

# VIRTUAL "FIRST LOOK" MEDIA PREVIEW TOUR

Wednesday, August 25<sup>th</sup>

# CEDIA EXPO

## Connect with the media and provide a first look at your new products!

This private, curated, pre-show event will give a minimum of 40-50 media early access to a select number of pre-qualified exhibitors to see and learn more about the latest products being launched at the show AND this is your opportunity to have guaranteed media engagement as part of your show experience.

### Overview

- Members of the media will be encouraged to register for the tour. There will be no cap to the number of media participants.
- The guided tour will feature seven (7) pre-selected exhibitors and three (3) sponsors curated by media VIPs. The 7 non-sponsored participating brand exhibitors will be selected through an open application process.
- Each exhibitor will receive up to 10 minutes to introduce and explain their new product to the media as part of the tour. The Title Sponsor will receive 15 minutes.
- Exhibitor will have the opportunity to produce a recorded 2-3-minute video that highlights one new product or series which will be incorporated within 10 minutes.
- Following each segment, each exhibitor will have an additional 1-3 minutes for a live Q&A session.
- A digital media kit will be uploaded to the CEDIA Expo digital pressroom and supply media the link to the exhibitors and brands. Exhibitors can provide a press release, product information, high-res product images and contact information as part of the media kit.
- The tour will be recorded and a digital version of the tour and the digital media kit URL will be available to ALL registered media starting on Wednesday, September 1, 2021. The tour will also be re-broadcast at least once before October 31 through other channels such as social, CEDIA Expo website, and the digital pressroom.



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## Title Tour Sponsor - \$20k

- Guaranteed spot on virtual tour
- First exhibitor to present on virtual tour
- Opportunity to present two products
- 15-minute presentation on tour
- One targeted email to CEDIA Expo registered attendees
- Tour marketed pre-show to CEDIA Expo attendee database
- Brand video segment will be edited and packaged for use in brand marketing promotions
- Receive onsite signage to signify participation and sponsorship of virtual tour
- Sponsor logo to be incorporated into programming creative and CEDIAEXPO.com



## 'Swag' Tour Sponsor - \$15k

- Guaranteed spot on virtual tour
- Opportunity to present one product
- Opportunity to send swag (first 25 media registered to receive)
- Tour marketed pre-show to CEDIA Expo attendee database
- Brand video segment will be edited and packaged for use in brand marketing promotions
- Receive onsite signage to signify participation and sponsorship of virtual tour
- Sponsor logo to be incorporated into programming creative and CEDIAEXPO.com

## Supporting Tour Sponsor - \$7,500

- Guaranteed spot on virtual tour
- Opportunity to present one product
- Tour marketed pre-show to CEDIA Expo attendee database
- Brand video segment will be edited and packaged for use in brand marketing promotions
- Receive onsite signage to signify participation and sponsorship of virtual tour
- Sponsor logo to be incorporated into programming creative and CEDIAEXPO.com

## CONTACT US



Amy Hornby  
Director of Key Accounts  
amy.hornby@emeraldtx.com  
(O) 774.291.5434



**Companies L-Z**  
Chris Menefee  
Sales Director  
chris@cediaexpo.com  
(O) 770.291.5460  
(C) 470.559.8294



**Companies A-K #**  
Ron Trznadel  
Senior Account Executive  
ron@cediaexpo.com  
(O) 774.505.8011  
(C) 978.735.3248

