

ROADMAP 2023

BREATHE!TM
CONNECTING EVER-EXPANDING POSSIBILITIES

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!