



rave

[PUBS]

2019 ISE MEDIA KIT

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THIS IS US

THE #1 INFORMATION SOURCE FOR THE AV INDUSTRY.

Originally founded in 1998 by Gary Kaye, Kaye Consulting was the industry's first marketing consulting firm. Out of Kaye Consulting came rAVe [Publications], which has been the #1 news source for the AV industry since 2003. Now, everything falls under

the umbrella of THE rAVe Agency. Capabilities of the agency are business and marketing consulting services, speaking, trade show and live event media and creative marketing, advertising, social media and communications strategy. rAVe [Publications] also continues to be the

industry's news source and offers an editorial path way to make sure the creative is seen, heard, read and watched by everyone in AV.

rAVe [NOW] is the exclusive trade show coverage of THE rAVe Agency.

We've traveled all over the globe to bring the AV industry the BEST live trade show coverage with our exclusive rAVe [NOW] 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. We partner with AV companies big and small through sponsorships that help them tell their story and empower their brand at the show. We do this through our extensive trade show coverage on our MicroSite and social media channels. Take a look through this media kit to see how rAVe can help you make the most of your ISE experience.



[NOW]: WHAT WE DO

HELPING EMPOWER YOUR BRAND BEFORE,
DURING AND AFTER THE SHOW.

SERVICES INCLUDE:

BEFORE

- Email blasts
- SHOWSTOPPERS ad feature
- Pre-show podcast
- Pre-show video product demo
- Banner ads
- Logo on all pre-show marketing material
- Social media
- Promotion of content
- Strategy services
- Custom campaigns
- Organic and paid posts

DURING

- Product videos
- Sponsor videos posted within 24 hours of shooting; non-sponsor videos posted within two business days of show closing
- Interviews
- Stand tours
- On-Site social media services
- Logo on marketing materials
- Lead generation
- THE GAME
- Social media promotion
- Stand coverage
- Promotion of videos
- Interview and stand tour highlights
- Organic and paid posts

AFTER

- Email blasts
- Post-show podcast
- Post-show video product demo
- Post-show HTML email blasts
- Consulting call with Gary Kaye
- Social media promotion
- Extended video promotion
- Organic and paid posts



& MORE

SHOWSTOPPERS

Our **SHOWSTOPPERS** Sponsorship packages are the perfect way to highlight your products and announcements at the show and bring your ISE 2019 presence online! Between our email newsletter audience, our dedicated MicroSite readers and our extensive pack of social media followers, we can help spread your message far beyond the show to reach attendees and AV professionals at home. Our **SHOWSTOPPERS** packages will share your messages, product launches and announcements with our dedicated followers – all while drawing attention to your stand and increasing your impact at the show!

SUPER! PACKAGE

rAVE [NOW] Sponsor Videos

[View All Sponsor Videos](#)



InfoComm 2018: rAVE's InfoComm 2018 in Review Video
[Watch Video](#)



InfoComm 2018: Panasonic ProAV Introduces Its SQ1 Series of Professional Display...
[Watch Video](#)



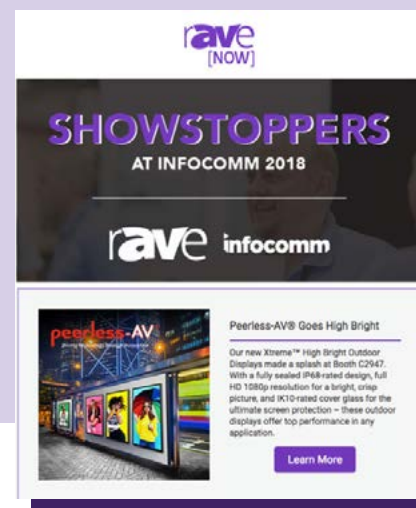
InfoComm 2018: Reach Demos yCat Wireless Streaming Camera and yCat Streaming/Rec...
[Watch Video](#)

Product Video Appointment

Pre-schedule a product video appointment with one of our reporters to ensure your products are featured on our MicroSite during the show! We will film one- to two-minute feature videos on each of your products in 1080p resolution and post them online within 24 hours. We will also share the videos on our Twitter account. Plus, you will be able to download the videos to use for your own marketing in newsletters, on your social media accounts, and elsewhere!

SHOWSTOPPERS Email Blast

You will receive an ad feature in each of our two dedicated ISE email blasts that are sent to our rAVE [Publications] subscribers before and after the show! Your feature will include a 300 x 300 pixel graphic, a 30-character title and a 300-character description. You can highlight specific products, direct attendees to your stand at the show or invite them to visit your website.



Pre/Post-ISE Podcast

Talk about your show expectations/experience or give the audience new product teasers/details with a pre or post-show podcast with Gary Kayye. The podcast will be featured in our monthly rAVE [RADIO] newsletter and posted on rAVEPubs.com and the dedicated show MicroSite!

Rants and rAVes – Episode 748: LG's InfoComm Booth: Wow!

June 11, 2018 | Home / RADIO / Gary's Rants and Raves / Rants and Raves – Episode 748: LG's InfoComm Booth: Wow!

By Gary Kayye @gkayye

[f](#) [t](#) [in](#) [G+](#)



AWESOME! PACKAGE

On-Site Executive Interview

Highlight your company and top executives with an on-site executive interview with Sara Abrons or Gary Kayye. The interview will focus on the success of your company at the show or any other topic of your choice. The interview will be posted on the show MicroSite and shared on rAVE's social media accounts!

InfoComm 2018: Gary Kayye Interviews Nancy Knowlton, Founder of Nureva

June 7, 2018 | Home / June 7, 2018: rAVE-video / InfoComm 2018: Gary Kayye Interviews Nancy Knowlton, Founder of Nureva



InfoComm 2018: SiliconCore Talks LISA-D and Status of LED CoB Technology In This Post-InfoComm Video

June 21, 2018 | Home / June 21, 2018: rAVE-video / InfoComm 2018: SiliconCore Talks LISA-D and Status of LED CoB Technology In This Post-InfoComm Video



Pre/Post-ISE Video Product Demo

Show off your products with a special videocast edition of Gary Kayye's Rants and rAVes show on rAVE [RADIO]! The video product demo will include your company's branding and will be posted on rAVEPubs.com, the show MicroSite and featured in the rAVE [RADIO] newsletter.

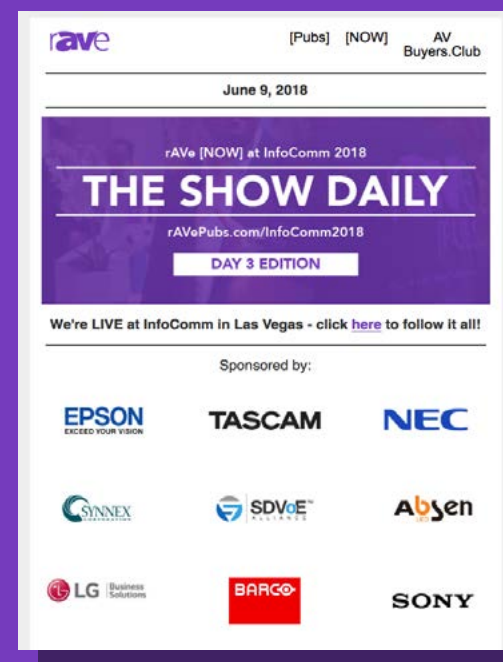
SHOWSTOPPERS

CONTINUED

INCREDIBLE! PACKAGE

On-Site Stand Tour

Show off your stand to everyone online with an exclusive video interview tour with Sara Abrons or Gary Kayye. The video tour will walk through your entire stand and highlight all of your featured products on display! The stand tour will be posted on the show MicroSite and shared on rAve's social media accounts!



Digital Daily Email Newsletter

Highlight your brand as a **SHOWSTOPPERS** sponsor in our daily email newsletter. Your logo will be featured at the top of every newsletter and one of your product videos will be highlighted in one of the issues during the week! This will be sent to all rAve ProAV and HomeAV email subscribers and posted in the AVIP LinkedIn group (39K+ reach.)

SHOWSTOPPERS PACKAGES

SPONSOR RECEIVES

	SUPER!	AWESOME!	INCREDIBLE!
Ad feature included in two ISE 2019 <u>SHOWSTOPPERS</u> emails <ul style="list-style-type: none"> • Large graphic image to draw reader's attention • Brief text description of product, service or technology • URL redirect (to where readers can find more information) 	X	X	X
Pre-scheduled appointment to shoot an unlimited number of <u>product videos</u>	X	X	X
Access to 1080p product video files (non-sponsor videos shot 720p)	X	X	X
Product videos processed, titled and posted to ISE 2019 <u>MicroSite</u> within 24 hours	X	X	X
Product videos tweeted twice with Sponsor's company @mention	X	X	X
<u>Pre-ISE 2019 podcast or video product demo</u> with Gary Kayye	X	X	X
<u>Post-ISE 2019 podcast or video product demo</u> with Gary Kayye		X	X
<u>Exclusive one-on-one interview</u> with Gary Kayye or Sara Abrons in Sponsor's Stand <ul style="list-style-type: none"> • Interview Featured as article on ISE 2019 MicroSite 		X	X
<u>Exclusive stand tour</u> with Gary Kayye or Sara Abrons highlighting all products or services on display <ul style="list-style-type: none"> • Stand tour featured as article on ISE 2019 MicroSite • Interview will be promoted on rAve's Twitter and LinkedIn 			X
Custom social media campaign designed and executed by rAve <ul style="list-style-type: none"> • 5 tweets, 1 Facebook post, 1 LinkedIn post on AVIP LinkedIn group, 1 LinkedIn post on rAve company page, 1 LinkedIn post on Gary Kayye's personal page 			X
Logo placed in rAve's ISE 2019 <u>Digital Daily</u> email newsletter			X
	\$3,000	\$5,000	\$10,000

SOCIAL AD ONS

Use our global social presence to promote announcements, drive traffic and increase engagement, lift and exposure during ISE 2019. Reach both attendees at ISE and those who couldn't make it to the show with our extensive social media expertise. These packages are available to add to the Super! and the Awesome! packages.



Level 1

+\$1,500

Promote your SHOWSTOPPER items: 1 additional organic Tweet per product video, 1 Facebook and 1 LinkedIn post of each SHOWSTOPPER podcast or video product demo or interview.

Level 2

+\$2,500

Custom social media campaign: Promote your SHOWSTOPPER items: 1 additional organic Tweet per product video, 3 custom tweets, 1 Facebook post, 1 LinkedIn post on rAve's company page, 1 LinkedIn post in AVIP group, 1 LinkedIn post on Gary Kayye's personal account.

THE COOL! PACKAGE

Ad feature in a special email blast sent three weeks before ISE 2019

- Large graphic image to draw reader's attention
- Brief text description of product, service or technology
- URL redirect

Product Videos

- Pre-scheduled appointment to shoot as many videos as you would like
- Access to 1080p product video files upon request
- Product videos posted to ISE 2019 MicroSite within 24 hours
- Product videos tweeted twice with company @mention
- One product video of Sponsor's choice posted natively on rAve's Facebook or LinkedIn page by March 1, 2019

Deadline to reserve The Cool! Packages is December 1st, 2018

Limited Availability

\$1,500

FLAGSHIP SPONSORSHIP

The **FLAGSHIP SPONSORSHIP** options are designed to amplify your exposure at ISE 2019 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 from rAve [NOW]. The flagship opportunities are a perfect brand awareness outlet as each flagship Sponsor's logo and brand is strategically and powerfully integrated into rAve [NOW]'s coverage.

CLASSIC

The Classic Level Sponsorship integrates your brand into everything rAve [NOW] does on the show floor. With your logo highlighted on our dedicated MicroSite, in all of our trade show newsletters and on every rAve staff t-shirt, attendees and viewers at home can not miss it! The exclusive on-site interviews and custom HTML email blast, along with your expanded social media support, will ensure that your message and announcements are seen by the right audience.

PLATINUM

In addition to everything included in The Classic Level Sponsorship, our Platinum Level offers an additional unique marketing opportunity with our integrated lead generation service **THE GAME**. Hosted in your stand during specific times at the show, **THE GAME** with its energy and prizes attracts and engages show attendees, making your stand the most popular place to be on the show floor!



FLAGSHIP SPONSORSHIP

SPONSOR RECEIVES	CLASSIC	PLATINUM
Logo on ISE 2019 MicroSite	X	X
Banner ad on ISE 2019 MicroSite	X	X
Takeover ad integrated into rAve [NEWS] app	X	X
Logo placed in rAve's ISE 2019 Digital Daily email newsletter	X	X
Logo included in rAve pre-ISE 2019 marketing	X	X
Logo placed on apparel worn by rAve team on ISE 2019 show floor	X	X
Custom HTML email blast extending Sponsor's ISE 2019 presence (sent to rAve ProAV list)	X	X
Ad feature included in two ISE 2019 SHOWSTOPPERS emails <ul style="list-style-type: none"> • Large graphic image to draw reader's attention • Brief text description of product, service or technology • URL redirect (to where readers can find more information) 	X	X
Pre-scheduled appointment to shoot an unlimited number of product videos	X	X
Access to 1080p product video files upon request (non-Sponsor videos shot 720p)	X	X
Product videos processed, titled and posted to ISE 2019 MicroSite within 24 hours	X	X
Product videos tweeted twice with company @mention	X	X
One product video posted natively on Facebook or LinkedIn by March 1	X	X
Pre-ISE 2019 podcast or video product demo with Gary Kayye <ul style="list-style-type: none"> • Podcast or video product demo will be about Sponsor's goals for ISE 2019 or a product that is being released • Podcast or video product demo posted on ISE 2019 MicroSite • Podcast or video product demo promoted on Twitter, Facebook and LinkedIn 	X	X
Post-ISE 2019 podcast or video product demo with Gary Kayye <ul style="list-style-type: none"> • Podcast or video product demo will be about Sponsor's success at the show or products released at the show • Podcast or video product demo posted on ISE 2019 MicroSite • Podcast or video product demo promoted on Twitter, Facebook and LinkedIn 	X	X
Exclusive one-on-one interview with Gary Kayye or Sara Abrons in Sponsor's stand <ul style="list-style-type: none"> • Interview featured as article on ISE 2019 MicroSite • Interview promoted on Twitter, Facebook and LinkedIn 	X	X
Exclusive stand tour with Gary Kayye or Sara Abrons highlighting all products or services on display <ul style="list-style-type: none"> • Stand tour featured as article on ISE 2019 MicroSite and promoted on social • Stand tour promoted on Twitter, Facebook and LinkedIn 	X	X
Custom social media campaign designed and executed by rAve. <ul style="list-style-type: none"> • 5 tweets, 1 Facebook post, 1 LinkedIn post on AVIP LinkedIn group, 1 LinkedIn post on rAve company page, 2 LinkedIn posts on Gary Kayye's personal page 	X	X
One hour consulting call with Gary Kayye after ISE 2019 (a \$2,500 value!)	X	X
Participation in THE GAME at ISE 2019, a lead generation service <ul style="list-style-type: none"> • Logo included in THE GAME at ISE 2019 marketing materials • All leads gathered from THE GAME at ISE 2019 sent to you after the show • Increased social media coverage about Sponsor's participation in THE GAME at ISE 2019 		X
	\$30,000	\$40,000

rAVe [RADIO]

rAVe [RADIO] is our exclusive radio channel for all ISE 2019 podcasts. If you are looking for an intense brand awareness campaign, being the rAVe [RADIO] sponsor is the way to go!

By sponsoring **rAVe [RADIO]** at the show, your brand will receive shoutouts in EVERY ISE-related podcast before, during and after the show! You'll also have your branding highlighted in our monthly rAVe [RADIO] email newsletter and receive special on-site interviews, videos and podcasts.



rAVe [RADIO]

SPONSOR RECEIVES

Logo on ISE 2019 MicroSite	X
Logo placed in rAVe's ISE 2019 Digital Daily email newsletter	X
Sponsor mentioned at the beginning and end of every ISE 2019 podcast (at least 30 podcasts) <ul style="list-style-type: none"> All podcasts will be promoted on social media (tweeted at least two times) 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 <ul style="list-style-type: none"> Podcasts will be produced on rAVe [RADIO] and will feature ISE 2019 products/services or Sponsor's expectations. Podcasts will be tweeted twice with company @mention and posted on Facebook and LinkedIn 	X
rAVe [RADIO] podcasting station: Sponsor will have the opportunity to host the podcast station in their stand at ISE 2019 and the majority of podcasts will be recorded here	X
Ad feature included in two ISE 2019 SHOWSTOPPERS emails <ul style="list-style-type: none"> Large graphic image to draw reader's attention Brief text description of product, service or technology URL redirect (to where readers can find more information) 	X
Pre-scheduled appointment to shoot an unlimited number of product videos	X
Access to 1080p product video files upon request (non-Sponsor videos shot 720p)	X
Product videos processed, titled and posted to ISE 2019 MicroSite within 24 hours	X
Product videos tweeted twice with Sponsor's company @mention	X
One product video posted natively on Facebook or LinkedIn by March 1	X
Pre-ISE 2019 podcast or video product demo with Gary Kayye <ul style="list-style-type: none"> Podcast or video product demo will be about Sponsor's goals for ISE 2019 or a product that is being released Podcast or video product demo posted on ISE 2019 MicroSite 	X
Post-ISE 2019 podcast or video product demo with Gary Kayye <ul style="list-style-type: none"> Podcast or video product demo will be about Sponsor's success at the show or products released at the show Podcast or video product demo posted on ISE 2019 MicroSite 	X
Exclusive one-on-one interview with Gary Kayye or Sara Abrons in Sponsor's stand <ul style="list-style-type: none"> Interview featured as article on ISE 2019 MicroSite Promoted on Twitter, Facebook and LinkedIn 	X
Exclusive stand tour with Gary Kayye or Sara Abrons highlighting all products or services on display <ul style="list-style-type: none"> Stand tour featured as article on ISE 2019 MicroSite Promoted on Twitter, Facebook and LinkedIn 	X
Custom social media campaign designed and executed by rAVe. <ul style="list-style-type: none"> 5 tweets, 1 Facebook post, 1 LinkedIn post on AVIP LinkedIn group, 1 LinkedIn post on rAVe company page, 1 LinkedIn post on Gary Kayye's personal page 	X
	\$15,000



VR

THE ONLY FULL-SCALE B2B
VR PLATFORM.

We've spent over a year and a half developing our patent-pending VR solution, **rAve VR**. Our B2B (business-to-business) based VR system is platform agnostic (yes, that means it works on EVERY VR Headset on the market) and, best of all, even works as a full 360-degree experience in a web browser.

With our **rAve VR** package, we will create a virtual reality experience of your stand for users to view anywhere in the world! We will handle all production and design, including embedding product videos from our 30,000+ library of every AV product launched in the last 10 years, teleporting the client to your website and even helping you manage the lead.

Like your stand, our VR packages are both creative and customizable! Each package has base-level deliverables/requirements. Growing in value from the base-level, each of our VR packages will be CUSTOM-DEVELOPED to fit your stand's design and layout.

SMALL STAND

Stand size: Maximum of 100 square meters

Number of viewpoints: 5 maximum included in base price

Number of integrations: 5 maximum included in base price

Starts at \$10,000

LARGE STAND

Stand size: Maximum of 300 square meters

Number of viewpoints: 15 maximum included in base price

Number of integrations: 10 maximum included in base price

Starts at \$20,000

**A "viewpoint," represented by the purple dots on the floor, indicates a clickable place within a VR stand that a viewer can "go" to and view the stand from that point. A "integration" is an added element (like the v-card download in the sample or a rAve [NOW] video shot in your stand at ISE 2019). Integration options are endless and are priced in tiers.*

** Stands larger than 300 square meters will be custom quoted.
* Additional viewpoints and integrations may be added for a fee*



DEDICATED SOCIAL SERVICES

Take advantage of what we do best – comprehensive social show coverage – and hire dedicated support from the rAve team to produce content for YOUR social media accounts at ISE 2019.

We know that exhibitors are extremely busy at shows and social can be one of the first things to fall through the cracks. But instead of, social is what connects your analog presence at ISE 2019 to the attendees that you (1) miss on-site or (2) those that are watching from home!

THIS SERVICE WILL INCLUDE:

- Goals and strategy meeting with client
- Social media strategy and content calendar for Twitter, Instagram, Facebook and LinkedIn accounts for the days during the show
- Implementation of that strategy and content calendar to all accounts during the show
- Any necessary content creation before and during the show
- We will monitor all accounts and engage on all platforms, including responding to @ mentions during the show
- A post-show performance evaluation report

Starting at \$1,000/show day



STAND PROMOTION

Let us help you highlight your stand, the traffic within it and the work of your team with our stand promotion social package! We will design creative and engaging content with small video clips and pictures and share on our social media platforms so you can stay focused on what matters most - connecting with show attendees.

BASIC

- 4 tweets from @rAvePubs showcasing stand
- 1 Facebook post on rAve [Publications] page showcasing stand
- 1 LinkedIn post on rAve [Publications] page
- 3 Instagram story features
- This is cross-shared on Facebook

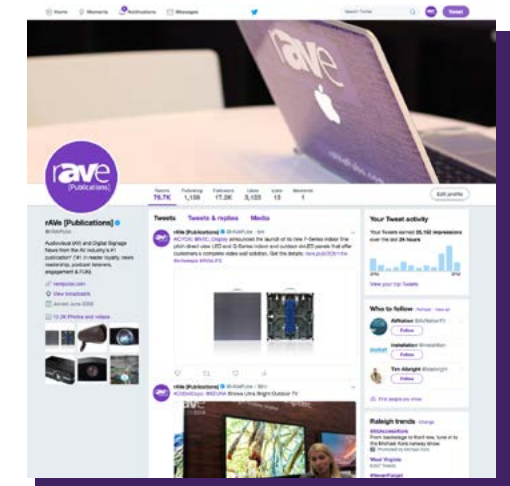
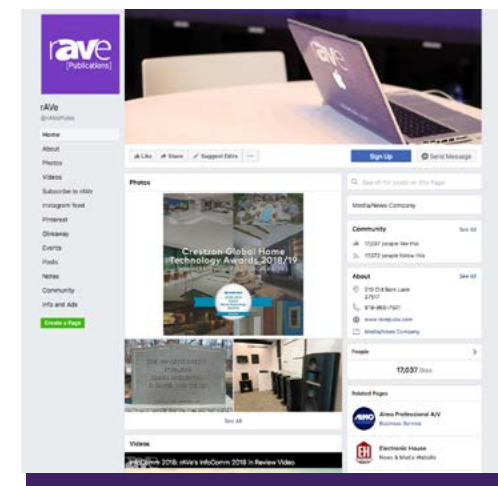
\$1,000

PRO

- 12 Tweets (3 Tweets/per day) from @rAvePubs showcasing stand
- 4 Instagram story features (1/per day)
- 2 Facebook posts on rAve [Publications] page showcasing stand
- 2 LinkedIn posts
- 1 Post on rAve [Publications] Instagram feed

\$3,000

Utilize our extensive social media following and let us do the work for you! We will tag your social media accounts in every post.



A LA CARTE

INDIVIDUAL SERVICES

PROFESSIONAL STAND PHOTOS

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

\$2,000

PRODUCT FEATURE CAMPAIGN

- 5 tweets, 1 Facebook post, 1 LinkedIn post on rAve company page, 1 LinkedIn post in AVIP group, 1 LinkedIn post on Gary Kayye's personal account
- Content will be written by rAve and distributed via rAve's social channels. Sponsor can write post if desired

\$3,500

ON-SITE EXECUTIVE INTERVIEW

- Exclusive one-on-one ISE 2019 video interview with Sara Abrons or Gary Kayye
- Video interview published as a story on ISE 2019 MicroSite and in the Sponsor video section, on rAve's YouTube channel, promoted on Twitter, Facebook and LinkedIn

\$3,500

CUSTOM POST-ISE 2019 EMAIL BLAST

- One custom HTML email blast promoting Sponsor's presence at ISE 2019 sent to ProAV email list designed by rAve.

Email blast can include the following: summary blog post of Sponsor's presence at ISE 2019 written by Gary Kayye, highlight of on-site executive interview, links to product videos, podcasts, product stories, photos and other coverage of Sponsor at ISE 2019. Email is sent two to six weeks following ISE 2019

\$4,500



THANK YOU

For More Information Contact: Kirsten Sharpe, Global Accounts Manager
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