



# CEDIA 2018

## 2018

### Sponsorship Opportunities



Exclusive trade show coverage that's  
BETTER THAN being at the show itself.

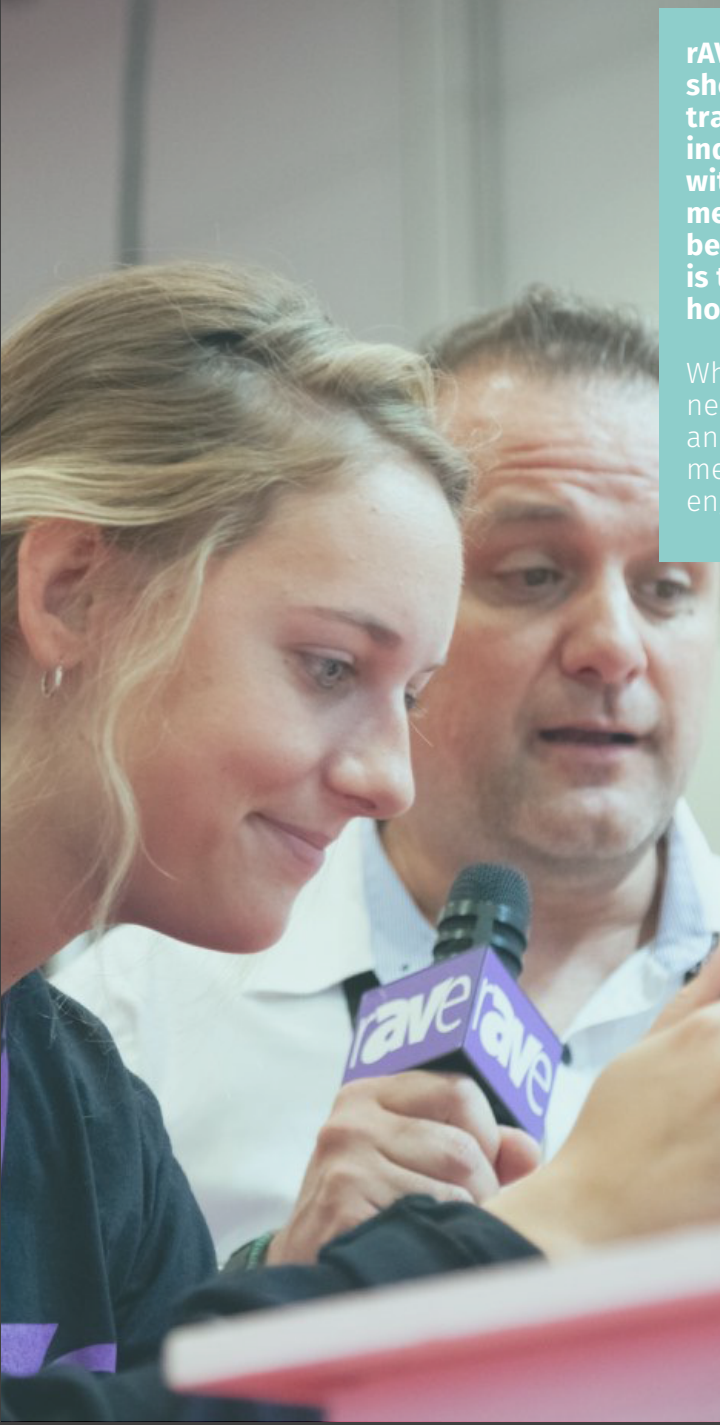
[rAVePubs.com/CEDIA2018](http://rAVePubs.com/CEDIA2018)

**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 provides the **most comprehensive** social media coverage, attracting a knowledgeable, engaged and influential audience.

Sponsors are seamlessly integrated.



# MORE ABOUT rAVe [NOW]

## OnDemand @ CEDIA 2018



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

> **1.1M +**

> **17K +**

> **68K +**

> **29K +**

> **10K +**

> **103K +**

1 Million +

CEDIA MicroSite Views

340,000 +

CEDIA 2018 Video Views

# CEDIA 2018 Sponsorship

## Options

SHOWSTOPPERS

SHOWSTOPPERS

### 1 The Cool!

\$1,500

With an ad in a special email blast to rAve HomeAV readers, invite attendees to your booth, announce new products and expand your brand's reach with The Cool! SHOWSTOPPERS option. Include a call-to-action to add more value to your brand, drive attendees to your booth and increase your presence at the show. Then we'll send another email blast after the show with an additional ad from you.

### 2 The Super!

\$2,500

Get everything from The Cool! SHOWSTOPPER option PLUS a pre-show podcast or videocast where you can share your brand's CEDIA 2018 message, discuss new product launches or your show expectations. Reach the right audience before you even go! The videocast or podcast will also be promoted through rAve's social media channels.

### 3 The Awesome!

\$3,500

Get everything from The Cool! and The Super! SHOWSTOPPERS options PLUS expand your presence at the show with an on-site interview in your booth, where editor Sara Abrons or founder Gary Kayye will talk to one of your company representatives about your brand, your products and everything you have to offer.



## Ultimate

### Ultimate Level

\$5,500

Partnering with rAve at The Ultimate Level sponsorship will give your brand increased exposure at CEDIA 2018 before, during and after the show. Ultimate Level sponsorship includes everything from The Cool!, The Super! and The Awesome! PLUS extensive increased branding and editorial content across all of rAve's CEDIA coverage and rAve's social media channels.

# SHOWSTOPPERS

## 2018 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.

Sponsor Receives	The Cool!	The Super!	The Awesome!
Ad feature included in two <a href="#">email blasts</a> for CEDIA 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	x
Pre-scheduled <a href="#">Product video</a> appointment on day 1 of CEIDA 2018 - as many videos as you wish!	X	X	x
Copies of the 1080p product video files shot in your booth at CEDIA to use in your own post-show promotions at Sponsor's request. (Videos for non-sponsors are shot in 720p).	x	x	x
Product videos posted to <a href="#">CEDIA 2018 MicroSite</a> within 24 hours.	X	X	x
Social media promotion of all product videos, including: <ul style="list-style-type: none"> <li>• Two Tweets per video</li> <li>• Videos posted on Facebook</li> </ul>	X	X	x
Access to product videos for embedding on sponsor's website or social media platforms.	X	X	x
Pre-CEDIA 2018 <a href="#">Podcast</a> <b>OR</b> <a href="#">Video Product Demo</a> with Gary Kayye. <ul style="list-style-type: none"> <li>• Podcast or Video Product Demo will be about Sponsor's CEDIA expectations or a particular product/service that will be featured at CEDIA.</li> <li>• Pre-CEDIA Podcast or Video Product Demo published on CEDIA MicroSite, on rAVEPubs.com &amp; promoted on social media (2 Tweets, 1 Facebook Post, 1 LinkedIn Post).</li> </ul>		X	x
Exclusive one-on-one <a href="#">CEDIA 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 CEDIA MicroSite, on rAVE's YouTube channel and promoted on social media (2 Tweets, 1 Facebook Post, 1 LinkedIn Post) - receiving 5x the exposure.</li> </ul>			x
<b>CEDIA 2018 Investment</b>	<b>\$1,500</b>	<b>\$2,500</b>	<b>\$3,500</b>

\*The ad, description and link will be part of a number of features included in TWO email blasts for CEDIA 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-CEDIA 2018 SHOWSTOPPERS email blasts will be sent to all subscribers of rAVE [Publications] HomeAV Edition reader list.

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

The order of the features in the email blasts will be randomly selected for both pre and post-CEDIA 2018 SHOWSTOPPERS.



# ULTIMATE

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

The flagship sponsorship option is designed to increase your exposure at CEDIA 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.

Sponsor Receives	Ultimate
Logo on <a href="#">CEDIA 2018 MicroSite</a> .	X
Banner ad on <a href="#">CEDIA 2018 Microsite</a> .	X
Logo included in rAVE pre-CEDIA marketing (materials include: email blasts, social media, podcasts and more) Estimated reach: 112,000 AV integrators.	X
Logo placed on apparel worn by rAVE team on CEDIA show floor.	X
Ad feature included in two <a href="#">email blasts</a> for CEDIA 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 on Day 1 of CEDIA 2018 - as many videos as you wish!	X
Copies of the 1080p product video files shot in your booth at CEDIA 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 CEDIA 2018 MicroSite within 24 hours.	X
Social media promotion of all product videos, including: <ul style="list-style-type: none"> <li>• Two Tweets</li> <li>• One Facebook Post</li> </ul>	X
Pre-CEDIA 2018 <a href="#">Podcast OR Video Product Demo</a> with Gary Kayye. <ul style="list-style-type: none"> <li>• Podcast or Video Product Demo will be about Sponsor's CEDIA expectations or a particular product/ service that will be featured at CEDIA.</li> <li>• Pre-CEDIA Podcast or Video Product Demo published on CEDIA MicroSite, on rAVEpubs.com &amp; promoted on social media, including: Two Tweets, 1 Facebook Post, 1 LinkedIn Post</li> </ul>	X
Exclusive one-on-one <a href="#">CEDIA 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 CEDIA MicroSite, on rAVE's YouTube channel and promoted on social media (2 Tweets, 1 Facebook Post, 1 LinkedIn Post)- receiving 5x the exposure.</li> </ul>	X
Social media campaign: (5 tweets, 1 Facebook post, 1 LinkedIn post in 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
One hour consulting call with Gary Kayye after CEDIA 2018 about whatever the sponsor would like (this alone is a \$2,500 value).	X
<b>CEDIA 2018 Investment</b>	<b>\$5,500</b>

\*The ad, description and link will be part of a number of features included in TWO email blasts for CEDIA 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-CEDIA email blasts will be sent to all subscribers of rAVE [Publications] HomeAV Edition reader list.

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

# Are you ready for CEDIA 2018?

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

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## Thank you.

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

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