



DSE 2018

2018 Sponsorship Opportunities

Exclusive trade show coverage that is the next best thing to being at the show itself..

rAvePubs.com/DSE2018

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 DSE 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 @ DSE 2018



To give rAVe's audience the best possible and easiest to find DSE 2018 coverage, a dedicated DSE 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 DSE 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 DSE 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 | DSE 2018- Projected Stats

> **1.1M +**

> **16K +**

> **62K +**

> **29K +**

> **8K +**

> **103K +**



1.1 Million +

DSE MicroSite Views

Expected 2018 rAVePubs
MicroSite Views

300,000 +

DSE 2018 Video Views

Expected Total Views for
Videos Shot at DSE 2018




DSE 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 The Cool! \$750	2 The Super! \$2,000	SHOWSTOPPERS
	3 The Awesome! \$5,000		
	 <p>#TeamUpWithSharp! #TeamUpWithSharp in booth 1207. With many new Pro AV models recently introduced, plus many more to come, now is the time to take advantage of our new technology that will be game-winners for all. We look forward to high-fiving you on the exhibit floor!</p> Learn More <p>BrightSign, Beacons and Beer! Go immediately to purple at DSE! The first 100 people to stop by the BrightSign booth #419 on each day of the show will get an exclusive invitation to come back at 4pm for one of the most unique beer pours you've ever seen!</p> Map Your Route  <p>BrightSign®</p> 		

 <p>Booth #826</p>  <p>visix</p>	<p>Connect Room Signs</p> <p>See our NEW Connect Room Signs in Booth 826 – a stand-alone hardware and software solution for under \$1000. Book, start, extend, end and cancel meetings right at the 16:9 display. POE and easy to mount.</p> Learn More
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^ [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 DSE 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-DSE 2018 SHOWSTOPPERS email blasts will be sent to all subscribers of rAVE [Publications] DS [Digital Signage] Edition email newsletter.

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-DSE 2018 SHOWSTOPPERS.

Sponsor Receives	The Cool!	The Super!	The Awesome!
Ad feature included in TWO email blasts for DSE 2018*	X	X	X
Large graphic image to draw the reader's attention	X	X	X
Brief text description of product, service or technology	X	X	X
URL redirect	X	X	X
Product videos scheduled and shot at your convenience (as many as you wish).	X	X	X
Product videos posted to DSE 2018 MicroSite within 24 hours.	X	X	X
Social media promotion of all product videos on Twitter, Facebook and other social channels.	X	X	X
Access to product video files for embedding on your website or social media platforms.	X	X	X
Pre -DSE 2018 Podcast OR Video Product Demo with Gary Kayye Podcast or Video Product Demo will be about sponsor's DSE expectations or a particular product/service that will be featured at DSE.		X	X
Pre -DSE 2018 Podcast OR Video Product Demo published on DSE MicroSite, on rAVePubs.com and promoted through social media.		X	X
Post -DSE 2018 Podcast OR Video Product Demo with Gary Kayye Podcast or Video Product Demo will be about sponsor's DSE experience or a particular product/service that was featured at DSE.			X
Post -DSE 2018 Podcast OR Video Product Demo published on DSE MicroSite, on rAVePubs.com and promoted through social media.			X
Exclusive one-on-one DSE video interview with company executive and Sara Abrons or Gary Kayye.			X
One-on-one video interview published as story on DSE MicroSite, on rAVE's YouTube channel and promoted on social media.			X
DSE 2018 Investment	\$750	\$2,000	\$5,000

SHOWSTOPPERS

DSE 2018 Sponsorship

Options B

FULL 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!



PREMIER LEVEL | \$10,000

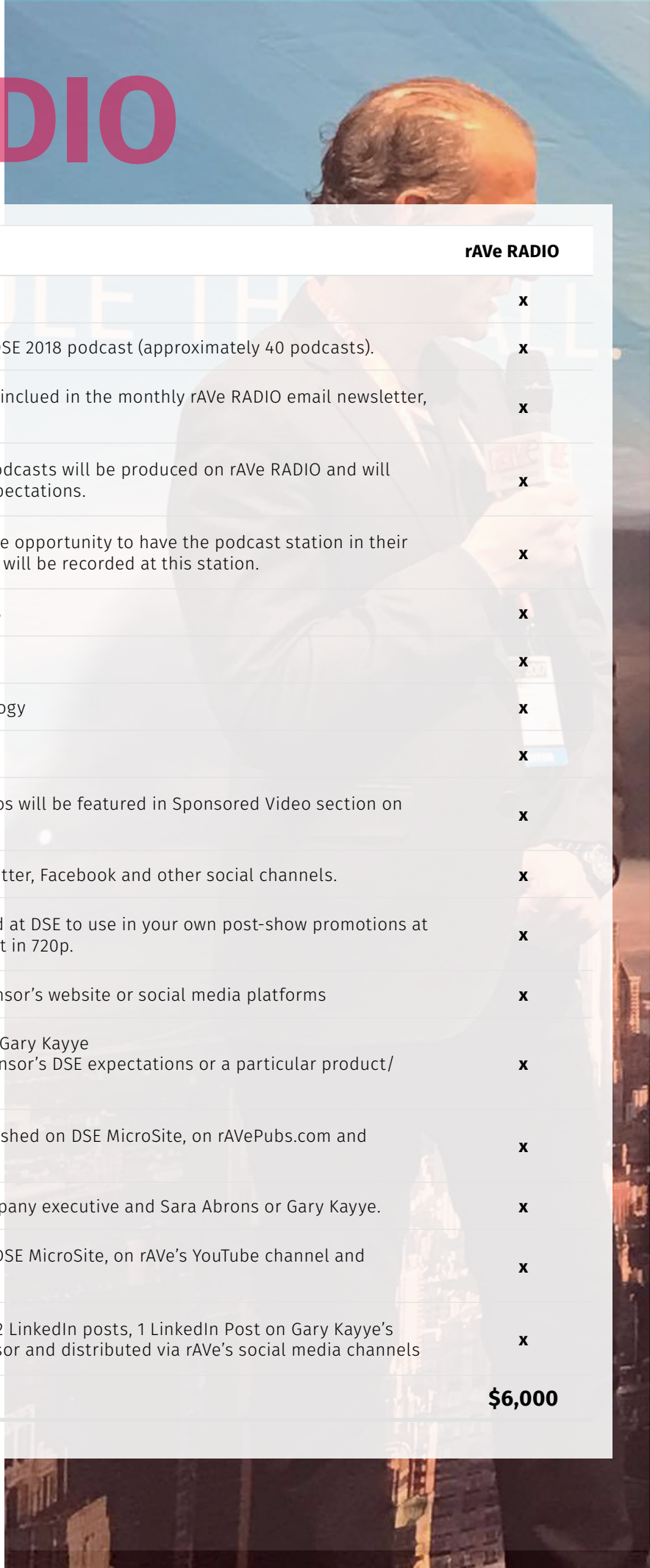
Partnering with rAve at the Premier Level sponsorship will give your brand increased exposure at DSE 2018 before, during and after the show. Premier Level sponsorship will give you the opportunity to engage with attendees and provide the necessary channels to expand your brand's voice beyond the DSE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



FULL SPONSORSHIP OPTIONS

Sponsor Receives	PREMIER
Logo on DSE 2018 MicroSite	X
Banner ad on DSE 2018 MicroSite	X
Banner ad integrated into rAve [NEWS] App	X
Logo included in rAve pre-DSE marketing (materials include: email blasts, social media, podcasts and more) Estimated reach: 113,000 AV integrators	X
Logo placed on apparel worn by rAve team on DSE show floor	X
Ad feature included in TWO email blasts for DSE 2018*	X
Large graphic image to draw the reader's attention	X
Brief text description of product, service or technology	X
URL redirect	X
Product videos shot at sponsor's convenience (videos will be featured in Sponsored Video section on front page of the DSE MicroSite within 24 hours)	X
Original 1080p product video files shot in your stand at DSE to use in your own post-show promotions at Sponsor's request. Videos for non-sponsors are shot in 720p.	X
Social media promotion of all product videos on Twitter, Facebook and other social channels	X
Pre-DSE 2018 Podcast OR Video Product Demo with Gary Kayye Podcast or Video Product Demo will be about sponsor's DSE expectations or a particular product/service that will be featured at DSE.	X
Pre-DSE 2018 Podcast OR Video Product Demo published on DSE MicroSite, on rAvePubs.com and promoted through social media.	X
Post-DSE 2018 Podcast OR Video Product Demo with Gary Kayye Podcast or Video Product Demo will be about sponsor's DSE experience or a particular product/service that was featured at DSE.	X
Post-DSE 2018 Podcast OR Video Product Demo published on DSE MicroSite, on rAvePubs.com and promoted through social media.	X
Exclusive one-on-one DSE video interview with company executive and Sara Abrons or Gary Kayye.	X
One-on-one video interview published as story on DSE MicroSite, on rAve's YouTube channel and promoted on social media.	X
Social media campaign (5 Tweets, 2 Facebook post, 2 LinkedIn posts, 1 LinkedIn Post on Gary Kayye's personal account) - content will be written by sponsor and distributed via rAve's social media channels	X
One hour consulting call with Gary Kayye after DSE 2018 about whatever the Sponsor would like (this alone is a \$2,500 value)	X
DSE 2018 Investment	\$10,000

rAve RADIO



Sponsor Receives	rAve RADIO
Logo on DSE 2018 MicroSite	x
Sponsor mentioned at beginning and end of every DSE 2018 podcast (approximately 40 podcasts).	x
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.	x
Two exclusive on-site podcasts with Gary Kayye Podcasts will be produced on rAve RADIO and will feature DSE 2018 products/services or sponsor's expectations.	x
rAve RADIO podcasting station: sponsor will have the opportunity to have the podcast station in their stand during DSE 2018 and majority of the podcasts will be recorded at this station.	x
Ad feature included in two email blasts for DSE 2018	x
Large graphic to draw the reader's attention	x
Brief text description of product, service or technology	x
URL redirect	x
Product videos shot at sponsor's convenience (videos will be featured in Sponsored Video section on front page of the DSE MicroSite within 24 hours.	x
Social media promotion of all product videos on Twitter, Facebook and other social channels.	x
Original 1080p product video files shot in your stand at DSE to use in your own post-show promotions at Sponsor's request. Videos for non-sponsors are shot in 720p.	x
Access to product video files for embedding on sponsor's website or social media platforms	x
Pre-DSE 2018 Podcast OR Video Product Demo with Gary Kayye Podcast or Video Product Demo will be about sponsor's DSE expectations or a particular product/service that will be featured at DSE.	x
Pre-DSE 2018 Podcast OR Video Product Demo published on DSE MicroSite, on rAvePubs.com and promoted through social media.	x
Exclusive one-on-one DSE video interview with company executive and Sara Abrons or Gary Kayye.	x
One-on-one video interview published as story on DSE MicroSite, on rAve's YouTube channel and promoted on social media.	x
Social media campaign (5 Tweets, 2 Facebook post, 2 LinkedIn posts, 1 LinkedIn Post on Gary Kayye's personal account) - content will be written by sponsor and distributed via rAve's social media channels	x
DSE 2018 Investment	\$6,000

Are you ready for DSE 2018?

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

Thank you.

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

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

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rAve
[NOW]

The #1 AV News Publication. Period.
rAVePubs.com/DSE2018