



ISE 2018

2018 Sponsorship Opportunities

Exclusive trade show coverage that is
BETTER THAN being there.

rAVePubs.com/ISE2018

rave
[NOW]



It's the perfect reference after attendees return home or for those that didn't go.

Comprehensive, creative, integrated marketing.



rAve [NOW] OnDemand is the exclusive trade show coverage of rAve [Publications]. We've traveled all over the globe to bring the AV industry the BEST live trade show coverage with our exclusive rAve [NOW] OnDemand media platforms. rAve [NOW] is BETTER THAN being on the show floor for an attendee, and it is the perfect reference after attendees return home.

When rAve is at trade shows, our team posts news, blogs, videos and podcasts in real-time and not only provides the **most comprehensive** social media coverage, but also floods the web with ISE news. All of this is designed to attract a knowledgeable, engaged and influential audience of buyers.

Sponsors are seamlessly integrated.



MORE ABOUT rAVe [NOW]

OnDemand @ ISE 2018



To give rAVe's audience the best possible and easiest to find ISE 2018 coverage, a dedicated ISE MicroSite will be created for the 2018 show.

Sponsors are seamlessly integrated into the content rAVe publishes, offering increased exposure through a number of show-related channels.

It's not just a banner ad on the 2018 ISE MicroSite.

Sponsorship includes integrated and featured coverage of your products and initiatives, opportunities for live video and audio interviews, increased brand exposure and creative marketing opportunities. The 2018 ISE MicroSite with your logo, banner advertisement, featured stories and videos will remain up for at least one year. Attendees and readers will return to the site throughout the year to review products, news and videos, so your marketing investment will show returns all year.

OnDemand Stats

Things You Need to Know | ISE 2018- Projected Stats

> **1.1M +**

> **15.5K +**

> **62K +**

> **29K +**

> **7.5K +**

> **103K +**

1.1 Million +

ISE MicroSite Views

Expected 2018 rAVePubs
MicroSite Views

690,000 +

ISE 2018 Video Views

Expected Total Views for
Videos Shot at ISE 2018

ISE 2018 Sponsorship

Options A

SHOWSTOPPERS

We want readers to see your stuff!

Use your spot to invite attendees to your booth, announce new products, let attendees know about prizes or contests or just simply get your name out there to rAVE readers.

SHOWSTOPPERS	1	2	SHOWSTOPPERS
	The Cool!	The Super!	
	\$1,500	\$3,000	
	3	4	
The Awesome!	The Incredible!		
\$5,000	\$10,000		

BrightSign
Display your brilliance
with the Global Market Leader in digital signage media players
[View Products](#)

OPS HD3 Series From BrightSign!
The BrightSign OPS digital signage media player, announced at ISE 2017, is now shipping for commercial-grade signage installations around the world! Contact sales@brightsign.biz for more information.

[Read More](#)

Visionary Solutions PacketAV Duet

It's here: Video for Dante. Visionary Solutions PacketAV Duet brings the power of Dante to video. Deliver visually lossless, ultra-low latency 4K UHD video and Dante Audio over Gigabit Ethernet. This is video for audio pros.

[Read More](#)

VISIONARY SOLUTIONS NETWORK AV SOLUTIONS



Visit us at vsicam.com

TRIPLEPLAY
Digital Signage | IP Television | Video Streaming
www.tripleplay.tv

Digital Signage by Tripleplay

Miss us at ISE? Contact the team to arrange a demonstration of our brand new, low cost HEVC 4K STB, Visual Editor, Authenticated Web Pages and our single drag and click content changer; Quickdrop.

[Read More](#)

^ [example of a SHOWSTOPPERS](#)

Every sponsor at every level will receive an ad, description and link that will be included in TWO dedicated email blasts for ISE 2018. One email will be sent right before the show and the second email will be sent a few days after. Both pre and post-ISE 2018 SHOWSTOPPERS email blasts will be sent to all subscribers of rAVE [Publications] ProAV, Digital Signage, rAVE Europe and HomeAV reader lists. This is well over 200,00 readers!

Of course, each sponsor will have the opportunity to change the text description for the second blast. This gives you the option to include a follow-up message, call-to-action, or a way for readers to find out more information.

The order of each sponsor's feature will be randomly selected for both pre- and post-ISE 2018 SHOWSTOPPERS.

Sponsor Receives	The Cool!	The Super!	The Awesome!	The Incredible!
Ad feature included in TWO email blasts for ISE 2018*	✓	✓	✓	✓
Large graphic image to draw the reader's attention	✓	✓	✓	✓
Brief text description of product, service or technology	✓	✓	✓	✓
URL redirect	✓	✓	✓	✓
As many product videos as you wish scheduled and shot at your convenience.	✓	✓	✓	✓
Product videos posted to ISE 2018 MicroSite within 24 hours	✓	✓	✓	✓
Social media promotion of all product videos on Twitter and through other channels.	✓	✓	✓	✓
Access to product videos for embedding on your website or social media platforms and assistance if needed from rAve team.	✓	✓	✓	✓
Pre-ISE 2018 Podcast or Video Product Demo with Gary Kayye Podcast will be produced by and distributed via rAve RADIO & will be about sponsor's ISE 2018 expectations or particular product/service that will be featured at ISE.		✓	✓	✓
Podcast or Video Product Demo published on ISE Micro-Site, on rAvePubs.com & promoted on social media.		✓	✓	✓
Pre or Post-ISE Video Product Demo with founder Gary Kayye			✓	✓
Video Product demo published on ISE MicroSite, on rAvePubs.com and on rAve's YouTube channel and promoted on social media			✓	✓
Exclusive ISE on-site video interview with Sara Abrons or Gary Kayye			✓	✓
On-site video interview published as story on ISE Micro-Site, on rAve's YouTube channel and promoted on social media			✓	✓
Social media campaign (five tweets, one Facebook post, two LinkedIn posts)				✓
Exclusive on-site interview and stand tour with Gary Kayye				✓
Stand tour published as story on ISE MicroSite, rAve's YouTube channel and promoted on social media				✓
Logo placed in rAve's official ISE 2018 Digital Daily (which is sent to all subscribers of rAve's commercial AV lists)				✓
ISE 2018 Investment	\$1,500	\$3,000	\$5,000	\$10,000

ISE 2018 Sponsorship

Options B

FLAGSHIP SPONSORSHIP OPTIONS

We want readers to see your stuff!

This is designed, and is proven, to guarantee sponsors will see attendees driven to their stand/booth. You can use it to announce new products, let attendees know about prizes or contests you're doing, or just simply get your name out there to rAVE readers!



GOLD LEVEL | \$30,000

Partnering with rAVE at the Gold Level sponsorship will give your brand increased exposure at ISE 2018 before, during and after the show. Gold Level sponsorship will give you the opportunity to engage with attendees and provide you with the necessary channels to expand your brand's voice beyond the ISE 2018 show floor AND the ability to attract influential visitors to your stand.

PLATINUM LEVEL | \$40,000

Partnering with rAVE at the Platinum Level integrates your brand with the exclusive rAVE [NOW] OnDemand coverage, creating a unique marketing opportunity only rAVE can offer. Engage with show attendees, increase exposure, generate leads and enjoy a packed stand at ISE 2018.

THE GAME @ ISE 2018 is our exclusive on-site, attendee-driving marketing game used to generate and collect attendee leads. You may not realize, but we have often collected more leads than any other exhibitor at ISE and as a Platinum Sponsor, we share them with you!

THE GAME @ ISE 2018 is an in-person game played over the first two days of the show on each sponsors' stand/booth and around the show floor; giving away thousands of dollars worth of prizes and driving leads.

Sponsor Receives	GOLD	PLATINUM
Logo on ISE 2018 MicroSite	✓	✓
Banner ad on ISE 2018 MicroSite	✓	✓
Takeover ad integrated into rAve [NEWS] App	✓	✓
Logo included in rAve pre-ISE marketing (materials include: email blasts, social media, podcasts and more) Estimated reach: 113,000 AV integrators	✓	✓
Logo placed on apparel worn by rAve team on ISE show floor	✓	✓
Pre- or post-ISE podcast (or Video Product Demo) featuring sponsor's expectations or a particular product/service to be featured at the show	✓	✓
Product videos shot at sponsor's convenience (videos will be featured in Sponsored Video section on front page of the ISE MicroSite)	✓	✓
Original 1080p product video files shot in your stand at ISE to use in your own post-show promotions at Sponsor's request. Videos for non-sponsors are shot in 720p.	✓	✓
On-site video interview with Sara Abrons or Gary Kayye (interview will be featured on MicroSite)	✓	✓
Video interview will be published and featured as a story/blog on MicroSite receiving 5x the exposure of any other post at ISE	✓	✓
Increased social media support before, during and after ISE 2018. This includes access to all of our Facebook, LinkedIn, Twitter and Instagram followers.	✓	✓
Six custom written tweets sent via rAve's own Twitter account (tweets can be sent out before, during and after ISE 2018)	✓	✓
One hour consulting call with Gary Kayye after ISE 2018 about whatever the Sponsor would like (this alone is a \$2,500 value)		✓
Participation in THE GAME @ ISE 2018, a lead generation service		✓
Logo included in all THE GAME marketing materials		✓
All leads gathered from THE GAME @ ISE 2018 and sent to you within 1 week following the show		✓
Increased social media about your participation in THE GAME		✓
ISE 2018 Investment	\$30,000	\$40,000



A LA CARTE

The opportunity to engage with attendees and the necessary channels to expand your brand's voice beyond the ISE 2018 show floor.

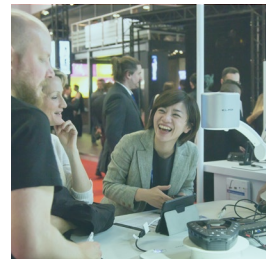
VIDEO DEMO & SOCIAL | \$5,300

Pre- or post-ISE video product demo with Gary Kayye | Video demo published on ISE MicroSite, on rAVePubs.com, on rAVe's YouTube channel and promoted on social media | Social media campaign (5 tweets, 1 Facebook post, 2 LinkedIn post) that is written by sponsor and distributed by rAVe



PROFESSIONAL STAND PHOTOS | \$2,000

One-hour scheduled session of photography at sponsor's booth (which includes booth and product photos, as well as personnel and/or a team photo) | Session can be scheduled during show hours to show booth crowded with attendees or before/after show hours | Original photo files within 24 hours



ISE SOCIAL MEDIA CAMPAIGN | \$2,000

Seven tweets | Two Facebook Posts | One LinkedIn Post on rAVe's company page | One LinkedIn Post in AVIP LinkedIn Group | One LinkedIn Post on Gary Kayye's personal account | Content will be written by the sponsor and distributed via rAVe's social media channels



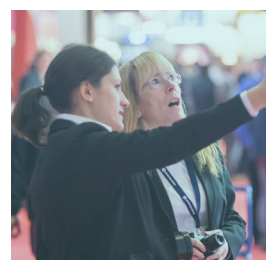
ON-SITE VIDEO INTERVIEW | \$3,500

Exclusive ISE on-site interview with Sara Abrons or Gary Kayye | Interview will take place at sponsor's stand | On-site video interview published as story on ISE MicroSite, on rAVe's YouTube channel and promoted on social media



CUSTOM POST-ISE SUMMARY EMAIL BLAST | \$4,500

One custom HTML email blast promoting sponsor's presence at ISE sent to rAVe's ProAV email list, designed by rAVe | Email blast can include all of the following: summary blog post of sponsor's presence at ISE written by Sara Abrons or Gary Kayye, highlight of executive on-site interview, links to: product videos, podcasts, product stories, photos and other coverage. Emails will send two to six weeks after conclusion of ISE 2018



RAVE RADIO

Sponsor Receives

Logo on [ISE 2018 MicroSite](#)

Sponsor mentioned at beginning and end of every ISE 2018 podcast (approximately 40 podcasts)

Podcasts will be promoted on social media and are included in the monthly rAVE RADIO email newsletter, which is sent to ALL rAVE email subscribers

Two exclusive [on-site podcasts](#) with Gary Kayye | Podcasts will be produced on rAVE RADIO and will feature ISE 2018 products/services or sponsor's expectations

rAVE RADIO podcasting station: sponsor will have the opportunity to have the podcast station in their stand during ISE 2018 and majority of the podcasts will be recorded at this station

Ad feature included in two [email blasts](#) for ISE 2018

Large graphic to draw the reader's attention

Brief text description of product, service or technology

[Product videos](#) scheduled and shot at your convenience (as many as you wish)

[Pre-ISE 2018 Podcast](#) with Gary Kayye about the sponsors expectations or a particular product/service that will be featured at ISE 2018

Podcast published on ISE MicroSite, on rAVEPubs.com and promoted through social media

Pre- or post-ISE [Video Product Demo](#) with Gary Kayye. Video product demo should demo a product or technology that will be or was featured at ISE 2018

Video demo published on ISE MicroSite, on rAVEPubs.com, on rAVE's YouTube channel and promoted on social media

[Product videos](#) posted to ISE 2018 MicroSite within 24 hours

Social media promotion of all product videos on Twitter, Facebook, and other social channels

Access to product videos for embedding on sponsor's website or social media platforms

ISE 2018 Investment: \$5,500

A person is wearing a white VR headset and holding a controller. They are standing at a trade show booth. In the background, other people are visible, and there are various displays and equipment. The text is overlaid on a teal background.

Are you ready for ISE 2018?

Let us help power your brand and tell your story at ISE 2018.

Thank you.

and we look forward to working
with you at ISE 2018!

If you would like more information on any
of the ISE 2018 sponsorship opportunities
please contact:

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