

CEDIA[®] EXPO

EXPO: SEPT 1-3, 2021

CONFERENCE: AUG 31 - SEPT 2, 2021

INDIANA CONVENTION CENTER
INDIANAPOLIS, IN

EXHIBITOR PR/MARKETING TOOLKIT

YOUR FIRST OPPORTUNITY IN A
OVER A YEAR TO REUNITE WITH
15,000+ HOME TECHNOLOGY PROS



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MARKETING & PR CHECKLIST

- SHOW DAILY**
Send CEDIA Expo Daily general editorial pitches to FutureNet editors at David.McGee@futurenet.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, fill out this [form](#). 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. **Deadline to update your online listing is July 2, 2021.**
- DIGITAL PRESSROOM**
Upload Press Releases at no cost to our [digital pressroom](#) on at any time leading up to, during and post show.
- NVYTES 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 request your dashboard link please [click here](#).
- TARGETING EMAIL MARKETING**
Utilize the [qualified list](#) of past and present CEDIA Expo attendees as a resource to promote your product launches, marketing updates, and other exhibitor-led initiatives. The list can be further segmented demographically and geographically to focus in on your target audience.
- 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

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 fill out this [form](#). 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-July. 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 cediaexpo@whitegood.com 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.

Contact cediaexpo@whitegood.com with questions regarding your participation and reaching the media.

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 and show guide.

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. **Deadline to update your online listing is July 2, 2021.** 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 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 Exhibitor Listing Gold or Silver Package .

Online Booth Information

[Edit Booth Info >](#)
Manage the information that appears on your eBooth so attendees know to visit you on the show floor.

↓ Upgrade your online booth:



[Click Here to Upgrade](#)

↓ Extras with current upgrade:

Manage Videos >	0 <small>total</small>
<small>Included with your purchased upgrade:</small>	
Manage Products >	0 <small>total</small>
<small>Included with your purchased upgrade:</small>	
Manage Press Releases >	1 <small>total</small>
<small>Included with your purchased upgrade:</small>	
Manage Show Specials >	1 <small>total</small>

QUICK LINKS:

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.

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 request your dashboard link please [click here](#).

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 cediaexpo@emerald.com. Your promo code is also available in your Nvytes dashboard.

SHOW DAILY

Send CEDIA Expo Daily general editorial pitches to FutureNer editors at David.McGee@futurenet.com. Press materials will be accepted through July 26; however, early submissions are more likely to be included.

QUICK LINKS:

CEDIA® EXPO SMART STAGE

QUICK LINKS:

The Smart Stage features thought leadership panel discussions. In 2019, panelists, moderators and panel sponsors took part in a series of educational talks from technology experts on IoT trends, business management, voice activation, the impact of technology on architecture and design, and more.

2021 Topics include: Resimercial: Light Commercial & Multi-Family, Work from Home, Home Theater, Design/Build and Wellness.

Learn more and **contact** your account executive today to secure your spot on the Smart Stage.

