

CEDIA[®] EXPO

SEPTEMBER 4 - 8, 2018
SAN DIEGO, CA

EXHIBITOR
PR/MARKETING
TOOLKIT

CEDIA EXPO

PR/MARKETING TOOLKIT

SEPTEMBER 4 - 8, 2018 | SAN DIEGO, CA

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MARKETING & PR CHECKLIST

- ☑ SHOW DAILY
Send CEDIA Expo Daily general editorial pitches to NewBay Media editors at dmcgee@nbmedia.com. Press materials will be accepted through the show; however, early submissions are more likely to be included.
- ☑ PRE-REGISTERED MEDIA LIST
To request a copy of the pre-registered media list, [email Olivia Kimmel](#). The list will be available mid-July. Use this list to make appointments with the media via email, telephone and postcard; follow up after the show.
- ☑ EXHIBITOR ONLINE LISTING
Review your free, pre-uploaded Exhibitor Listing/Online Profile using the online [Show Planner](#) system as soon as possible to ensure accuracy for the printed CEDIA Expo Show Guide. Information about how to log in and revise your exhibitor listing is on page 7 of this document.
- ☑ DIGITAL PRESSROOM
Upload Press Releases at no cost to our digital pressroom on www.CEDIAExpo.com/pressroom at any time leading up to, during and post show. Also, drop off one hard copy of the press kit at the CEDIA Expo Press Room (**Meeting Room 6C**). **Available in May!**
- ☑ TECHBITES
If you are launching a new product or service, consider applying for TechBites on the Smart Stage, a dedicated platform to pitch your product at CEDIA Expo. TechBites are heavily advertised to press and live-streamed. The cost to participate is \$2,500, if selected.
- ☑ NBYTES AND PROMO CODES
Use your dedicated landing page to retrieve banners, HTML for email files, send emails, and more to market your presence at CEDIA Expo. This is a service at no cost to you. To retrieve your unique landing page link, contact your account executive. Or [click here](#) to receive your link.
- ☑ EVENTBIT
As an added benefit in 2018, CEDIA Expo has contracted to provide eventBit to exhibitors. Exhibitors get more information than the leads they collect. The same Experient lead retrieval device they rent communicates with eventBit, giving exhibitors total booth traffic, dwell times, traffic by demographics, and more.
- ☑ SOCIAL MEDIA
As a free benefit of exhibiting at CEDIA Expo, tag CEDIA Expo (@CEDIAExpo) and use the show hashtag (#CEDIAExpo) for additional exposure from our social PR team. For spotlighting opportunities, contact Flying Camel:

Kim Williamson
289 337 0560 Ext:103
kimberley@flyingcamel.com

Leanne Wood
289 337 0560 Ext:102
leanne@flyingcamel.com

QUICK LINKS:

MEDIA RELATIONS

Meet our dedicated press agents for CEDIA Expo, Whitegood Public Relations.

Olivia Kimmel
White Good
717.684.883
okimmel@whitegood.com

Kelly Winkler
White Good
717.690.9768
kwinkler@whitegood.com

Contact Olivia or Kelly with questions regarding your participation and reaching the media.

1. Request the list of pre-registered media. The pre-registered media list includes contact information for journalists who plan on attending the show. To receive the list you must email your request to **Olivia Kimmel**. The list will be made available to exhibiting brands and their PR agencies only. If you are a PR agency requesting the list, please indicate the company or brand you are representing. A preliminary list of pre-registered media for CEDIA Expo will be available mid-June. This list will only be sent via email.

2. Get to know the media. When pitching your story, an editor or producer will be much more receptive to your story idea if it looks like you have done your homework and know what he/she typically covers. Look at each media outlet you are pitching to make sure it is appropriate for your product, get familiar with what the editor writes about and confirm you have the correct contact.

3. Communicate with the media before the show. If you have a list of media contacts with whom you regularly communicate, you should send them an email pitch about the product(s) you will launch at the show. Make sure to explain how the products being launched are newsworthy and provide them with all the information they need to cover the story. We suggest contacting them three weeks or more before the show to schedule a booth appointment, as the majority of media book appointments beforehand.

Set up and confirm media appointments. Many exhibitors book one-on-one appointments with media at their booths. Media is not allowed on the show floor outside of show hours.

Media Tips:

- ☒ Once you have the list of pre-registered media, start contacting individual media likely to be interested in your products three weeks or more before the show.
- ☒ Have your 15-second pitch ready – who you are, what sets you apart, what distinctive new styles they'll see, and why they should carve out time to visit your booth.
- ☒ Not all media attending CEDIA Expo will pre-register, so if you already have a target media list, cross-reference it with the most recent CEDIA Expo list. (If there is media you would like to attend, contact **Olivia Kimmel** and provide their contact information to be added to the Media Pitch List.)
- ☒ Many media will not book appointments at all, but say they will try to stop by. Again, make sure you mention what area of the show floor you will be in and your booth number.
- ☒ When you have scheduled appointments with editors or producers, send a confirmation email to them two to three days before the show and be sure to include your name, booth number, booth location, your cell number and the day and time that you have agreed to meet.
- ☒ Be sure to allow at least 30 minutes for each booth appointment and do not double-book.
- ☒ Be prepared for no-shows and media showing up late.

QUICK LINKS:

EXHIBITOR LISTING (FREE) & ENHANCED EXHIBITOR LISTING UPGRADE

As a participating exhibitor at CEDIA Expo, your company has a free Exhibitor Listing/Online Profile on the [Exhibitor List/Floorplan](#). Review your Exhibitor Listing/Online Profile using the online Show Planner system as soon as possible to ensure it is accurate for the mobile app.

Your company also has the option to upgrade your Exhibitor Listing/Online Profile to an Enhanced Exhibitor Listing through the Exhibitor Planner Tool. If you forgot your password, you can request a new one on the site or with your account executive.

Here are some suggestions for your Exhibitor Listing/Online Profile, plus some Upgrade options.

- ☒ Please review your Exhibitor Listing/Online Profile as soon as possible and make any changes to be correctly listed in the CEDIA Expo Show Guide and mobile app. If you need to update your company's main contact information or company name, and/or are interested in purchasing ad space in the [CEDIA Expo Show Guide](#), please contact your Account Executive.
- ☒ Choose the [Enhanced Listing Upgrade Package](#) that best suits your event goals. You can update your Enhanced Listing at any time leading up to the show. There is no deadline to optimize your listing/profile with an Enhanced Listing Upgrade Package.

QUICK LINKS:

The screenshot displays the CEDIA EXPO website header with navigation links: SHOW, ATTENDEE, EXHIBITOR, PRESS, EVENTS, EDUCATION, HOTEL & TRAVEL, and social media icons. Below the header, a yellow banner reads: "To view and download the show guide, please access our website or app at [www.cediaexpo.com](#)." The main content area is divided into two columns. The left column features a "Manage your profile" section with a "Click Here to Upgrade" button, and a "Extras with upgrade" section listing "Manage Videos", "Manage Products", and "Manage Press Releases", each with a checkmark icon and a note about being included with the upgrade. The right column contains a "Search the list of registered attendees" section, a "Review Online Leads" section, a "Sent Messages" section, an "Appointments" section, and an "Attendee Acquisition Widget" section.

DIGITAL PRESSROOM

Use the digital pressroom to upload press releases and supporting images. The pressroom is a great resource for attending press to source content. The opportunity is **free** for exhibitors, so don't miss out on this key opportunity to reach the press. **Available early June!**

PRESS CONFERENCES ONSITE

Are you hosting a press conference onsite? If so, let us know! We will share your press conference information online and with the press.

FREE MARKETING TOOLS

Use your dedicated landing page to retrieve banners, HTML for email files, send emails, and more to market your presence at CEDIA Expo. This is a service at no cost to you. To retrieve your unique landing page link, email **Lindsay DuHadaway** or contact at 949-441-1046. Or visit <http://www.nvytes.com/cedia18/form/index.html> to receive your link.

FREE PROMO CODE

Only exhibitors are equipped with unique promo codes to invite their clients and prospects to the show. Find your unique promo code in your exhibitor registration portal. If you have trouble accessing, please contact **Brianna Morris** to retrieve (770-291-5479). Your promo code will also be available in your Nvytes marketing portal.

SHOW DAILY

Send CEDIA Expo Daily general editorial pitches to NewBay Media editors at dmcgee@nbmedia.com or fill out the submission form by clicking below. Press materials will be accepted through the show; however, early submissions are more likely to be included.

Interested in more Daily exposure? Click below for more details!

QUICK LINKS:

TECH | BITES

QUICK LINKS:

Have you recently launched a new product or service? Want to get your product or service in front of elite media and engage with a focused audience without the pressure of creating an extensive presentation? Enhance your CEDIA Expo exposure with TechBites – a quick, three-minute, spirited presentation in which you will have the opportunity to “speed date” with the media and attendees about your most innovative product or service.

HOW IT WORKS

CEDIA Expo will select up to 15 companies to conduct a three-minute presentation to include a Q&A period with the audience. You will be asked to provide details on your three-minute presentation that can include up to five slides per presentation.

WHY

This exciting, new initiative brings you and the most important features of your new product closer to the media in a creative, entertaining and cost-effective way.

WHEN

Smart Home Focus:	September 6
Audio/Video Focus:	September 7
Networking/Security Focus:	September 8

WHERE

On the Smart Stage in Hall A

WHO

CEDIA Expo is inviting a targeted group of media who are looking for the latest product finds in the home and smart tech industry.

[Apply Now!](#)

TECH | TALKS

POWERED BY:

CEPro

QUICK LINKS:

Join us on the Smart Stage each day for all-new TechTalks, a series of inspiring and educational talks from connected technology experts sharing insights into what the future holds for the custom integration industry. Partnering with CE Pro, the leading industry authority on consumer electronics for the connected technology professional, TechTalks will take place on the CEDIA Expo Smart Stage September 6-8 at the San Diego Convention Center.

HOW IT WORKS

TechTalks will dive deep into highly focused topics, including material selection, signal distribution and security technologies. Talks will also tackle broad subjects such as untapped revenue streams, partnerships with interior designers and the connected technologies of the future. Just a few of the TechTalks topics attendees can expect to learn from include:

- Fiber vs. Copper Debate: Handling 4K HDR and HDMI 2.1
- SDVOE vs. HDBaseT-IP Debate: What is the Future Signal Distribution Protocol
- Breaking into the Lucrative Lighting Fixtures Market
- Working Effectively with Interior Designers
- Breaking Down Smart Home Objection Barriers
- Julie Jacobson's Future Technologies/IoT Panel
- Capitalizing on New Home Security Technologies

WHERE

On the Smart Stage in Hall A

[Find Out More and Sponsor](#)

ABOUT EVENTBIT

Use the digital pressroom to upload press releases and supporting images. The pressroom is a great resource for attending press to source content. The opportunity is **free** for exhibitors. If you get lead retrieval devices (or software) from Experient, then you're getting eventBit!

Each attendee will wear an eventBit tag on their badge which emits a unique signal. The lead retrieval devices you rent from Experient will work exactly as they have in the past, but you will now see all of the attendee activity near and in your booth. eventBit is incorporated in all of the lead retrieval options you rent from Experient – integrated into your lead retrieval price. But what does it do? Here are the Top 3 benefits:

1. **New Data.** Exhibitors are used to scanning leads and collecting attendee contact information. But there is a NEW field you will see in the data – dwell time! In your online portal, you can sort your collected leads by dwell time and focus on the buyers who spent serious time in your booth as it is a great indicator of interest.
2. **Booth View Alerts.** Ability to target prospects by company name and be alerted when someone from that company is nearby.
3. **Booth Analytics.** You usually go online and see the information on the leads you collected. You will now see a new tab for eventBit. It will give you statistics on aisle traffic, booth traffic and attendee demographics. Exhibitors are using this new data to gauge lead performance, understand booth traffic for staffing purposes, and plan better for future events.

Find out more, and order lead retrieval today!

QUICK LINKS:
