



Understanding the Summit

Our Online-summit **Onlineheroes – Learn from the Best: Best Practices in Online Business** provides experts (speakers) with a powerful platform to present their solutions, methods, and products to a broad audience. Participants benefit from a curated collection of interviews offering success stories, breakthroughs, best practices, critical moments, turning points, and eye-opening insights from prominent online entrepreneurs who have truly made an impact. The summit features pre-recorded expert interviews, released on consecutive days.

Fair Principle of Participation & Contribution

- **Together**, experts and us (operators) we build a **huge summit audience**.
- Each expert **benefits from** and **contributes to** the shared visibility and reach.
- We ensure a **fair balance** between participation and contribution.
- In addition, we invest in **paid online advertising** to extend the summit's reach beyond our networks.

For users

- Participation as a user (participant) in the summit is **free of charge**.
- In the **free** version, each interview is available for **24 hours on the day of its release**.
- The **Silver Package** grants immediate access to **all interviews**.
- The **Gold-Package** includes **additional freebies and special offers** from experts/speakers.

For Experts

- As an expert, you will introduce **your freebies, products, or offers** during the interview.
- Your links will be **placed directly beneath the video** for easy access.
- We, as summit organizers, ensure that **you and your content are professionally** and effectively presented – including product links, placement in the summit shop, integration in the Silver/Gold Packages, live events, and more.
- Please **provide us with affiliate links to your offers**, if applicable.

Your Commitment as an Expert/Speaker

- Participation is **free of charge** for experts or speakers.
- As an expert, you commit to **inviting your audience twice**:
 1. **Before the summit starts** (between 10 and 1 day prior)
 2. **The day before your interview goes live**
- Use the **affiliate link** provided for tracking and commission.
- You will **receive a 50% share of all Silver and Gold Package** sold to participants coming through your invitations.
- Send a **dedicated email** (solo email) or a message **primarily focused on the summit invitation**, so the call-to-action to sign up for the summit is clear.
- Email outreach to your list is **mandatory** (e.g., newsletter, WhatsApp), social media is **optional but encouraged**.
- If you're unable to promote the summit, please contact us in advance. In special cases, we offer alternatives, such as a contribution of \$497 + VAT to the summit advertising budget – used solely for summit promotion.

Interviews & Promotional Use

- **Zoom**: interviews are conducted and recorded via Zoom.
- **Trailer**: After the interview, a short trailer is recorded.
- **Purpose**: Selected **key moments** or statements may be used by the organizers for summit promotion. As a speaker, you'll receive all promotional materials.
- We encourage all experts, organizers, and partners to **actively promote** the summit.
- By participating, you agree to the **promotional use of the trailer and selected excerpts**.
- The full interview will be accessible **exclusively within the summit** until it ends.
- After the summit, both the speaker and the organizer are free and welcome to use the full interview elsewhere, e.g., on YouTube. Please refer to the summit website.