

**rave**  
[PUBS]

April 19 – 22, 2020

Las Vegas, Nevada



**NABSHOW**<sup>®</sup>  
*Where Content Comes to Life*

2020 Media Kit

# CONTENTS

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THIS IS US	3
[NOW] : WHAT WE DO	4
SHOWSTOPPERS SPONSORSHIPS	6
CLASSIC SPONSORSHIP	8
rAVe [RADIO]	12
OPPORTUNITIES : VR	14
A LA CARTE SERVICES	16

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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 include business and marketing consulting services, speaking, trade show and live event media and creative marketing, advertising, social media and communications strategy. rAve [Publications] continues to be the

industry's source of news and offers an editorial pathway 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 NAB Show experience.

# [NOW]: WHAT WE DO

HELPING EMPOWER YOUR BRAND BEFORE,  
DURING AND AFTER THE SHOW

## SERVICES INCLUDE:

### BEFORE

- Email blasts
- SHOWSTOPPERS ad features
- Pre-show podcasts
- Pre-show video product demos
- Banner ads
- Social media promotion
- Promotion of content
- Strategy services
- Custom campaigns

### DURING

- Product videos
- Interviews
- Booth tours
- On-site social media services
- On-site branding
- Social media promotion
- Booth coverage
- Promotion of videos
- Interview and booth tour highlights
- Live social media posting from the show floor

### AFTER

- Email blasts
- Post-show podcast
- Post-show video product demo
- Post-show custom HTML email blasts
- Consulting call with Gary Kayye
- Social media promotion
- Extended video promotion



[rAvePubs.com/InfoComm2011](http://rAvePubs.com/InfoComm2011)

InfoComm2011

# rAve

[rAvePubs.com/InfoComm2011](http://rAvePubs.com/InfoComm2011)



# SHOWSTOPPERS

Our **SHOWSTOPPERS** Sponsorship packages are the perfect way to highlight your products and announcements at the show and bring your NAB Show 2020 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, all while drawing attention to your stand and increasing your impact at the show!

## COOL! PACKAGE



**rAve [NOW] SPONSOR VIDEOS** [View All Sponsor Videos](#)

-  EC 2019: GN Audio Discusses Jabra Evolve 75 Headset
-  EC 2019: GN Audio Highlights Engage 75 Decked Wireless Headset
-  EC 2019: GN Audio Highlights Jabra Evolve 80 Headset

### 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 NAB Show 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.



**rave [NOW]**

## SHOWSTOPPERS

AT ENTERPRISE CONNECT 2019

**rave** **enterprise CONNECT**

Welcome to this SPECIAL EDITION of our SHOWSTOPPERS dedicated to Enterprise Connect - the industry's premier UCC (Unified Communications & Collaboration) show. Although this show, in Orlando, is small, the attendees are the highest-quality UCC buyers on the planet. More than 70% of the exhibitors report that they close projects right there in their booths during the show!

These are three of the HOTTEST exhibitors at Enterprise Connect. I am highlighting them to MAKE SURE that you go by their booths at the show as they are each launching new UCC products at this year's event. Here, I point out at the show, and you are in the UCC space, these are three products, highlighted below, that are UCC-ready, now!

By the way, I will be doing three LIVE video streams to and from Enterprise Connect - so, if you want to watch those, here's the schedule and where you can see them: [enterpriseconnecttv.com](#)

- Gary Kaye

### Tap into Better Meetings

**logitech**

Introducing Logitech Tap, a touch control display that makes collaboration rooms easy to display and use. Tap is part of pre-configured room solutions that include everything you need to display in Google Hangouts Meet, Microsoft Teams Rooms, and Zoom Rooms. Easily join your meeting with one touch and tap into better meetings.

[Learn More](#)

# SUPER! PACKAGE

## Pre/Post-NAB Show 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, posted on rAvePubs.com and posted on the dedicated show MicroSite!

## **Rants and rAVes – Episode 842: Let's Talk Zoom Phone**

April 25, 2019 | Home / Enterprise Connect 2019 / EC 19 Radio / Rants and rAVes — Episode 842: Let's Talk Zoom Phone

By Gary Kayye @gkayye

Posted on April 25, 2019 by Gary Kayye in EC 19 Radio, Gary's Rants and Raves, RADIO - Edit



# AWESOME! PACKAGE

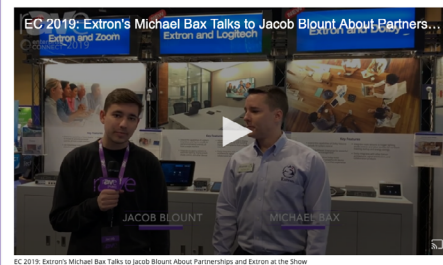
## On-Site Executive Interview

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!

## **EC 2019: Extron's Michael Bax Talks to Jacob Blount About Partnerships and Extron at the Show**

March 21, 2019 | Home / March 21, 2019rave-video / EC 2019: Extron's Michael Bax Talks to Jacob Blount About Partnerships and Extron at the Show

Posted on March 21, 2019 by Sara Abrons in EC 19 Sponsors, EC 19 Videos, Enterprise Connect 2019, rAve Pubs, Videos - Edit



## **EC 2019: rAve TV Enterprise Connect Day 1 With Altia Systems**

March 18, 2019 | Home / March 18, 2019rave-video / EC 2019: rAve TV Enterprise Connect Day 1 With Altia Systems

Posted on March 18, 2019 by Jacob Blount in EC 19 Sponsors, EC 19 Videos, Enterprise Connect 2019, Videos - Edit



## Pre/Post-NAB Show 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 NAB Show 2020 SHOWSTOPPERS emails <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 (to where readers can find more information)</li> </ul>	X	X	X
Pre-scheduled appointment to shoot an unlimited number of product videos	X	X	X
Access to 1080p product video files (non-sponsor videos shot 720p)	X	X	X
Product videos processed, titled and posted to 2020 show MicroSite in 24 hours	X	X	X
Product videos tweeted twice with Sponsor's company @mention	X	X	X
<b>Pre-NAB Show 2020</b> podcast <b>or</b> video product demo with Gary Kayye		X	X
<b>Post-NAB Show 2020</b> podcast <b>or</b> 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"> <li>• Interview Featured as article on NAB Show 2020 MicroSite</li> </ul>			X
	<b>\$1,000</b>	<b>\$2,000</b>	<b>\$5,000</b>

## SOCIAL AD ONS

Use our global social presence to promote announcements, drive traffic and increase engagement, lift and exposure during NAB Show 2020. Reach both attendees at NAB Show 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.



<b>Level 1</b> <span style="float: right;"><b>+\$750</b></span> <b>Promote your SHOWSTOPPER items:</b> 1 additional organic Tweet per product video and 1 LinkedIn post of each SHOWSTOPPER podcast, video product demo or interview	<b>Level 2</b> <span style="float: right;"><b>+\$1,500</b></span> <b>Custom social media campaign:</b> Promote your SHOWSTOPPER items: 1 additional organic Tweet per product video, 3 custom tweets, 1 LinkedIn post on rAve's company page, 1 LinkedIn post in AVIP group, 1 LinkedIn post on Gary Kayye's personal account
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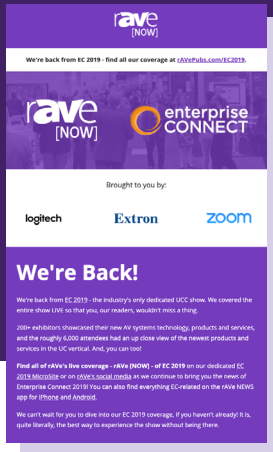
# CLASSIC! PACKAGE

## On-Site Booth Tour

Show off your booth to everyone online with an exclusive video interview tour with Sara Abrons or Gary Kaye. 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!

## DSE 2019: Epson Senior Product Manager Juan Campos Gives a Tour of Epson's DSE Booth in Spanish

April 1, 2019 | Home | April 1, 2019 | News | DSE 2019: Epson Senior Product Manager Juan Campos Gives a Tour of Epson's DSE Booth in Spanish  
Posted on April 1, 2019 by Sara Abrons in DSE 19, DSE19 Displays, DSE19 Personal Interviews, DSE19 Sponsors, DSE19 Videos, rAve Photo, Videos, rAve



## Email Newsletter Sponsorship

Highlight your brand as a **Classic Sponsor** in our pre and post-show email newsletters. Your logo will be featured at the top of every newsletter and one of your product videos will be highlighted in the show wrap-up email! This will be sent to all rAve ProAV and Digital Signage email subscribers.

## SPONSOR RECEIVES

## CLASSIC!

Ad feature included in two NAB Show 2020 SHOWSTOPPERS emails <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 (to where readers can find more information)</li> </ul>	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 NAB Show 2020 MicroSite within 24 hours	X
Product videos tweeted twice with Sponsor's company @mention	X
<b>Pre-NAB Show 2020</b> podcast <b>or</b> video product demo with Gary Kaye	X
<b>Post-NAB Show 2020</b> podcast <b>or</b> video product demo with Gary Kaye	X
Exclusive one-on-one interview with Gary Kaye or Sara Abrons in Sponsor's booth <ul style="list-style-type: none"> <li>• Interview Featured as article on NAB Show 2020 MicroSite</li> </ul>	X
<b>Exclusive booth tour with Gary Kaye or Sara Abrons highlighting all products or services on display</b> <ul style="list-style-type: none"> <li>• Booth tour featured as article on NAB Show 2020 MicroSite</li> <li>• Interview will be promoted on rAve's Twitter and LinkedIn</li> </ul>	X
<b>Custom social media campaign designed and executed by rAve</b> <ul style="list-style-type: none"> <li>• 5 tweets, 1 LinkedIn post on AVIP LinkedIn group, 1 LinkedIn post on rAve company page, 1 LinkedIn post on Gary Kaye's personal page</li> </ul>	X
Logo placed in rAve's NAB Show 2020 email newsletter	X
Logo placed on rAve's NAB Show MicroSite	X
Banner ad on rAve's NAB Show MicroSite	X
	<b>\$10,000</b>

# rAVe [RADIO]

**rAVe [RADIO]** is our radio channel for all NAB Show 2020 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 NAB Show-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 NAB Show 2020 <a href="#">MicroSite</a>	X
Logo placed in rAve's NAB Show 2020 <a href="#">email newsletter</a>	X
Banner ad on rAve's NAB Show <a href="#">MicroSite</a>	X
Sponsor mentioned at the beginning and end of every <a href="#">NAB Show 2020 podcast</a> (at least 30 podcasts) <ul style="list-style-type: none"> <li>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</li> </ul>	X
Two <a href="#">exclusive on-site podcasts</a> with Gary Kaye <ul style="list-style-type: none"> <li>Podcasts will be produced on rAve [RADIO] and will feature NAB Show 2020 products/services or Sponsor's company @mention</li> <li>Podcasts will be tweeted twice with company @mention and posted on LinkedIn</li> </ul>	X
rAve [RADIO] podcasting station: Sponsor will have the opportunity to host the podcast station in their stand at NAB Show 2020 and the majority of podcasts will be recorded here	X
Ad feature included in two NAB Show 2020 <a href="#">SHOWSTOPPERS emails</a> <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 (to where readers can find more information)</li> </ul>	X
Pre-scheduled appointment to shoot an unlimited number of <a href="#">product videos</a>	X
Access to 1080p product video files upon request (non-Sponsor videos shot 720p)	X
Product videos processed, titled and posted to NAB Show 2020 <a href="#">MicroSite</a> within 24 hours	X
Product videos tweeted twice with Sponsor's company @mention	X
<b>Pre-NAB Show 2020 <a href="#">podcast or video product demo</a></b> with Gary Kaye <ul style="list-style-type: none"> <li>Podcast or video product demo will be about Sponsor's goals for NAB Show 2020</li> <li>Podcast or video product demo posted on NAB Show 2020 <a href="#">MicroSite</a></li> </ul>	X
<b>Post-NAB Show 2020 <a href="#">podcast or video product demo</a></b> with Gary Kaye <ul style="list-style-type: none"> <li>Podcast or video product demo will be about Sponsor's success at the show or products released at the show</li> <li>Podcast or video product demo posted on NAB Show 2020 <a href="#">MicroSite</a></li> </ul>	X
<a href="#">Exclusive one-on-one interview</a> with Gary Kaye or Sara Abrons in Sponsor's stand <ul style="list-style-type: none"> <li>Interview featured as article on NAB Show 2020 <a href="#">MicroSite</a></li> <li>Promoted on Twitter and LinkedIn</li> </ul>	X
<a href="#">Exclusive stand tour</a> with Gary Kaye or Sara Abrons highlighting all products or services on display <ul style="list-style-type: none"> <li>Stand tour featured as article on NAB Show 2020 <a href="#">MicroSite</a></li> <li>Promoted on Twitter and LinkedIn</li> </ul>	X
Custom social media campaign designed and executed by rAve <ul style="list-style-type: none"> <li>5 tweets, 1 LinkedIn post on AVIP LinkedIn group, 1 LinkedIn post on rAve's company page, 1 LinkedIn post on Gary Kaye's personal page</li> </ul>	X
	<b>\$15,000</b>



# VR

## THE ONLY FULL-SCALE B2B VR PLATFORM

**rAVe VR** is 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 leads.

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.

### SMALL BOOTH

Booth 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 BOOTH

Booth 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 booth that a viewer can "go" to and view the booth from that point. An "integration" is an added element (like the v-card download in the sample or a rAVe [NOW] video shot in your booth at NAB Show 2020). 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.*





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# 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 LinkedIn post on rAVE's 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 NAB Show 2020 video interview with Sara Abrons or Gary Kayye
- Video interview published as a story on NAB Show 2020 MicroSite and in the Sponsor video section, on rAVE's YouTube channel, promoted on Twitter and LinkedIn

\$3,500

### CUSTOM POST-NAB SHOW 2020 EMAIL BLAST

- One custom HTML email blast designed by rAVE promoting Sponsor's presence at NAB Show 2020 sent to ProAV email list

*Email blast can include the following: summary blog post of Sponsor's presence at NAB Show 2020 written by Gary Kayye, highlight of on-site executive interview, links to product videos, podcasts, product stories, photos and other coverage of Sponsor at NAB Show 2020. Email is sent two to six weeks following the show*

\$4,500



April 19 – 22, 2020

Las Vegas, Nevada



# THANK YOU

For More Information Contact: Kirsten Sharpe, Global Accounts Manager  
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