



## InfoComm International 2016

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### Things You Need to Know:

- 1 InfoComm 2016 MicroSite
- 8 Up to 8 Full Trade Show Sponsors

### Projected InfoComm 2016 MicroSite Stats:

2+ Million	Total Views
400K+	Video Views

### rAve [Publications] Social Media Stats:



15K+



5.5K



11K



3K

Interested? Contact Nik Nepomuceno  
[Nik@ravepubs.com](mailto: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]

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

Articles, blogs, product updates, press releases, social media, photographs and videos will give readers the news as if they were at InfoComm 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 InfoComm is not just a banner ad on the InfoComm 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 InfoComm 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 InfoComm 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 InfoComm as we can.

Interested? Contact Nik Nepomuceno at [Nik@ravepubs.com](mailto:Nik@ravepubs.com)

**In order to reach your goals for InfoComm 2016**  
the following pages include sponsorship packages we are offering for this year's show.

Full • SHOWSTOPPERS • rAVe RADIO

## Full Trade Show Sponsors

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

### Two Levels of Full Trade Show Sponsorship

- Classic Level Sponsorship
- Premier Level Sponsorship

## Classic Level Sponsorship

# \$35,000

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

Unlike The Premier sponsorship, The Classic Level sponsorship does not include participation in THE GAME.



# Classic Level Sponsors Receive:

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- **Sponsor logo placed on the InfoComm 2016 MicroSite**
- **Sponsor receives one 260×230px box banner ad**  
Ads will remain on the InfoComm 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 InfoComm 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 InfoComm 2016 MicroSite.
- **Video interview published as a story on the InfoComm 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 InfoComm 2016.
- **One-on-one 1-hour consultation with Gary Kayye**  
The call will be about InfoComm 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 InfoComm 2016 via rAVe's social media channels.



# Premier Level Sponsorship

# \$40,000

\*Limited Spaces Available

The main reason to exhibit at InfoComm 2016 is to enhance brand exposure and generate qualified leads. The Premier Level sponsorship will accomplish both goals!

Partnering with rAVe at the Premier Level integrates your brand with the exclusive rAVe [NOW] OnDemand coverage with creative and unique marketing plans. Engage with show attendees, increase your brands' presence on the show floor and target attendees when they are looking for solutions.

Be a part of THE GAME at InfoComm 2016 and engage with attendees in a creative and fun way. THE GAME at InfoComm ensures increased brand presence on the show floor beyond the borders of your stand. It also generates attendee leads, which will be provided to you after the show.

## Premier Level Sponsors Receive:

- Everything included in the Classic Level sponsorship plus,
- Participation in THE GAME

## THE GAME at InfoComm 2016

THE GAME is our exclusive on-site marketing game used to collect attendee leads at InfoComm 2016. You may not realize that we collect more leads than any other exhibitor at InfoComm and share them with Premier Level sponsors. Isn't that why you are exhibiting in the first place?

THE GAME is an in-person game played over the first two days of the show. We will play in each Premier Level sponsor's stand and around the show floor giving away thousands of dollars worth of prizes.

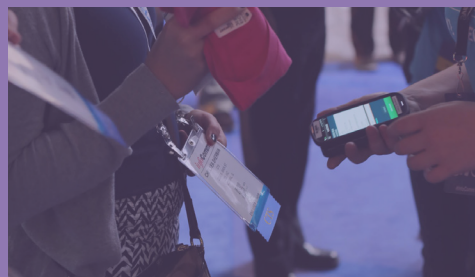
Engage with InfoComm attendees and enjoy a packed stand while we entertain with games and giveaways.

At InfoComm 2015, we collected over 5,000 leads and shared them with each Premier Level sponsor.



## THE GAME Sponsorship Includes:

- **Sponsor logo included in all THE GAME marketing**  
THE GAME pre-show marketing materials include: email blasts, social media promotion, rAve RADIO podcasts and more.
- **Sponsor logo placed on all apparel worn by rAve staff**  
rAve reporters will be circling throughout the show floor.
- **THE GAME will be played on sponsor's stand**  
THE GAME will be played at least once a day over the first two days of InfoComm 2016 on the sponsor's stand. Times and location on stand will be scheduled beforehand.
- **Increased social media support about THE GAME**  
rAve will assist in social media promotion before and during InfoComm 2016 about THE GAME and sponsors' participation.
- **Sponsor will receive all leads from THE GAME**  
Within one week after InfoComm 2016, the sponsor will receive all leads gathered from THE GAME. (At InfoComm 2015, rAve collected over 6,000 unique attendee leads!)





# About rAVe SHOWSTOPPERS

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rAVe SHOWSTOPPERS is an exclusive pre- and post-InfoComm 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 InfoComm 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 InfoComm 2016.

## rAVe SHOWSTOPPERS Packages Can Include:



Social Media



Video Interviews



rAVe RADIO

Everyone wants to go to InfoComm – it's the biggest ProAV show in the United States and nearly every AV manufacturer launches new technology and gear at this annual event. We will be there with more than 25 reporters to blog, video, stream and podcast every bit of the new product news to you.

And, whether you are in Orlando with us, or if you were left behind to 'man the fort,' you can follow our coverage via our dedicated InfoComm 15 Microsite or via our iOS or Android apps. And, even though the show hasn't yet opened, here are some SHOWSTOPPERS that we've already noticed being launched at InfoComm.

**A 360° view of operations. Anywhere. On any device.**  
Collaborate with Canvas.  
Now with Lynch® Integration

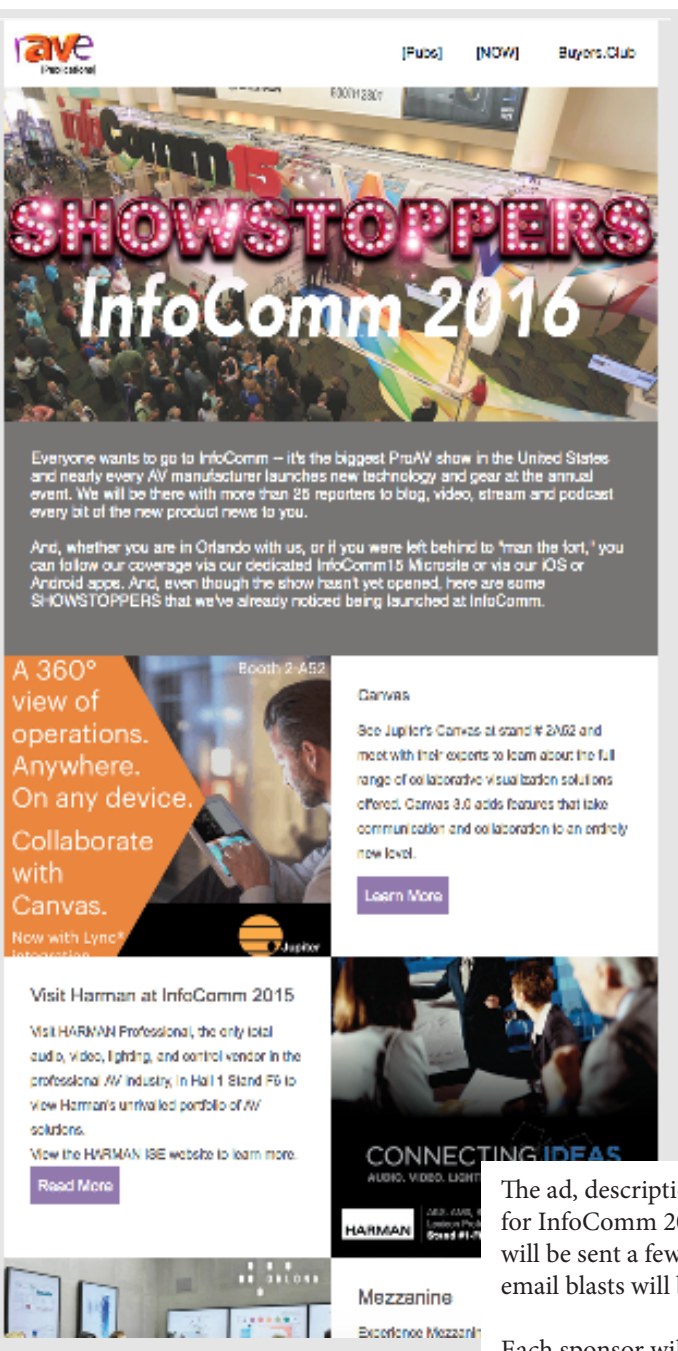
**Canvas**  
See Jupiter's Canvas at stand #2462 and meet with their experts to learn about the full range of collaborative visualization solutions offered. Canvas 3.0 adds features that take communication and collaboration to an entirely new level.  
[Learn More](#)

**Visit Harman at InfoComm 2015**  
Visit HARMAN Professional, the only total audio, video, lighting, and control vendor in the professional AV industry in Hall 11 Stand F5 to view Harman's unparalleled portfolio of AV



# The **Cool!** SHOWSTOPPERS Sponsorship

## \$1,000



## Sponsor Receives

300x270

300x270 px .jpg image

Image should be an ad, photo or graphic.

20-Character Title

200-Character Description

The 20-**character** title (including spaces) and the 200-**character** description (including spaces) 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 InfoComm 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- InfoComm 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- InfoComm 2016 SHOWSTOPPERS.

# The **Extra!** SHOWSTOPPERS Sponsorship

## \$2,000

### Sponsor Receives

Everything included in the Cool! SHOWSTOPPERS Sponsorship

**Exclusive pre-InfoComm 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 InfoComm 2016 or a particular product/service that will be featured at the show.



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



# The **Super!** SHOWSTOPPERS Sponsorship

## \$3,000

### Sponsor Receives

Everything included in the Extra! SHOWSTOPPERS Sponsorship

#### **Exclusive pre-InfoComm 2016 videocast interview with Gary Kayye or other rAve Editor**

The video interview will be produced on rAve RADIO about either the sponsor's InfoComm 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 InfoComm 2016 MicroSite, on rAvePubs.com, on rAve's YouTube Channel, and promoted on social media.

# The **Awesome!** SHOWSTOPPERS Sponsorship

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**\$5,000**

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## Sponsor Receives

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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 booth at InfoComm 2016 (or can take place anywhere the sponsor chooses.)

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



**Interview**



**MicroSite**



**Social Media**

# The **Amazing!** SHOWSTOPPERS Sponsorship

\*Maximum of 7 Sponsors

## \$7,000

### Sponsor Receives

Everything included in the Awesome! SHOWSTOPPERS Sponsorship

#### Exclusive post-InfoComm 2016 podcast interview with Gary Kayye or other rAVe Editor

The podcast (or videocast) interview will be about the sponsor's experience at InfoComm 2016 or about a recently launched product/service.

The interview will be published as a story on the InfoComm 2016 MicroSite, on rAVePubs.com, on iTunes (podcast only), on the rAVe's YouTube Channel (videocast only) and promoted on social media.

#### Social Media Promotion

5 Tweets

1 Facebook Post

1 LinkedIn Post

Social media content will be written by the sponsor and distributed via rAVe's social media channels. It is strongly suggested to include high-res images with each post. rAVe reserves the right to edit posts for clarity, grammar and editorial integrity.

The social media promotion can be used throughout the months of May and June 2016.





# The Incredible! SHOWSTOPPERS Sponsorship

\*Maximum of 5 Sponsors

## \$10,000

### Sponsor Receives

Everything included in the Amazing! SHOWSTOPPERS Sponsorship

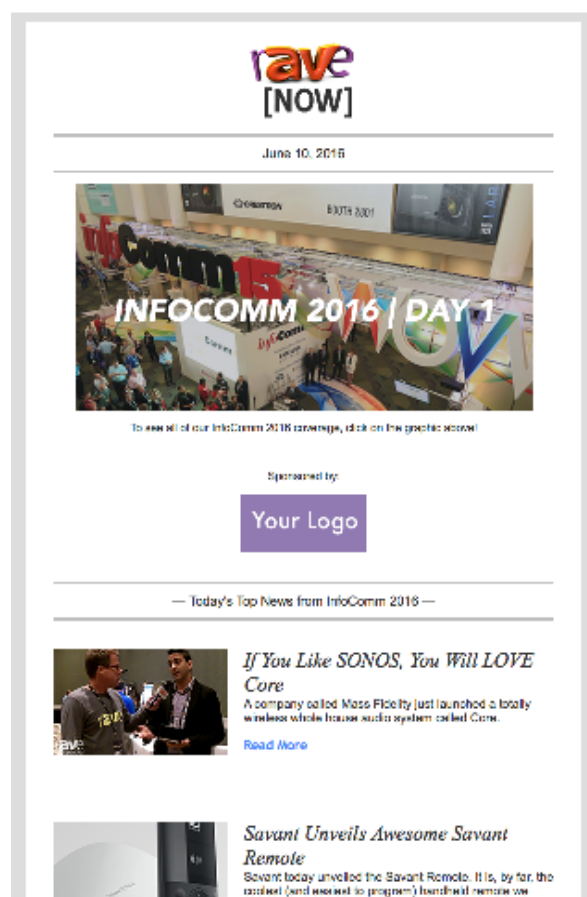
#### Exclusive on-site video interview and booth tour with Gary Kayye

Gary will walk around the sponsor's booth with one or more executives, highlighting all products and services being displayed at InfoComm 2016 on video.

The booth tour will be edited and published as a story on the InfoComm 2016 MicroSite, rAVePubs.com, rAVe's YouTube channel and promoted on social media.

#### Sponsor's logo on the rAVe InfoComm 2016 daily email blast

Sponsor's logo will be included on four InfoComm 2016 Daily email blasts which is sent to all subscribers of rAVe [Publications] commercial AV lists.





# rAve RADIO Sponsorship

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

## \$15,000

### Sponsor Receives

**Everything included in the Awesome! SHOWSTOPPERS Sponsorship**

**Sponsor logo placed on the InfoComm 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 InfoComm 2016 or a particular product/service that will be featured at the show.

**Sponsor mentioned at beginning and end of every InfoComm 2016 podcast**

Sponsor will be mentioned before and after each podcast on rAve RADIO recorded at InfoComm 2016, and at least 20 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 stand for at least one of the InfoComm 2016 show days.

The majority of the InfoComm 2016 rAve RADIO shows will be recorded at the podcast station.

