



Digital Signage Expo 2016

Things You Need to Know:

- 1 DSE 2016 MicroSite
- 5 Up to 5 Full Trade Show Sponsors

Projected DSE 2016 MicroSite Stats:

1+ Million	Total Views
100K+	Video Views

rAve [Publications] Social Media Stats:



15K+



5.5K



11K



3K

Interested? Contact Nik Nepomuceno
Nik@ravepubs.com

What is rAve [NOW]?

rAve [NOW] OnDemand is rAve [Publications] exclusive trade show coverage. We've trekked all over North America and the globe to bring the BEST live trade show coverage. It's the next best thing to being there for an attendee, and is the perfect reference after attendees return home.

When rAve is at trade shows, our staff posts news, blogs, videos and podcasts in real time and provides the most comprehensive social media coverage, attracting a knowledgeable, engaged and influential audience.

More About rAVe [NOW]

To give rAVe's audience the best possible and easiest to find coverage, a separate MicroSite will be created and solely dedicated to DSE 2016.

Articles, blogs, product updates, press releases, social media, photographs and videos will give readers the news as if they were at DSE 2016. Each sponsor will be seamlessly integrated into the content rAVe publishes at the show, offering increased exposure through a number of show-related promotional channels.

Sponsorship of rAVe [NOW] at DSE is not just a banner ad on the DSE 2016 MicroSite. Sponsorship includes integrated and featured coverage of your own products and initiatives, opportunities for live video and audio interviews, increased brand exposure on different mediums and integration into creative marketing opportunities.

The 2016 DSE MicroSite, with your ads, logos and featured content, will remain up for at least one year (probably much longer). Attendees and readers can return throughout the year to look at the products they saw, so your marketing investment will show returns all year.

Because of rAVe's unique position in the AV industry and experience with DSE and other trade shows, NO ONE will be able to offer the same comprehensive opportunities, level of creativity and return on investment for marketing at DSE as we can.

Interested? Contact Nik Nepomuceno at Nik@ravepubs.com

In order to reach your goals for DSE 2016

the following pages include sponsorship packages we are offering for this year's show.

Full • SHOWSTOPPERS • rAVe RADIO

Full Trade Show Sponsors

Full trade show sponsors partner with rAVe on a whole different level than any other sponsor at DSE 2016. Full sponsors will increase their overall brand exposure around DSE 2016 before, during and after the show.

Full Trade Show Sponsorship

- Classic Level Sponsorship

Classic Level Sponsorship

\$10,000

Classic Level sponsorship will give your brand the increased exposure you are looking for at DSE 2016. Partnering with rAve at the Classic Level gives your company the opportunity to engage with DSE 2016 attendees, the necessary channels to expand your brand's voice and the ability to attract influential visitors to your booth.



Classic Level Sponsors Receive:

- **Sponsor logo placed on the DSE 2016 MicroSite**
- **Sponsor receives one 260×230px box banner ad**
Ads will remain on the DSE 2016 MicroSite for at least one year following the conclusion of the show (probably much longer).
- **Sponsor receives one ad integrated into the rAVe [NEWS] App**
Ads will rotate upon re-opening of the app.
- **Sponsor logo included in all rAVe pre-show marketing**
Pre-show marketing materials include: email blasts, social media promotion, rAVe RADIO podcasts and more.
- **Sponsor logo is placed on all apparel worn by rAVe reporters**
rAVe reporters will be circling throughout the show floor.
- **Product videos shot at sponsors' convenience**
Sponsor videos are placed in the featured section and video section of the DSE 2016 MicroSite.
- **Exclusive video interview with Gary Kayye or other rAVe editor**
Video interview is placed in the featured section and video section of the DSE 2016 MicroSite.
- **Video interview published as a story on the DSE 2016 MicroSite**
The video interview story will also be published on rAVePubs.com, on rAVe's YouTube channel and promoted through rAVe's social media channels.
- **Sponsors receives six custom Tweets**
Tweets will be distributed via the rAVePubs Twitter account before, during and after DSE 2016.
- **One-on-one 1-hour consultation with Gary Kayye**
The call will be about DSE 2016 and the industry, post-show. The sponsor can also ask Gary's opinion or advice on any topic of its choosing.
- **Increased social media support and distribution**
rAVe will assist in increased social media promotion before, during and after DSE 2016 via rAVe's social media channels.



About rAVe SHOWSTOPPERS

rAVe SHOWSTOPPERS is an exclusive pre- and post-DSE 2016 marketing opportunity that highlights what you are exhibiting at the show. We are making it easy for you; we want people to see your stuff!

rAVe SHOWSTOPPERS allows each sponsor to reinforce its marketing message before and after DSE 2016, maximizing trade show marketing investments and expanding the reach of each campaign.

Use your spot to invite attendees to your stand, announce new products, let attendees know about prizes or contest, or just simply get your company's name out there to rAVe readers. Either way, rAVe SHOWSTOPPERS will ensure your brand receives more exposure at DSE 2016.

rAVe SHOWSTOPPERS Packages Can Include:




Social Media




Video Interviews



rAVe RADIO

[Pubs] [NOW] Buyers.Club




Most of you will not attend the Digital Signage Expo, yet all the products launched there will result in a 20 percent growth in the digital signage market in 2016. Fortunately, rAVe will be there! We will be covering the show by shooting videos, recording podcasts, writing blogs and publishing new product news. In fact, we've already started with the news part, which you can see here.

So, you won't miss anything.


And we're starting with today's SHOWSTOPPERS. Below are thirteen of the best new products we've seen so far. So, if you're coming to Las Vegas, stop by these stands and check them out. If you're not, click on each product to get more information online! Also be sure to visit our DSE Microsite, where we'll be posting product videos, blogs, news, podcasts and more all LIVE from the show floor!

A 360° view of operations. Anywhere. On any device. Collaborate with Canvas.

Now with Lync® integration



Booth 2-A52




Canvas

See Jupiter's Canvas at stand #2A52 and meet with their experts to learn about the full range of collaborative visualization solutions offered. Canvas 3.0 adds features that take communication and collaboration to an entirely new level.

[Learn More](#)

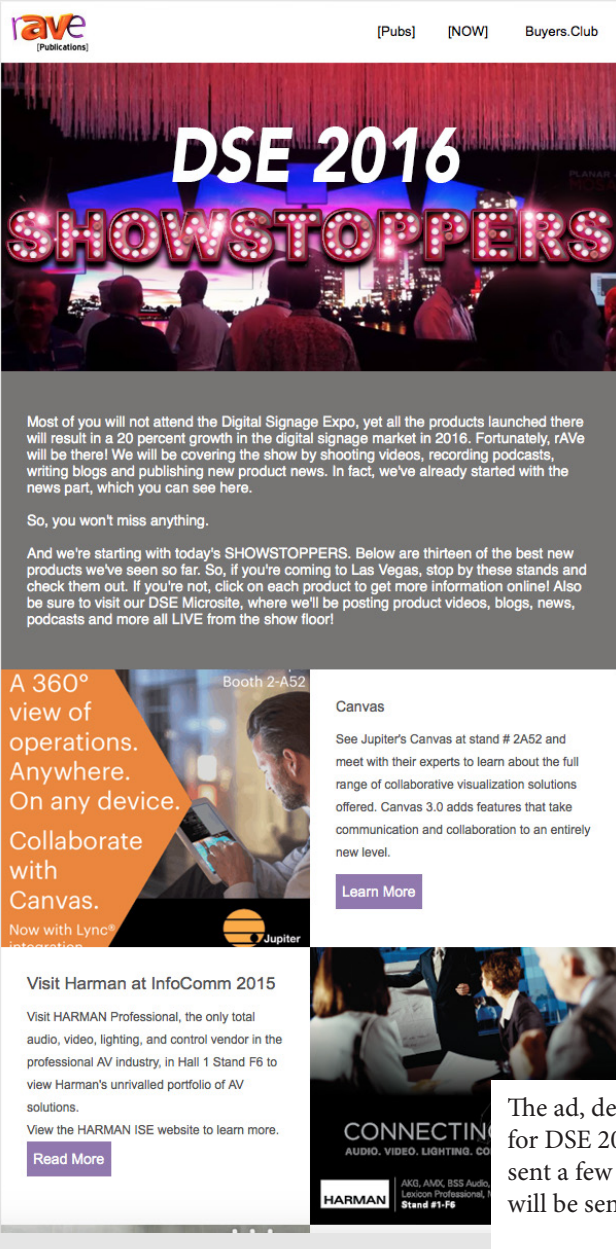
Visit Harman at InfoComm 2015

Visit HARMAN Professional, the only total audio, video, lighting, and control vendor in the professional AV industry, in Hall 1 Stand F6 to view Harman's unrivalled portfolio of AV



The **Cool!** SHOWSTOPPERS Sponsorship

\$500



Sponsor Receives

300x270

300x270 px .jpg image

Image should be an ad, photo or graphic.



160-Character Description

The 160-character description (approximately 45 words) should describe your product, service or technology. It is strongly encouraged to include a call-to-action in this text. (e.g. "Come visit our stand ____.")



1 Hyperlink

This hyperlink should link to where readers can find out more information.

The ad, description and link will be part of a number of features included in TWO email blasts for DSE 2016. One email will be sent right before the show, and the second email blast will be sent a few days after the show. Both pre- and post- DSE 2016 SHOWSTOPPERS email blasts will be sent to all subscribers of rAve [Publications] commercial AV lists.

Each sponsor will have the opportunity to change the text for the second email blast. This gives you the option to include a follow-up message or a way for a potential client to find out more information.

The order of features will be randomly selected for both pre- and post- DSE 2016 SHOWSTOPPERS.

The **Extra!** SHOWSTOPPERS Sponsorship

\$1,500

Sponsor Receives

Everything included in the Cool! SHOWSTOPPERS Sponsorship

Exclusive pre-DSE 2016 podcast interview with Gary Kayye or other rAVe Editor

The podcast interview will be produced on rAVe RADIO about either the sponsor's expectations for DSE 2016 or a particular product/service that will be featured at the show.



All podcasts are produced and published as a story on the DSE 2016 MicroSite, rAVePubs.com, published on iTunes, promoted on social media and included in a separate rAVe RADIO email blast.



The **Super!** SHOWSTOPPERS Sponsorship

\$2,500

Sponsor Receives

Everything included in the Extra! SHOWSTOPPERS Sponsorship

Exclusive pre-DSE 2016 videocast interview with Gary Kayye or other rAve Editor

The video interview will be produced on rAve RADIO about either the sponsor's DSE 2016 expectations or a particular product/service that will be featured at the show.

It is suggested that the interviewee for the podcast and videocast each be different, but it is ultimately up to the sponsor.



All videocasts will be published as a story on the DSE 2016 MicroSite, on rAvePubs.com, on rAve's YouTube Channel, and promoted on social media.

The **Awesome!** SHOWSTOPPERS Sponsorship

\$4,000

Sponsor Receives

Everything included in the Super! SHOWSTOPPERS Sponsorship

Exclusive on-site video interview with Gary Kayye or other rAVe Editor

The on-site interview will take place on the sponsor's stand at DSE 2016 (or can take place anywhere the sponsor chooses.)

The on-site video interview will be published as a story on the DSE 2016 MicroSite, on rAVePubs.com, on rAVe's YouTube channel and promoted on social media.



Interview



MicroSite



Social Media

rAVe RADIO Sponsorship

*Maximum of 2 (Non-Competing) Sponsors. Exclusivity can be negotiated.

\$5,000

Sponsor Receives

Everything included in the Awesome! SHOWSTOPPERS Sponsorship

Sponsor logo placed on the DSE 2016 MicroSite

Sponsor logo placed on apparel worn by rAVe staff.

rAVe reporters will be circling throughout the show floor.

Two exclusive on-site podcast interviews with Gary Kayye or other rAVe Editor

The podcast interview will be produced on rAVe RADIO about either the sponsor's expectations for DSE 2016 or a particular product/service that will be featured at the show.

Sponsor mentioned at beginning and end of every DSE 2016 podcast

Sponsor will be mentioned before and after each podcast on rAVe RADIO recorded at DSE 2016, and at least five podcasts will be recorded on-site at the show.

Each podcast will be promoted on social media and included in the monthly rAVe RADIO issue, which is sent to all rAVe subscribers.

rAVe RADIO podcasting station

Sponsor will have the option to have the rAVe RADIO podcasting station on their booth for at least one of the DSE 2016 show days.

The majority of the DSE 2016 rAVe RADIO shows will be recorded at the podcast station.

