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# InfoComm 2018

## 2018

### Sponsorship Opportunities

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Exclusive trade show coverage that is  
BETTER THAN being there.

[rAVePubs.com/InfoComm2018](http://rAVePubs.com/InfoComm2018)

**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 InfoComm 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 @ InfoComm 2018



To give rAVe's audience the best possible and easiest to find InfoComm 2018 coverage, a dedicated InfoComm MicroSite has been 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 InfoComm 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 InfoComm MicroSite with your logo, banner ad, 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 | InfoComm 2018 - Projected Stats

> **1.1M +**

> **17K +**

> **68K +**

> **29K +**

> **9K +**

> **103K +**

### Projected 2018 Stats



**1.1 Million +**

InfoComm MicroSite Views

**750,000 +**

InfoComm 2018 Video Views

# InfoComm 2018 Sponsorship

# SHOWSTOPPERS

We want readers to see your content!

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	<b>1</b>	<b>2</b>	SHOWSTOPPERS
	<b>The Cool!</b>	<b>The Super!</b>	
	\$1,500	\$3,000	
	<b>3</b>	<b>4</b>	
<b>The Awesome!</b>	<b>The Incredible!</b>		
\$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.

[Ream More](#)

### Visionary Solutions PacketAV Duet

Its'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](#)



**TRIPLEPLAY**  
Digital Signage | IP Television | Video Streaming  
[www.tripleplay.tv](http://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.

[Ream 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 InfoComm 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-InfoComm 2018 SHOWSTOPPERS email blasts will be sent to all subscribers of rAVE [Publications] ProAV and Digital Signage reader lists.

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-InfoComm 2018 SHOWSTOPPERS.



Sponsor Receives	The Cool!	The Super!	The Awesome!	The Incredible!
Ad feature included in TWO <a href="#">email blasts</a> for InfoComm 2018.	X	X	x	x
Large graphic image to draw the reader's attention.	X	X	x	x
Brief text description of product, service or technology.	X	X	x	x
URL redirect (URL should redirect to where readers can find more information).	X	X	x	x
Pre-scheduled <a href="#">Product video</a> appointment at your convenience - as many videos as you wish!	X	X	x	x
Copies of the 1080p product video files shot in your booth at InfoComm to use in your own post-show promotions at Sponsor's request. (Videos for non-sponsors are shot in 720p).	x	x	x	x
Product videos posted to <a href="#">InfoComm 2018 MicroSite</a> within 24 hours.	X	X	x	x
Social media promotion of all product videos on Twitter, Facebook and through other channels.	X	X	x	x
Access to product videos for embedding on sponsor's website or social media platforms.	X	X	x	x
<b>Pre-InfoComm 2018 <a href="#">Podcast OR Video Product Demo</a> with Gary Kayye.</b> <ul style="list-style-type: none"> <li>Podcast or Video Product Demo will be about Sponsor's InfoComm expectations or a particular product/service that will be featured at InfoComm.</li> <li>Pre-InfoComm Podcast or Video Product Demo published on InfoComm MicroSite, on rAvePubs.com &amp; promoted on social media.</li> </ul>		X	x	x
<b>Post-InfoComm 2018 <a href="#">Podcast OR Video Product Demo</a> with Gary Kayye.</b> <ul style="list-style-type: none"> <li>Podcast or Video Product Demo will be about Sponsor's InfoComm 2018 experience or particular product/service that was featured at InfoComm.</li> <li>Post-InfoComm Podcast or Video Product Demo published on InfoComm MicroSite, on rAvePubs.com &amp; promoted on social media.</li> </ul>			x	x
Exclusive one-on-one <a href="#">InfoComm video interview</a> with company executive and Sara Abrons or Gary Kayye. Interview will take place in sponsor's booth or anywhere you choose! <ul style="list-style-type: none"> <li>Interview will be published and featured as a story/blog on InfoComm MicroSite, on rAve's YouTube channel and promoted on social media - receiving 5x the exposure of any other post.</li> </ul>			x	x
Exclusive <a href="#">booth tour with Gary Kayye</a> - Gary will walk around sponsor's booth with one or more executives highlighting all products and services on display - all captured on video. <ul style="list-style-type: none"> <li>Booth tour published as story on InfoComm MicroSite, rAve's YouTube channel and promoted on social media.</li> </ul>				x
Social media campaign: (5 tweets, 1 Facebook post, 1 LinkedIn post on AVIP LinkedIn Group, 1 LinkedIn Post on rAve Company Page) - content will be written by sponsor.				x
Logo placed in rAve's official <a href="#">InfoComm 2018 Digital Daily</a> (which is sent to all subscribers of rAve's commercial lists)				x
<b>InfoComm 2018 Investment</b>	<b>\$1,500</b>	<b>\$3,000</b>	<b>\$5,000</b>	<b>\$10,000</b>

# InfoComm 2018 Sponsorship

## FLAGSHIP SPONSORSHIP OPTIONS

We want readers to see your content and visit your booth at InfoComm 2018!

The flagship sponsorship options are designed to increase your exposure at InfoComm before, during and after the show. Engage with attendees and expand your brand's voice beyond the show floor with creative and integrated marketing opportunities.



### CLASSIC LEVEL | \$30,000

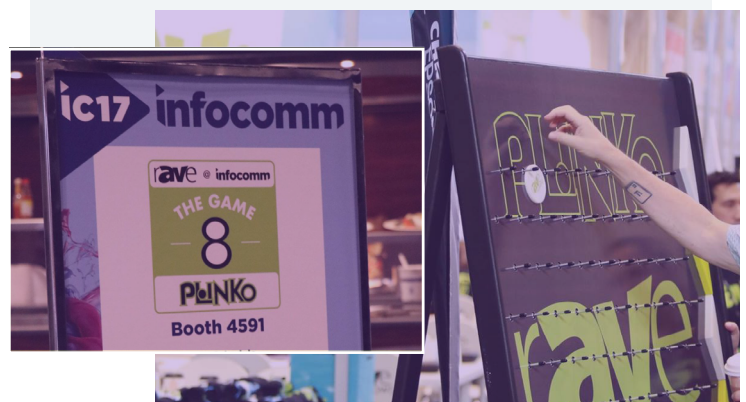
Classic Level sponsorship will give you the opportunity to engage with attendees and provide you with the necessary channels to expand your brand's voice beyond the InfoComm 2018 show floor AND the ability to attract influential visitors to your booth.



### PLATINUM LEVEL | \$40,000

Platinum Level offers even more of a unique marketing option by providing more opportunities to engage with show attendees, increase exposure, generate leads and enjoy a packed booth at InfoComm 2018 with THE GAME.

THE GAME @ InfoComm 2018 is our exclusive on-site, attendee-driving marketing game played at each Platinum sponsor's booth that generates and collects attendee leads while giving away thousands of dollars worth of prizes! You may not realize it, but we have often collected more leads than any other exhibitor at InfoComm and as a Platinum Sponsor, we share them with you!



<b>Sponsor Receives</b>	<b>GOLD</b>	<b>PLATINUM</b>
Logo on <a href="#">InfoComm 2018 MicroSite</a> .	X	X
Banner ad on <a href="#">InfoComm 2018 Microsite</a> .	X	X
Takeover ad integrated into rAve [NEWS] App.	X	X
Logo included in rAve pre-InfoComm marketing (materials include: email blasts, social media, podcasts and more) Estimated reach: 112,000 AV integrators.	X	X
Logo placed on apparel worn by rAve team on InfoComm show floor.	X	X
Logo placed in rAve's official <a href="#">InfoComm 2018 Digital Daily</a> (which is sent to all subscribers of rAve's commercial lists).	X	X
Custom HTML email blast extending Sponsor's InfoComm 2018 presence sent to rAve ProAV list and rAve's InfoComm leads (HTML can be designed by rAve for an additional \$2,000).	X	X
Ad feature included in two <a href="#">email blasts</a> for InfoComm 2018. <ul style="list-style-type: none"> <li>• Large graphic image to draw reader's attention.</li> <li>• Brief text description of product service or technology.</li> <li>• URL redirect (URL should redirect to where readers can find more information).</li> </ul>	X	X
Pre-scheduled <a href="#">Product video</a> appointment at your convenience - as many videos as you wish!	X	X
Copies of the 1080p product video files shot in your booth at InfoComm to use in your own post-show promotions at Sponsor's request. Videos for non-sponsors are shot in 720p.	X	X
Product videos posted to InfoComm 2018 MicroSite within 24 hours.	X	X
Social media promotion of all product videos on Twitter, Facebook & through other channels.	X	X
<b>Pre-InfoComm 2018 <a href="#">Podcast OR Video Product Demo</a> with Gary Kayye.</b> <ul style="list-style-type: none"> <li>• Podcast or Video Product Demo will be about Sponsor's InfoComm expectations or a particular product/service that will be featured at InfoComm.</li> <li>• Pre-InfoComm Podcast or Video Product Demo published on InfoComm MicroSite, on rAvePubs.com &amp; promoted on social media.</li> </ul>	X	X
<b>Post-InfoComm 2018 <a href="#">Podcast OR Video Product Demo</a> with Gary Kayye.</b> <ul style="list-style-type: none"> <li>• Podcast or Video Product Demo will be about Sponsor's InfoComm 2018 experience or particular product/service that was featured at InfoComm.</li> <li>• Post-InfoComm Podcast or Video Product Demo published on InfoComm MicroSite, on rAvePubs.com &amp; promoted on social media.</li> </ul>	X	X
Exclusive one-on-one <a href="#">InfoComm video interview</a> with company executive and Sara Abrons or Gary Kayye. Interview will take place in sponsor's booth or anywhere you choose! <ul style="list-style-type: none"> <li>• Interview will be published and featured as a story/blog on InfoComm MicroSite, on rAve's YouTube channel and promoted on social media - receiving 5x the exposure of any other post.</li> </ul>	X	X
Exclusive on-site <a href="#">booth tour with Gary Kayye</a> - Gary will walk around sponsor's booth with one or more executives highlighting all products and services on display - all captured on video. <ul style="list-style-type: none"> <li>• Booth tour published as story on InfoComm MicroSite, rAve's YouTube channel and promoted on social media.</li> </ul>	X	X
Social media campaign: (5 tweets, 1 Facebook posts, 1 LinkedIn post on AVIP LinkedIn Group, 1 LinkedIn Post on rAve Company Page, 1 LinkedIn Post on Gary Kayye's personal account) - content will be written by sponsor and edited by rAve.	X	X
One hour consulting call with Gary Kayye after InfoComm 2018 about whatever the Sponsor would like (this alone is a \$2,500 value).	X	X
Participation in <a href="#">THE GAME @ InfoComm 2018</a> , a lead generation service.		X
Logo included in all THE GAME marketing materials.		X
All leads gathered from THE GAME @ InfoComm 2018 and sent to you within 1 week following the show.		X
Increased social media about your participation in THE GAME.		X
<b>InfoComm 2018 Investment</b>	<b>\$30,000</b>	<b>\$40,000</b>

# A LA CARTE

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

## PROFESSIONAL BOOTH PHOTOS | \$2,000

WHAT IS INCLUDED:

1

- 1-hour scheduled session of photography at Sponsor's booth including booth, product photos and personnel/ team photo. (Sponsor must schedule team photo).
- Session can be scheduled during show hours to show crowded booth or before/after show hours to ensure clear product photography.
- Original photo files within 24 hours. Two file sizes will be provided (original high-res and resized for social media posting).

## VIDEO DEMO & SOCIAL | \$2,500

WHAT IS INCLUDED:

2

- Pre **OR** Post-InfoComm [Video Product Demo](#) with Gary Kayye on a product to be featured at InfoComm.
- Video Product Demo published on the InfoComm Microsite, on rAVEpubs.com on rAVE's YouTube channel and promoted on social media.
- Customized social media campaign promoting video (5 tweets, 1 Facebook post, 2 LinkedIn posts).

## SOCIAL MEDIA CAMPAIGN | \$3,000

WHAT IS INCLUDED:

3

- 7 tweets
- 2 Facebook Posts
- 1 LinkedIn Post on rAVE Publications Company Page
- 1 LinkedIn Post on AVIP LinkedIn Group
- 1 LinkedIn Post on Gary Kayye's Personal Account
- Content will be written by Sponsor and distributed via rAVE's social media channels. rAVE will help write content if Sponsor chooses.

## ON-SITE EXECUTIVE VIDEO INTERVIEW | \$3,500

WHAT IS INCLUDED:

4

- Exclusive one-on-one [InfoComm video interview](#) with Sara Abrons or Gary Kayye.
- Video interview published as a story on InfoComm MicroSite, on rAVE's YouTube channel, promoted on Twitter, Facebook and LinkedIn and placed in the Sponsor video section.

## CUSTOM POST-INFOCOMM EMAIL BLAST | \$4,500

WHAT IS INCLUDED:

5

- 1 Custom HTML email blast promoting Sponsor's presence at InfoComm 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 InfoComm written by Gary Kayye
  - Highlight of Executive Interview
  - Links to product videos, podcasts, product stories, photos & other coverage of sponsor at InfoComm.
- Emails will send 2-6 weeks after conclusion of InfoComm 2018.



# RAVE [RADIO]

<b>Sponsor Receives</b>	
Logo on <a href="#">InfoComm 2018 MicroSite</a> .	X
Sponsor mentioned at beginning and end of every <a href="#">InfoComm 2018 podcast</a> (at least 50 podcasts). <ul style="list-style-type: none"> <li>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.</li> </ul>	X
Two exclusive on-site podcasts with Gary Kayye - Podcasts will be produced on rAve RADIO and will feature InfoComm 2018 products/services or sponsor's expectations. Podcasts will be promoted on social media.	X
rAve RADIO podcasting station - sponsor will have opportunity to host the podcast station in their booth during InfoComm 2018 and majority of InfoComm podcasts will be recorded at this station.	X
Ad feature included in two <a href="#">email blasts</a> for InfoComm 2018. <ul style="list-style-type: none"> <li>Large graphic image to draw reader's attention.</li> <li>Brief text description of product service or technology.</li> <li>URL redirect (URL should redirect to where readers can find more information).</li> </ul>	X
Pre-scheduled <a href="#">Product video</a> appointment at your convenience - as many videos as you wish!	X
Copies of the 1080p product video files shot in your booth at InfoComm to use in your own post-show promotions at Sponsor's request. Videos for non-sponsors are shot in 720p.	X
Product videos posted to InfoComm 2018 MicroSite within 24 hours.	X
Social media promotion of all product videos on Twitter, Facebook & through other channels.	X
<b>Pre-InfoComm 2018 <a href="#">Podcast</a> OR <a href="#">Video Product Demo</a></b> with Gary Kayye. <ul style="list-style-type: none"> <li>Podcast or Video Product Demo will be about Sponsor's InfoComm expectations or a particular product/service that will be featured at InfoComm.</li> <li>Pre-InfoComm Podcast or Video Product Demo published on InfoComm MicroSite, on rAvePubs.com &amp; promoted on social media.</li> </ul>	X
Exclusive one-on-one <a href="#">InfoComm video interview</a> with company executive and Sara Abrons or Gary Kayye. Interview will take place in sponsor's booth or anywhere you choose! <ul style="list-style-type: none"> <li>Interview will be published and featured as a story/blog on InfoComm MicroSite, on rAve's YouTube channel and promoted on social media - receiving 5x the exposure of any other post.</li> </ul>	X
Exclusive <a href="#">booth tour with Gary Kayye</a> - Gary will walk around sponsor's booth with one or more executives highlighting all products and services on display - all captured on video. <ul style="list-style-type: none"> <li>Booth tour published as story on InfoComm MicroSite, rAve's YouTube channel and promoted on social media.</li> </ul>	X
Social media campaign: (5 tweets, 1 Facebook posts, 1 LinkedIn post on AVIP LinkedIn Group, 1 LinkedIn Post on rAve Company Page, 1 LinkedIn Post on Gary Kayye's personal account) - content will be written by sponsor and edited by rAve.	X
<b>InfoComm 2018 Investment</b>	<b>\$12,000</b>



# Are you ready for InfoComm 2018?

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

## Thank you.

We look forward to working  
with you at InfoComm 2018!

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

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