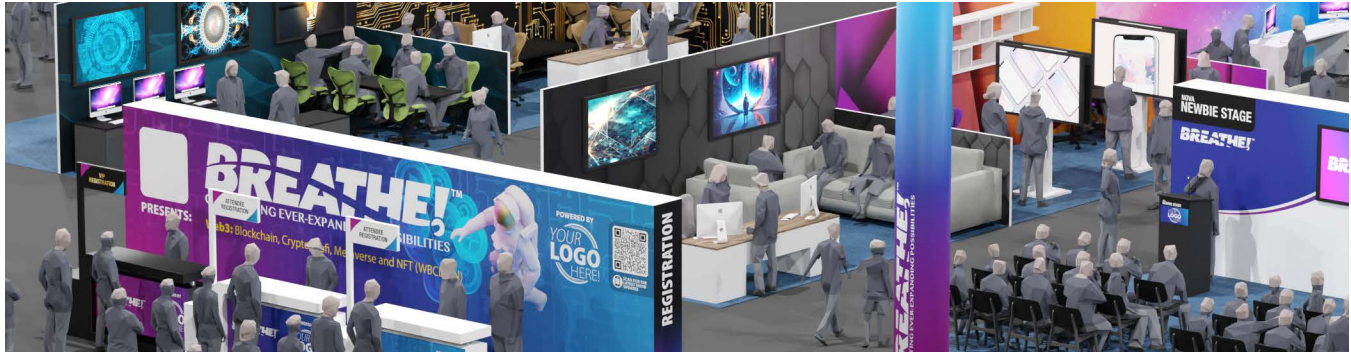
The BREATHE! NFT Swag Bag serves as a weightless and sustainable digital version of a tote or swag bag. Thanks to MetaKeep and NFT-TiX, attendees and participants engage in an airdrop system connected to their NFT ticket and uniquely issued wallet — before, during and after the event.

Attendees therefore have the potential to obtain gifts, passes, promotions, coupons, and autographs that easily surpass the initial value of their own ticket purchase before they set foot into the event itself. Thanks to Web3 technology, the philosophy behind this airdrop system is to make it tradeable, meaning attendees also have the opportunity to recoup the value of the airdrops tied directly to their NFT ticket and/or wallet.



The vision of BREATHE! Convention is to create a premier gathering place for the global community of innovators, developers, and investors who are driving the adoption of emerging technologies.

Through a combination of keynote speeches, panel discussions, workshops, and networking events, the convention will provide attendees with a wealth of knowledge and resources to help them succeed in this rapidly evolving industry.



At BREATHE! Convention attendees have the opportunity to learn from leading experts in the field, exchange ideas with their peers, and explore the latest trends and technologies. They will also have the chance to discover new investment opportunities and form partnerships with other like-minded individuals.

By providing a platform for education, networking, and innovation, the Web3 Convention will help to drive the development of Web3 and bring its many benefits to the world.

4. ADDRESSING CHALLENGES

BREATHE! Convention is committed to tackling several challenges that emerging technologies and adjacent sectors currently face:



Lack of Education: Despite growing interest, many people are still unfamiliar with emerging technologies such as Web3, AI, Blockchain, Crypto, DeFi, Metaverse, NFTs, AR, and VR technology, and lack the knowledge and understanding to fully appreciate their potential and benefits. This can make it difficult for people to make informed decisions about whether to adopt these technologies, and can also create barriers to entry for businesses and investors.

Slow Adoption Process: While emerging technologies have gained significant attention in recent years, they have been slow to gain widespread adoption. A number of factors can contribute to this, such as regulatory uncertainty, technological challenges, and the need to overcome the inertia of existing systems. BREATHE! Convention aims to bring together thought leaders, developers, investors, and enthusiasts to discuss these challenges and to explore strategies to accelerate adoption and innovation.

Ensuring Trust and Authenticity: Emerging technology has faced challenges with bad actors engaging in scams, hacks, and other fraudulent activities, leading to a lack of trust and discouraging adoption.

Combatting FUD in the Marketplace: Fear, uncertainty, and doubt (FUD) surrounding emerging technologies, especially in the cryptocurrency market, can create uncertainty and volatility that hinder informed investment and adoption decisions. BREATHE! Convention aims to address this issue through its comprehensive education and networking programs.

Overcoming these challenges is essential to the growth and adoption of digitally transformative technology, as they hinder its full potential from complete realization and application.

However, with the right strategies and approaches, it is possible to overcome these challenges and build a more secure, transparent, and decentralized internet for all. That is why the following section comprises the solutions that are put in place through the organization of the BREATHE! Convention.

5. SOLUTIONS

BREATHE! Convention is organizing a comprehensive event that is designed to overcome the challenges currently faced throughout the emerging technologies space. The convention is built around three main objectives to provide for participants, attendees, and followers:

Education: By providing a platform for education and learning, BREATHE! Convention will help to clarify the facts and myths surrounding emerging technologies and provide attendees with a deeper understanding of these technologies. This can help to reduce uncertainty and dispel myths, and build confidence in the market.

Experience: BREATHE! Convention will also provide a valuable opportunity for attendees to network with others in the industry, including experts, investors, and industry leaders. By connecting with these individuals, attendees can learn from their experiences and insights, and gain a more well-rounded view of the market. Multiple convention features offer multiple opportunities to experience many aspects of the emerging technologies space.

Entertainment: BREATHE! Convention will also showcase the latest trends and technologies in the emerging technologies space with a spin on the entertainment and WOW factor for involved parties to the convention. By seeing the progress and potential of emerging technologies firsthand through the exploration of gaming and community-based activities, attendees can gain a greater appreciation for the technology and its potential to drive positive change.



An emerging technologies convention and networking event will provide a valuable opportunity to explore and connect the possibilities that technologies such as Web3, AI, Blockchain, Crypto, DeFi, Metaverse, NFTs, AR, and VR offer. By providing a platform for education, networking, and innovation, the BREATHE! brand will help to drive the growth and adoption of emerging technologies, and connect individuals and organizations towards expanding possibilities.

6. METHODS

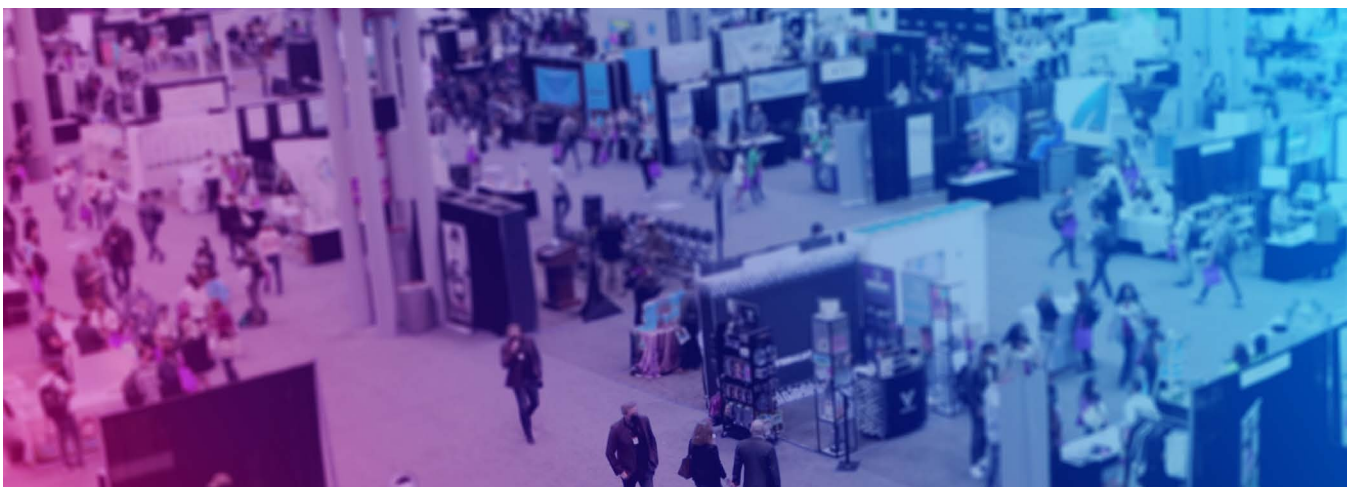
6.1 CONVENTION FEATURES

BREATHE! Convention fulfills its three objectives by organizing a comprehensive event that provides these main activities commonly found in the convention space:

Showcasing: The exhibit hall or demo area is provided where attendees will see the latest Web3 technologies and products in action. This is intended to display live demonstrations of decentralized applications (dApps), smart contracts, blockchain-based games, and more.

Speaker Sessions: The convention's agenda is developed with a lineup of expert speakers who will share their insights and experiences on the latest emerging technologies. This includes talks on topics such as DeFi, NFTs, and the future of the emerging technology ecosystem.

Networking Opportunities: BREATHE! Convention offers a wide range of opportunities for attendees to network and connect with professionals in emerging technology sectors such as AI, blockchain, crypto, DeFi, metaverse, NFTs, AR, and VR. These opportunities include curated spaces for meetings with investors, developers, and other industry experts to help attendees build valuable relationships and gain insights into the latest developments in these exciting fields.



With the integration of emerging technologies and the creative and organizational flair of the BREATHE! brand, the convention is designed with the following features:

Official BREATHE! App

BREATHE! plans to incorporate familiar and intuitive concepts of digital advancements within the last decade that have paved the way for the development of the latest wave of emerging technologies.

The BREATHE! Event App allows attendees, participants, and followers to easily navigate the event, check the speaker agenda, get notifications on key updates, and participate in activities and polls that allow for rewards

and enhanced access for BREATHE! Convention events.

With the event app, professionals are allowed to engage in matchmaking based on interest and meeting setting, which makes networking and developing business relationships an ideal experience.

This ongoing project has been designed with the intent on building up to a frictionless and streamlined experience for all professionals.



The Ecliptic Exhibitors

BREATHE! offers exhibition space for companies, projects, and organizations dedicated to showcasing products, services, and other efforts relating to the digitally transforming landscape of work, finance, art, and more to attendees.

Exhibition space is located in The Expo at World Market Center Las Vegas to provide an ideal location for participants, attendees, and followers to experience BREATHE! Convention.

The City of Las Vegas has been identified by the BREATHE! team as one of the most popular exhibition locales of North America.



Pre-During-Post Show Capabilities

Our integration of an NFT ticketing system with a frictionless wallet allows a fully realized emerging tech experience and value that comes directly from interaction between attendees and sponsors and exhibitors before, during, and after BREATHE! Convention.



Sponsorship Opportunities

BREATHE! offers multiple opportunities for sponsoring the event to deliver the impact, exposure, and return on investment capable of sponsoring companies, projects, and organizations.

Sponsorships are designed with the intent of providing an avenue to showcase emerging and transformative technology to participants, attendees, and followers of BREATHE!



Sponsorships with BREATHE! are designed to allow sponsors to obtain heightened visibility and brand recognition with the event and its participants, attendees, and followers. Baseline sponsorship types include, but are not limited to:

- Co-Branding opportunities
- Stage sponsoring
- Zone sponsoring
- Unique experience sponsoring

BREATHE! also plans to make full use of successful exposure methods such as a unique [No-Cost Exhibiting Program](#), providing a direct pathway for exhibitors and sponsors to reach their target ROI by the dates of the event.

The Brightest STARS ([Speaking Engagements](#))

BREATHE! provides a venue for experts, thought leaders, and educators to provide insights, lessons, and concepts that propel the future of work, finance, gaming, and more!

This is accomplished through the creation of a speaker lineup, where expert speakers are allotted time slots on varying stages that suit the needs and interests of attendees, participants, and followers of BREATHE! Convention.



To ensure that the most valuable voices are broadcasted at BREATHE! Convention, speakers are chosen based on merit, expertise, and engagement skills. Experts and educators who speak at BREATHE! are not paid or charged to provide knowledge, insights, and reports with BREATHE! Convention attendees, participants, and followers.

This allows BREATHE! to provide communicative value that is delivered by passionate and active members of the emerging technology community.

A Community of BREATHE! Villages

BREATHE! offers a variety of ecosystems to set up shop and display the full scope of interconnected projects and companies in the form of villages. On the showfloor, villages allow for a full ecosystem to display their innovative services and technologies. Villages are designed with the intent of providing a designated umbrella location that allows for the inclusion of groups of various sizes, including:

- Projects
- Companies
- Organizations
- Delegates
- Country based Ecosystems
- Regionally based Ecosystems



Villages are considered to act as a miniature version of the future of humanity in action, showcasing how particular use cases function from start to finish, and beyond.

A Host of Lounges

BREATHE! Convention provides several stopping points for networking opportunities throughout the various communities in attendance. Lounges are designed to provide a meeting space for professionals to build lasting relationships, exchange ideas, and conduct business.

Lounges planned for development at the BREATHE! Convention include:

- Networking Lounge
- Media Lounge
- Work Lounge
- VIP Lounge



The Nebula of NEWS

BREATHE! Convention intends on providing a gateway to the latest groundbreaking news, coverage, and highlights regarding emerging technologies, including Web3, AI, Blockchain, Crypto, DeFi, Metaverse, NFTs, AR, VR, and others to its participants, attendees, and followers.

It accomplishes this through the development of an active newsletter, social media campaign, and a series of informative videos surrounding the event's development as well as the participants and relevant technologies involved.



The Galaxy of Partners

BREATHE! Convention provides opportunities for cross-promotion of innovative organizations that pave the way for continual growth and digital transformation caused by emerging technologies.

The Orbit of Owners

BREATHE! Convention allows for the involvement of community owners, investors, and leaders who help advise and offer direction on the general development of the convention.

This is to provide additional accountability for the convention to cater the needs of professionals throughout various communities in emerging technologies, where standout features are included with purpose and execution to achieve the education, experience, and entertainment intended to benefit BREATHE! investors, participants, attendees, and followers.



Community Building Opportunities

BREATHE! Convention is built to implement successful community building practices that continue to evolve through the use of emerging technology, eventually giving rise to true digital transformation while enacting the principles of transparency, authenticity, and productivity.

Such successful community building practices include:

- Affiliate Program
- Revenue Share
- Recognitions
- NFT Ticketing
- Ticket Referrals



6.2 UNLEASHING EMERGING TECH PLAYERS

Based on the development of BREATHE! Convention, the features listed under 6.1 Convention Features are designed to integrate with up and coming digitally transformative technology that makes use of various pieces of technology, including Web3, AI, Blockchain, Cryptocurrency, DeFi, Metaverse, NFTs, AR, VR, and more.

Leading Projects

One of the leading goals in the creation of an advanced emerging tech convention is the unleashing of emerging tech players onto the general market. BREATHE! Convention has identified several players and projects that are paving the way for rapid application and mass adoption of digitally transformative technology.

2 Standout Projects are involved with BREATHE! Convention as of the writing of this White Paper with multiple projects in the works to integrate with the convention system of the BREATHE! brand:

MetaKeep is a fully compliant multi-patented non-custody wallet protocol and smart contract infrastructure, that works in the background to invisibly power a quarter of a billion dollars in assets under administration across various industry verticals.

MetaKeep provides a comprehensive infrastructure for the best Web3 User Experience. With the expanding use case, this technology allows BREATHE! to generate a native Web3 experience, making it one of the first conventions of its kind that is built on Web3 Rails.

The team behind MetaKeep maintains a design philosophy of maintaining its Three Holy Grails:

1. Creating a frictionless experience
2. Maintaining institutional-grade security
3. Expanding interoperability

This design trifecta allows for Fortune 500 companies to integrate with Web3 technology, meaning individuals and businesses of any size can directly interact and conduct business with some of the largest brands across the globe. Immediate collaboration is possible without the need for total reliance upon intermediaries.

One major integration with BREATHE! is the addition of a hardware wallet on the cloud that is issued to each individual attendee upon registration, making BREATHE! a true native Web3 experience for 100% of its attendees.

Additional use cases with MetaKeep are continually advancing in its collaboration with BREATHE!, meaning there are more incredible applications in the works as BREATHE! Convention is developed and improved.



NFT-TiX is a pioneering and award winning blockchain ticketing marketplace that aims to revolutionize the ticketing industry. It is fully built on Ethereum Layer 1 and leverages blockchain technology to revolutionize the ticketing industry and provide long-term solutions against fraud, scalping, and an out-of-control secondary market.

Thanks to the expansion of this marketplace, NFT-TiX offers a growing number of use cases that provide generative value for both attendees and organizers.

As a result of the collaboration between NFT-TiX and BREATHE! Convention, attendees are planned to have the capability of engaging in transactions without the need for intermediaries, making the interaction between buyers and sellers more efficient and convenient with an all-around superior experience.



Through a comprehensive emerging tech experience contributed by major players in Web3, AI, Blockchain, and other technologies, BREATHE! Convention works to achieve this goal by engaging in these tactics that provide value to BREATHE! participants, attendees, and followers:

- Facilitating the exchange of ideas
- Connecting buyers and sellers
- Providing educational resources
- Promoting the adoption of emerging technologies, including:
WEB3 | AI | BLOCKCHAIN | CRYPTO | DEFI | METaverse | NFTs | AR | VR

6.3 VETTING AND AUDIT PROCESS

Auditing and verifying reliable projects is crucial to the success of the BREATHE! Convention.

The team behind BREATHE! works to ensure the quality and integrity of the projects that are showcased and presented at the convention and affiliated promotional events. With decentralized technologies such as blockchain and smart contracts used to create new applications and services, it is important to ensure that these projects are reliable, secure, and adhere to best practices.

By auditing and verifying the projects showcased at this emerging tech convention, attendees can have confidence in the quality and reliability of the technologies and services presented. This is designed to build in-person trust with the digitally transformative ecosystem and encourage the adoption of industry-altering technologies by businesses and individuals.

With continual vetting measures considered for integration of BREATHE! Convention, prevention of scams, fraudulent activities, and other bad faith actors is an ongoing effort to ensure the reputation of emerging technology avoids damage by such occurrences.

7. FUTURE PLANS

BREATHE! WORKS TO ACHIEVE SUSTAINABLE PRACTICES

BREATHE! as a brand is dedicated to making the world a more sustainable and effective place for everyone. With this crucial initiative, BREATHE! is pursuing the process of attaining an official ISO certification through the Edenark Group ISO 14001 Sustainability Certification. This allows BREATHE! to apply itself for the

This sustainability initiative is part of a larger effort across the digitally transformative space to generate a cooperative effort for countries, projects, organizations, and individuals to come together and provide responsible environmental solutions by creating a culture of continual improvement. BREATHE! as a brand aims to engage in long-term compliance outlined in the sustainability certification.

REGIONAL EXPANSION

Expanding BREATHE! Convention to other regions of the world beyond North America is anticipated by the BREATHE! brand after the 2023 BREATHE! Convention at The Expo at World Market Center Las Vegas.

Future projections of upward momentum in emerging technologies such as Web3, AI, Blockchain, Crypto, DeFi, Metaverse, NFTs, AR, VR, and others indicate an opportune time for emerging tech investors, developers, leaders, entrepreneurs, and followers to attend a BREATHE! Convention in standout locations around the world.

Such regions in consideration of the BREATHE! brand include:

- The Middle East & North Africa (MENA) region
- Republic of South Africa
- Western Europe
- South America
- Southeast Asia

With a successful convention in 2023, BREATHE! continues to develop partnerships with business and government leaders.

Caner Evirgen leads the global development of the BREATHE! brand into the MENA Region, and a BREATHE! Convention taking place with the resources, investments, and technology available in this part of the world is expected to outperform the innovation seen during previous years of emerging tech development.



As BREATHE! brand works to improve upon its strategies and objectives in event organization, the BREATHE! Convention is positioned for expansion through these methods:

- Identifying new locations
- Building on past successes
- Fostering international collaboration
- Staying ahead of major developments in emerging technologies

ROADMAP 2023

PRE-LAUNCH

LAUNCH PAD DAY

November 8th, 2022

- Super Early Bird registration is live!
- Affiliate with BREATHE!
- No-Cost Exhibitor Calculator is programmed!
- BREATHE! Convention website is fully upgraded!

HOLIDAY COUNTDOWN

December 8th, 2023

- Affiliate Launch
- No-Cost Exhibitor program is live on the website!

FULL LAUNCH

NEW YEAR TAKEOFF

January 2023

- Crypto payment system begins buildout
- Social Media channels live!
- Preliminary Showmap is revealed!
- Early Bird exhibitors, speakers, and sponsors announced!

SPRING MOMENTUM

May 3-5, 2023

- Mixer & Appreciation Event

WEB3 TOOL RELEASE

June 15th, 2023

- BREATHE! App officially launches!
- Content Map is revealed!
- NFT Ticketing system is fully expanded
- Crypto payment buildout is amplified

SUMMER COUNTDOWN

KEYNOTE ANNOUNCEMENT

July 18th, 2023

- Keynote Reveal for BREATHE! Convention Las Vegas
- Giveaway Contest: Special activities with the potential to earn rewards, perks, and bonuses with BREATHE! Convention

HYPE TRAIN REVEALS

August 4th, 2023

- Finalized speaker agenda announced!
- Finalized showfloor is revealed!
- Virtual components of BREATHE! are announced!

BREATHE! PRESS CONFERENCE

September 6th, 2023

- Official 1-Week announcements are made before BREATHE! Convention

CONVENTION DATES

SET UP DAY - September 12th

Booth set up and event preparation

DAY 1 - September 13th

Showfloor opens for first day

DAY 2 - September 14th

Showfloor open for the second day

DAY 3 - September 15th

Showfloor open for the final day, packing up & In-the-City Events

In the following weeks after BREATHE! Convention 2023 concluded...

NEW BREATHE! EVENTS ANNOUNCED

October 2nd, 2023

Preliminary roadmap for 2024 is revealed!