

TechBites 2020

Background:

In response to a rapidly changing trade show environment, the TechBites program has pivoted. Rather than being an hour-long session on the CEDIA Smart Stage, the program, now titled TechBites 365 will become an open opportunity for brands to connect with our network of industry pros through a fun and fast-paced video.

Target:

- Exhibitors (pre-show to apply for the program)
- Connected industry pros with an interest in new products (social audience)

Package Price:

- \$3,500

Objective

- Create a virtual pathway for exhibitor support and virtual product discovery
- Give exhibitors the opportunity to get in front of our social audience in an easy and engaging way
- Enhance our social media program with dynamic, product and service-focused presentations

Concept:

- Exhibitors have the opportunity to “speed date” with the CEDIA Expo audience showcasing their most innovative products
- Unlike the previous stage session, there are no to limits to TechBites 365 package availability
- FC will project manage, host, and produce brand video session lasting 3-5 minutes

How it works:

- Initial package availability will be offered via show sales team to a list of VIP brands.
- Supporting calls for applications will be published via e-blast, social media and press release
- FC will work with brands to create engaging presentations with custom backgrounds
- Video host and brand representative will record an engaging video via Zoom which will then be used to create a final file with professional bookends, calls-to-action and bottom thirds if necessary

Logistics

Location	Zoom
Days	May – September (+)
Timing	1-2 per week
Host	TBD



Program Management

Flying Camel

Sponsorship Opportunity

Example: TechBites 365 – powered by Chase

Package Inclusions:

Primary:

- 1 final video file
- Boosted post on Facebook (potential reach +35,000)
- IGTV placement and inclusion on TechBites 365 highlight on Instagram

Supporting

- YouTube
- Twitter
- LinkedIn
- Twitter (x5)

*Each package includes a final report with overall performance results

Total potential social reach:

Platform		Reach
FB – boosted post		35,000 reach
Twitter	2000 per tweet	10,000
Instagram	IG TV Feed + Story views	5,300
YouTube	Average per video	280
LinkedIn	Average post impressions	500
Total		50,580

