

rave

[PUBS]



CEDIA™
2019 MEDIA KIT

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THIS IS US

THE #1 INFORMATION SOURCE FOR THE AV INDUSTRY.

Originally founded in 1998 by Gary Kayye, Kayye Consulting was the industry's first marketing consulting firm. Out of Kayye 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 CEDIA 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
- Booth tours
- On-Site social media services
- Logo on marketing materials
- Social media promotion
- Booth coverage
- Promotion of videos
- Interview and booth 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 Kayye
- Social media promotion
- Extended video promotion
- Organic and paid posts



SHOWSTOPPERS

Our **SHOWSTOPPERS** Sponsorship packages are the perfect way to highlight your products and announcements at the show and bring your CEDIA 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 booth and increasing your impact at the show!

COOL! 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 CEDIA 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 booth at the show or invite them to visit your website.



SUPER! PACKAGE

Pre/Post-CEDIA 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!



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



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



Pre/Post-CEDIA 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

SHOWSTOPPERS PACKAGES

SPONSOR RECEIVES	COOL!	SUPER!	AWESOME!
Ad feature included in two CEDIA 2019 <u>SHOWSTOPPERS emails</u> <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 CEDIA 2019 <u>MicroSite</u> within 24 hours	X	X	X
Product videos tweeted twice with Sponsor's company @mention	X	X	X
Pre-CEDIA 2019 podcast or video product demo with Gary Kayye		X	X
Post-CEDIA 2019 podcast or video product demo with Gary Kayye			X
<u>Exclusive one-on-one interview</u> with Gary Kayye or Sara Abrons in Sponsor's Booth <ul style="list-style-type: none"> Interview Featured as article on CEDIA 2019 MicroSite 			X
<u>Exclusive booth tour</u> with Gary Kayye or Sara Abrons highlighting all products or services on display <ul style="list-style-type: none"> Booth tour featured as article on CEDIA 2019 MicroSite Interview will be promoted on rAVE's Twitter and LinkedIn 			
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 			
Logo placed in rAVE's CEDIA 2019 <u>Digital Daily</u> email newsletter			
	\$1,000	\$2,000	\$5,000

SOCIAL AD ONS

Use our global social presence to promote announcements, drive traffic and increase engagement, lift and exposure during CEDIA 2019. Reach both attendees at CEDIA 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 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.	+\$750	Level 2 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.	+\$1,500
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CLASSIC! PACKAGE

SPONSOR RECEIVES	CLASSIC!
Ad feature included in two CEDIA 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 (non-sponsor videos shot 720p)	X
Product videos processed, titled and posted to CEDIA 2019 MicroSite within 24 hours	X
Product videos tweeted twice with Sponsor's company @mention	X
Pre-CEDIA 2019 podcast or video product demo with Gary Kayye	X
Post-CEDIA 2019 podcast or video product demo with Gary Kayye	X
Exclusive one-on-one interview with Gary Kayye or Sara Abrons in Sponsor's Booth <ul style="list-style-type: none"> Interview Featured as article on CEDIA 2019 MicroSite 	X
Exclusive booth tour with Gary Kayye or Sara Abrons highlighting all products or services on display <ul style="list-style-type: none"> Booth tour featured as article on CEDIA 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 CEDIA 2019 Digital Daily email newsletter	X
	\$10,000

On-Site Booth Tour

Show off your booth to everyone online with an exclusive video interview tour with Sara Abrons or Gary Kayye. The video tour will walk through your entire booth and highlight all of your featured products on display! The booth 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.)

rAVe [RADIO]

rAVe [RADIO] is our exclusive radio channel for all CEDIA 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 CEDIA-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 CEDIA 2019 MicroSite	X
Logo placed in rAVe's CEDIA 2019 Digital Daily email newsletter	X
Sponsor mentioned at the beginning and end of every CEDIA 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 CEDIA 2019 products/services or Sponsor's expectations. Podcasts will be tweeted twice with company @mention and posted on Facebook and LinkedIn 	X
Ad feature included in two CEDIA 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 CEDIA 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-CEDIA 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 CEDIA 2019 or a product that is being released Podcast or video product demo posted on CEDIA 2019 MicroSite 	X
Post-CEDIA 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 CEDIA 2019 MicroSite 	X
Exclusive one-on-one interview with Gary Kayye or Sara Abrons in Sponsor's booth <ul style="list-style-type: none"> Interview featured as article on CEDIA 2019 MicroSite Promoted on Twitter, Facebook and LinkedIn 	X
Exclusive booth tour with Gary Kayye or Sara Abrons highlighting all products or services on display <ul style="list-style-type: none"> Booth tour featured as article on CEDIA 2019 MicroSite Promoted on Twitter, Facebook and LinkedIn Booth 	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 booth 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 booth, 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 booth's design and layout.

TRADESHOW BOOTH

Booth size: Maximum of 100 square feet

Number of viewpoints: 5 maximum included in base price

Number of integrations: 5 maximum included in base price

Starts at \$10,000

**A "viewpoint," represented by the purple dots on the floor, indicates a clickable place within a VR booth that a viewer can "go" to and view the booth 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 booth at CEDIA 2019). Integration options are endless and are priced in tiers.*

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



A LA CARTE

INDIVIDUAL SERVICES

PROFESSIONAL BOOTH PHOTOS

- 1-hour scheduled session of photography at Sponsor's booth including booth, product photos and team photo (Sponsor must schedule team photo)
- Session can be scheduled during show hours to show a busy, crowded booth 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 CEDIA 2019 video interview with Sara Abrons or Gary Kayye
- Video interview published as a story on CEDIA 2019 MicroSite and in the Sponsor video section, on rAVE's YouTube channel, promoted on Twitter, Facebook and LinkedIn

\$3,500

CUSTOM POST-CEDIA 2019 EMAIL BLAST

- One custom HTML email blast promoting Sponsor's presence at CEDIA 2019 sent to rAVE's Digital signage.

Email blast can include the following: summary blog post of Sponsor's presence at CEDIA 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 CEDIA 2019. Email is sent two to six weeks following CEDIA 2019

\$4,500



THANK YOU

For More Information Contact: Kirsten Sharpe, Global Accounts Manager
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