

The logo for The rAve Agency, featuring the text "the rAve agency" in white lowercase letters on a purple square background. The word "rave" is in a bold, sans-serif font, while "the" and "agency" are in a lighter, regular weight.

the  
**rave**  
agency

**THE rAve Agency**  
210 Old Barn Lane  
Chapel Hill, NC 27517  
United States

E-mail: [info@THErAveAgency.com](mailto:info@THErAveAgency.com)

Web: [THErAveAgency.com](http://THErAveAgency.com)

A blurred, grayscale photograph of an office interior, showing desks, computers, and people working, serving as a background for the top half of the page.

# LOOKBOOK

An overview of the talents of THE rAve Agency

A blurred, grayscale photograph of an office interior, showing desks, computers, and people working, serving as a background for the bottom half of the page.

**[PUBS] [NOW] [CREATE] [CONSULT] [SPEAK]**  
**Published | October 17, 2018**

# FIRST THANK YOU FOR CONSIDERING US!

We are excited to introduce you to THE rAVe Agency. The rAVe you know and love is not going away. In fact, although our “Agency” may be new to you, the truth is that we’ve been doing much of this work for years. We’ve performed creative services and done consulting work for a few of the biggest brands in technology — back when we were founded in 1998, InFocus and Sony were two of our very first clients.

Since then, we’ve launched brands’ social media platforms, helped dozens of companies with branding, strategy and advertising campaigns, consulted for new product or company entries into the market and written hundreds of content marketing pieces. That’s in addition to publishing nine industry newsletters every month for years, writing thousands of product stories, shooting tens of thousands of product videos and offering the most comprehensive event coverage in the industry. Recently, we also launched rAVe [VR], which will allow manufacturers and integrators to take their analog events and trade show booth presences from just a few days to being available as immersive, digital 365-day experiences that turn out leads all year long. We’re really excited to show it to you.

Despite having all these services, the industry has mostly thought of us as just a publication. That makes sense — our name is rAVe [Publications], right? Why would you think we could solve these other problems or alleviate these pain points you’ve been having? So we’ve decided to relaunch as THE rAVe Agency. You already know we’re experts in publications and in the audiovisual industry. But we’re also experts in all kinds of creative services. You don’t have to look outside the industry to find a great speaker or advertising agency or social media experts — we’re right here, where we’ve been all along.

So please sit down for a few minutes, have a cup of coffee and a snack on us, and take a look at everything we’re doing — both new and old. We guarantee you’re going to love what we have to say. When you’re ready, reach out and let us know what you need help with.

Gary Kayye & Sara Abrons  
Co-Founders, THE rAVe Agency

# CONTENT

<b>ABOUT US</b>	<b>5</b>
<b>rAVe [PUBS]</b>	<b>6</b>
<b>rAVe [NOW]</b>	<b>16</b>
<b>rAVe [CREATE]</b>	<b>18</b>
<b>rAVe [CONSULT]</b>	<b>24</b>
<b>rAVe [SPEAK]</b>	<b>25</b>

**WE ARE**

---

# THE AV CREATIVE AGENCY

Originally founded in 1998 by Gary Kaye, Kaye Consulting was the AV industry's first marketing consulting firm. It gave birth to rAVe [Publications] in 2003 and has maintained a leadership position as the #1 information source in the AV industry. But now it becomes THE rAVe Agency – providing the AV market, globally, with the industry's first creative agency.

# OUR TALENTS

You won't find a better equipped partner than THE rAVe Agency. With more than 30 years of professional experience, the team at THE rAVe Agency has what you need for your project. Whether you are partnering with us in editorial under [PUBS], a creative partner under [CREATE] or relying on us for the strategy you need under [CONSULT], we are here for you. And we have what you need to get it done.



## [PUBS]

Our flagship talent, rAVe [PUBS], has been around for as long as you can remember. And it isn't going anywhere. rAVe [PUBS] brings you the on-time, opinionated news coverage of the AV industry that you have come to know and rely on.



## [NOW]

rAVe [NOW] is THE rAVe Agency's unique live event trade show coverage. rAVe [NOW]'s comprehensive coverage of events in the AV industry is the best of its kind.



## [CREATE]

rAVe [CREATE] brings a new twist to digital media and marketing efforts in the AV industry. Operating as a creative agency, rAVe [CREATE] is here to help you not only build the content you want but also inform you of the best way to use it.



## [CONSULT]

rAVe [CONSULT] helps clients understand the industry's unique challenges and gives them the tools to be leaders within it. Team members, including Gary Kaye and Sara Abrons, have more than 45 years of combined experience in the AV industry.

# rAVE [PUBS] | [PUBLICATIONS]

## THE #1 AV News Publication. Period.

rAVE [Publications] is the leading information source for the audiovisual industry. For the past 10 years, we have provided opinionated, timely content for our readers in the commercial (ProAV) and residential (HomeAV) audiovisual trade industries.

### WEBSITE



All of the content that rAVE [PUBS] produces is hosted at rAVEPubs.com and our end-user facing site, AVBuyers.club. Our website is the home to our digital publications and all of our editorial content including news articles, press releases, podcasts and videos.

### NEWSLETTERS



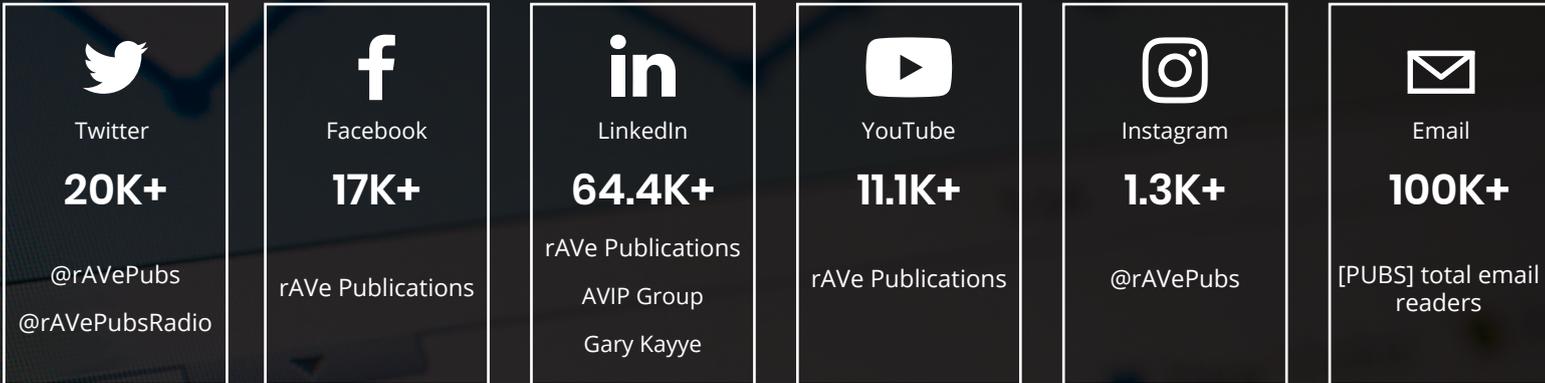
We have 10 vertical market newsletters that cover a wide range of our industry's target audiences. Each newsletter is sent two to four times per month and is populated with content from our editorial staff and columnists.

### SOCIAL MEDIA



We have more social followers on more platforms than ANY other publication in AV – in the entire world. No one can reach specifiers or buyers on LinkedIn, Facebook, Twitter or Instagram better than us.

## [PUBS] IN NUMBERS



## OUR PHILOSOPHY | SHARE OF VOICE ADVERTISING

At rAVe [Publications], we operate with a share-of-voice advertising philosophy. This means that we have a limited inventory of space for ads and branded content. You won't find any pay-per-click or cost per impression pricing structures on our site because we don't believe that is the most effective and honest way to advertise.

Rather than our readers being bombarded with hundreds of banner ads or an abusive amount of email blasts, they only see a limited number of ads on our site or newsletters in their inbox. We allow our clients to have a "share in the voice" we have with our audience - so if there are four advertisers, each one would 25 percent of the advertising weight.

This allows us to have a good relationship with our readers because we respect their digital space and a better partnership with our clients because they understand the value in the exclusivity of advertising with us. We are the #1 AV news publication in the industry. And we only work with the best. Sure we could sell more ads and always add more advertisers but we don't. We keep ad and sponsorship inventory limited to add value and focus on the content.

## NEWSLETTERS

In addition to our website and social media accounts, we also have 10 different newsletters that are broken down into specific AV industry vertical markets. Each of our newsletters is sent two or four times per month and filled with content relevant to the specific market or audience. All content in the newsletters is hosted on [rAVePubs.com](http://rAVePubs.com) and/or our end-user facing [AVBuyers.club](http://AVBuyers.club) website. Both include articles and news stories, podcasts, videocasts, white papers, product videos and more.

Because we are an all-digital publication, we do not have an editorial calendar and we let our writers write about whatever they want whenever they want. This allows us to deliver our readers with the most timely and relevant news in every issue.



**rAve  
ProAV**

---

**rAve's flagship publication**

Targeted towards AV integrators, installers, designers, consultants and other AV insiders working in the ProAV commercial market. Features new product news and editorials from industry experts in technology and business matters, including rAve founder Gary Kayye.



**rAve  
HomeAV**

---

**rAve's flagship publication for the residential (CEDIA) market**

Targeted towards home AV integrators, designers, distributors and AV insiders working in the residential / CEDIA AV market. Features new product news and editorials from industry and subject matter experts.



**rAve  
House of Worship [HOW]**

---

**rAve's publication focused solely on the house of worship market**

Targeted towards integrators and dealers who are focused or selling to the House of Worship AV market and HOW users. Features new product news and content from industry influencers, and editorials from industry experts Anthony Coppedge and Dr. Fred Ampel.



**rAve  
UCC [Unified Communications & Collaboration]**

---

**rAve's publication for video conferencing, audio conferencing and collaboration**

Targeted towards integrators, dealers, distributors, manufacturers and systems designers that design, install or sell products for collaborative spaces or conferencing technologies.



### rAve Digital Signage [DS]

#### rAve's publication for the digital signage market

Targeted towards integrators and dealers looking to navigate the profitable and unique digital signage market. Features new product news and opinionated news and commentary on the digital signage market.



### rAve AVBuyers.Club

#### rAve's publication exclusively for commercial AV and IT end user customers

Targeted towards end users such as technology managers in educational institutions or Fortune 500 companies, digital signage network operators, technology purchasers, IT and AV managers and more.



### rAve RADIO

#### The newsletter for rAve's podcast network, rAve RADIO

Features podcasts such as Gary Kayye's *Rants and rAVes*, Johnny Mota's *AV Insider*, Mark Coxon's *Selling AV* and other regularly recorded podcasts from industry experts. In addition, at many of rAve [NOW]'s events and trades hows, we have show-related podcasts.



### rAve Rental & Staging

#### rAve's publication focused solely on the rental, staging and live events market

Targeted towards integrators and dealers who work in AV rentals or the staging and live events market. Features new product news and content from industry subject matter expert Joel Rollins.



### rAve Europe

#### rAve's only publication dedicated solely to the EMEA AV market

Targeted towards the European and Middle Eastern ProAV systems integrator and installer and features relevant industry news, reviews, statistics, and editorials.



### rAve Education [ED]

#### rAve's publication dedicated to tech in the higher ed and K-12 markets

Targeted towards integrators and dealers that sell equipment to and design systems for educational institutions including higher education and K-12. It is also targeted to facility managers working at education institutions who make AV-related decisions.

## NEWSLETTER OPPORTUNITIES

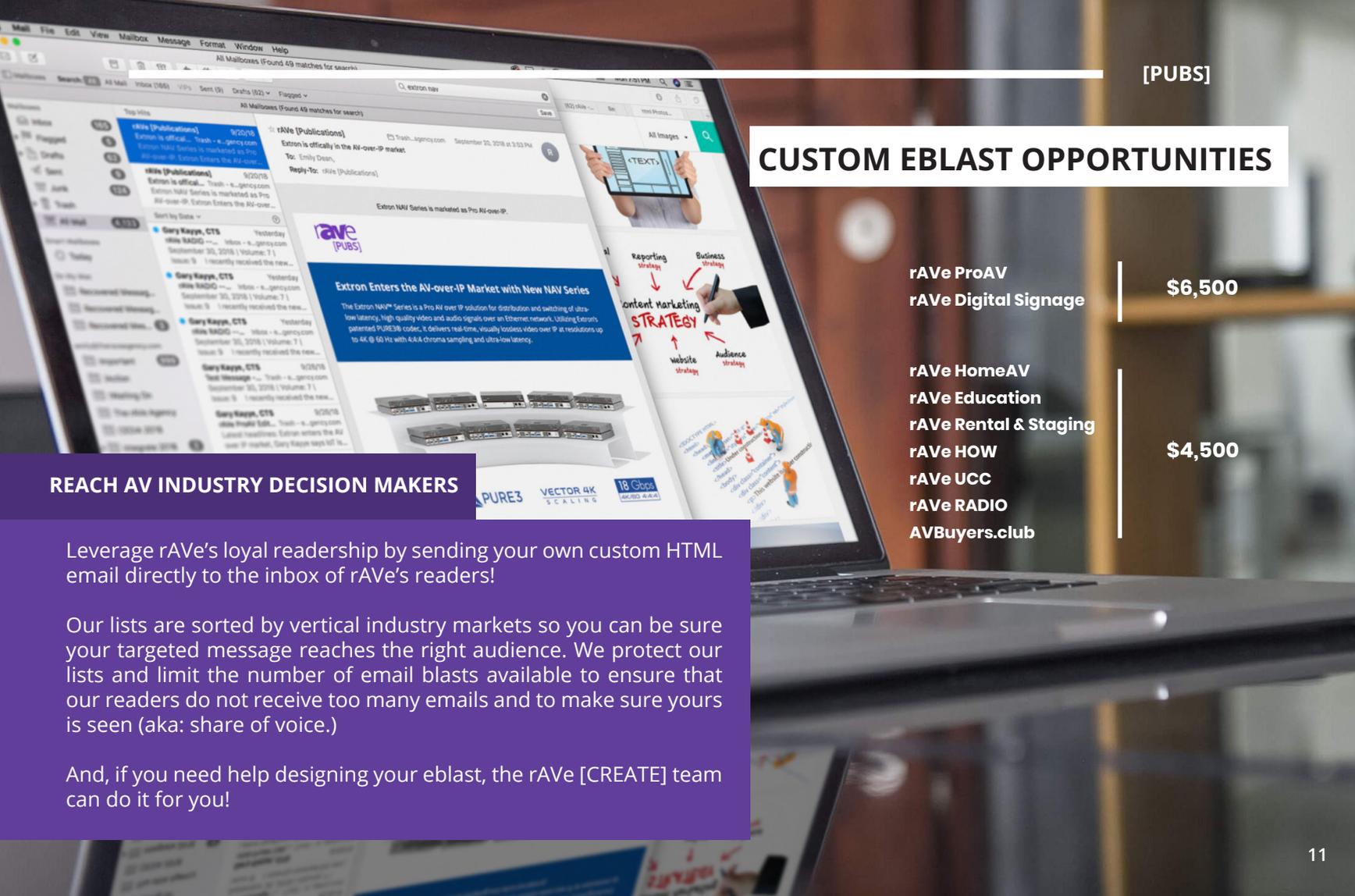
Sponsorship of rAve email newsletters is THE WAY to reach readers in a particular vertical market of the AV industry. We started with rAve ProAV Edition in 2003 and have since expanded with nine more email newsletters.

With a rAve newsletter sponsorship, each sponsor will receive a 300 x 250 graphic ad (aka: banner ad) in each newsletter with a redirecting URL linked. Sponsors of rAve ProAV Edition and rAve HomeAV Edition will receive one custom HTML email blast per month to the subscriber lists of the corresponding newsletter.

**All newsletter ads are 300px x 250px. Files may be .png, .jpg, .gif (no flash).**

Newsletter Edition	# of issues / month	# of HTML blasts	Price	Standard Contract
rAve ProAV	4	1 / month	\$6,000 / month	12 months
rAve HomeAV	2	1 / month	\$3,500 / month	6 months
Newsletter Edition	# of issues / month		Price	Standard Contract
rAve Digital Signage	2		\$3,500 / month	6 months
rAve Education	2		\$3,000 / month	6 months
rAve RADIO	1		\$3,000 / month	12 months
rAve Rental and Staging	2		\$3,000 / month	3 months
rAve UCC	2		\$2,500 / month	3 months
rAve HOW	2		\$2,500 / month	3 months
AVBuyers.Club	2		\$4,000 / month	6 months
rAve Europe	1		\$2,000 / month	6 months
Add on : Only rAve Newsletter sponsors have the option to purchase individual eblasts to rAve newsletter subscriber lists (except ProAV and HomeAV) for a discounted price.			Max send: 1 / month	Price: \$2,500

# CUSTOM EBLAST OPPORTUNITIES



## REACH AV INDUSTRY DECISION MAKERS

Leverage rAve's loyal readership by sending your own custom HTML email directly to the inbox of rAve's readers!

Our lists are sorted by vertical industry markets so you can be sure your targeted message reaches the right audience. We protect our lists and limit the number of email blasts available to ensure that our readers do not receive too many emails and to make sure yours is seen (aka: share of voice.)

And, if you need help designing your eblast, the rAve [CREATE] team can do it for you!

rAve ProAV  
rAve Digital Signage

\$6,500

rAve HomeAV  
rAve Education  
rAve Rental & Staging  
rAve HOW  
rAve UCC  
rAve RADIO  
AVBuyers.club

\$4,500

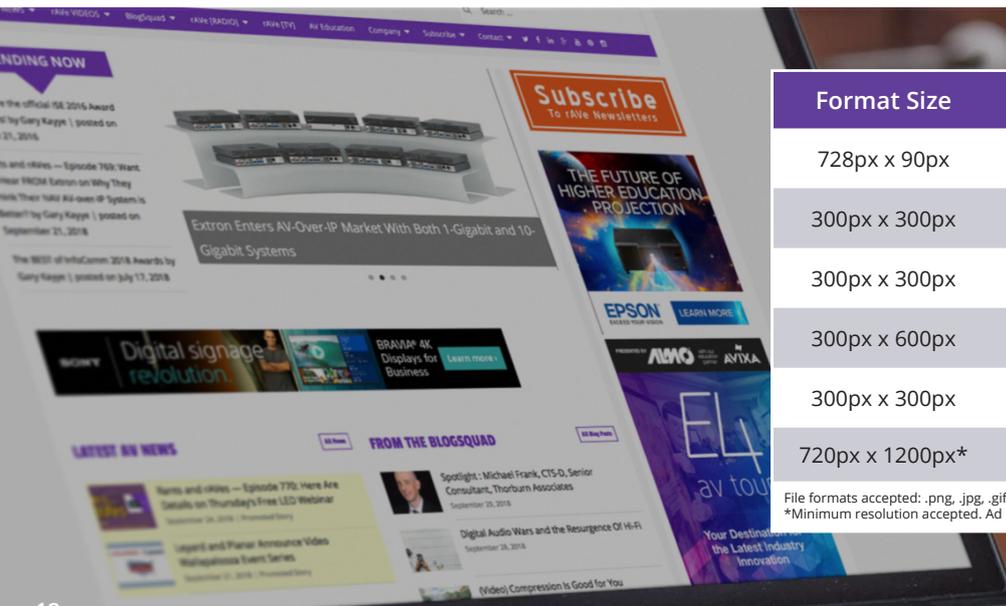
## WEBSITE AND BANNER OPPORTUNITIES



The rAve [Publications] website is everything you have come to know and love about rAve. Delivering the best AV news and information for every vertical, rAve [Publications] is the number one AV news publication. Period.

Banner advertisements are a basic element of a brand awareness campaign. All banner advertisements on rAvePubs.com or AVBuyers.club are IAB standard and are valued through share of voice advertising.

Banner and mobile ads appear in the same positions all on rAvePubs.com or AVBuyers.club web pages including: our home page, individual article pages, blogs, podcasts and industry resource pages.



## OUR PHILOSOPHY = SOV:

We believe in and operate in a share of voice (SOV) advertising model. SOV advertising is about results and percentages. If there are four advertisers, each advertiser receives 25 percent of the advertising weight.

All sponsor ads are seen the same amount of times and the ads will not get lost "in the mix." We promise.

Format Size	Location	Price	Max # of Ads
728px x 90px	<b>Leaderboard</b> rAvePubs.com	\$899 / month	8
300px x 300px	<b>Top Medium Rectangle</b> rAvePubs.com	\$450 / month	8
300px x 300px	<b>Bottom Medium Skyscraper</b> rAvePubs.com	\$450 / month	8
300px x 600px	<b>Wide Skyscraper</b> rAvePubs.com	\$699 / month	8
300px x 300px	<b>Medium Rectangle</b> AVBuyers.club	\$550 / month	8
720px x 1200px*	<b>rAve [NEWS] App</b>	\$150 / week	4

File formats accepted: .png, .jpg, .gif, HTML5 (no flash)  
\*Minimum resolution accepted. Ad must contain 3:5 ratio



## SOCIAL MEDIA MARKETING OPPORTUNITIES

rAve has helped some of the AV industry's largest brands launch and manage their social media profiles for years. In addition, we've led the AV industry in social followers since 2010. Now you can leverage our social reach for your own product or service announcement.

### AMBASSADOR

Ideal for: Small Announcements, Event Promotion, Company News

Includes:

- Needs Analysis Call
- 5 Tweets
- 2 LinkedIn Posts
- 2 Facebook Posts
- Performance Report

Ideal Timeline: 1 Month

**\$1,500**

### INFLUENCER

Ideal for: Product Launches, Product Promotion, Service Highlights and Features, Brand Retention, Case Studies

Includes:

- Needs Analysis Call
- 15 Tweets
- 6 LinkedIn Posts
- 6 Facebook Posts
- 2 LinkedIn Posts on Gary Kayye's Personal Page
- Paid Social Media Campaign (managed by rAve)
- Performance Report

Ideal Timeline: 3 Months

**\$5,500**

### EXECUTIVE

Ideal for: Product Launches, Brand Awareness, Case Studies, Product Series Campaign

Includes:

- Needs Analysis Call
- Custom Social Media Marketing Campaign Designed by rAve [CREATE]
- Social Media Paid Campaign (managed by rAve)
- Paid Social Media Campaign (managed by rAve)
- Graphic Creation and Support
- Performance Report

Ideal Timeline: 6 months

**Starting at: \$10,000**

Add on Promoted Content pieces from rAve [PUBS] from page 14.

Interested in more options? Let us build a custom social media marketing package just for you!  
Contact: Kirsten@THErAVEagency.com

## PROMOTED CONTENT

### Highlight your brand, story, products or announcements on rAVePubs.com

We've been creating content marketing before that term even was coined by the advertising industry. It's a unique way to publish content or position a new product or series. And, we have a channel of readers who prefer it to traditional banner ads. All promoted content pieces will be published on rAVePubs.com and/or AVBuyers.club and featured on the top of the homepage for at least one week. Content will be marked as promoted and tweeted out on the @rAVePubs twitter account at least two times. Each post will also be featured in one of our monthly newsletters, depending on content relevance.

#### Blogs



##### Articles posted on rAVePubs.com

Written by you - \$1,000  
Written by rAVe - \$2,000

#### Podcasts



##### Podcast recorded & posted on rAVe RADIO iTunes channel & rAVePubs.com

Rants and rAVes - \$2,000  
Selling AV - \$1,500  
AV-Insider - \$1,500

#### Videos



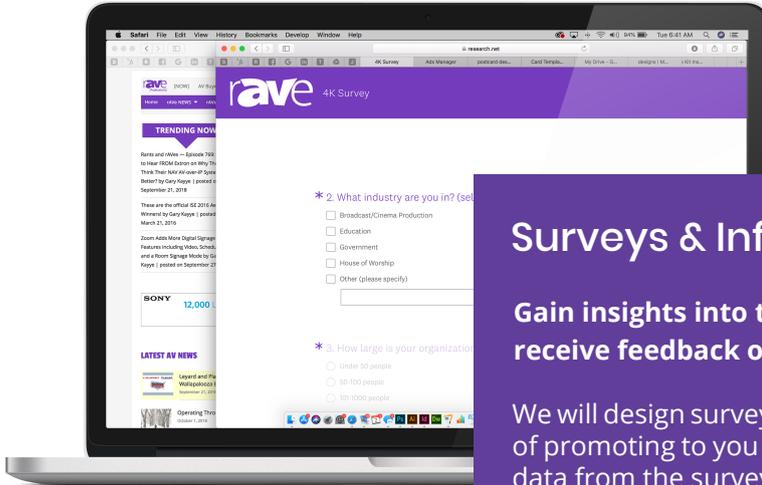
##### Videos posted on rAVePubs.com

Video product demo / videocast - \$2,000  
Sponsor-created video - \$1,000

Increase the exposure of your promoted post with additional social media coverage! @rAVePubs will post about your story, podcast or video on our Facebook and LinkedIn pages and we will tag your company too so that you can share!

**Social Media Post Promotion | + \$500**

**1 Facebook post • 1 LinkedIn rAVe company post • 1 LinkedIn AVIP group post**



## LEAD GENERATION OPPORTUNITIES

### Surveys & Infographics

Gain insights into the always evolving AV industry. Survey rAVE readers and receive feedback on new products or technology through rAVE Surveys.

We will design survey questions, distribute the survey and create an infographic worthy of promoting to you followers to help visualize the survey results. You'll receive the raw data from the survey, the infographic we design and all of the leads collected. We also recommend offering survey incentives to encourage participation and increase your lead count. Package price does not include survey incentive.

**\$4,500**

**Looking for more ways to generate leads? We can help!**

With our extensive newsletter readership and our large social media following, we can help connect you with new potential clients, followers, buyers and partners.

### White Paper / Case Study Promotion

Promote your company's white paper or case study on rAVEPubs.com and attract new customers.

Your post will be promoted on rAVEPubs.com, featured in all of our monthly newsletters, and shared on our Facebook, Twitter and LinkedIn pages. A new option for case study promotion is our new rAVE [CREATE] service call rAVE [VR] - creating a virtual reality tour of your installation. See more on page 22.

**\$1,500**

[NOW]

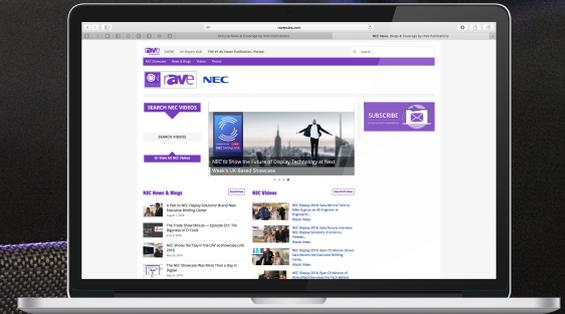


rAVE  
[NOW]

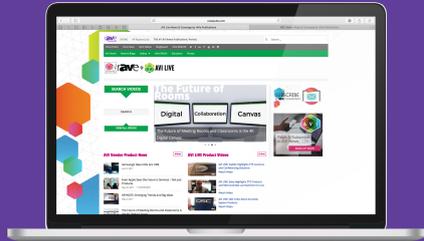
## Turn Your Event or Show Into a 365-Day Experience

Would you like to take all the money, time and resources you invested into your one-, two- or three-day event and turn it into a 365-day event? Well, that's exactly what THE rAVE Agency does with our rAVE [NOW] talent. For over 10 years, we've been converting three- and four-day analog, in-person shows like InfoComm, CEDIA, DSE, Integrated Systems Europe (ISE) and UBTech into living, digital 365-day shows. We've also helped Almo Professional AV, AVI Sytems and NEC turn their open-houses into 365-day online shows, too!

And [NOW] we want to do it at your event! With rAVE [NOW]'s new event-based 365-day show coverage service, we will turn your regional show, open house, conference or trade show into a living, digital 365-day event using the same work ethic and attention to detail you've seen on all our flagship events for the past 10 years.



With every event we cover, we set out to provide our clients and readers with the most comprehensive coverage of everything on the show floor, utilizing every social network and digital medium available.



Our team will work to help you build a full-scale media plan to cover your event and we will see it through to the end. With our planning, strategy, implementation and execution, we will bring your event online and help expand your event's reach to a larger, more diverse digital audience!

## Product Videos

For trade shows, we bring a team of reporters to shoot hundreds of product videos at every booth or stand on the floor to create a digital video library of everything that was displayed and introduced.

## Unique Email Marketing

Event email blasts are created and sent to rAVE's readers to promote your show or event and create engagement. This is the best way to reach all of rAVE's readers and we complement our extensive social media reach.

## Social Media Coverage

We're on every platform, all the time. Our social coverage sets rAVE even more apart from other publications in the AV industry. Reach a new digital audience and receive the best traffic before, during and after your event.

## Online Ad Opportunities

We take advantage of the traffic to your event's MicroSite with banner ad opportunities for the event and your company or own sponsors!

## Blogs & Articles

Our editorial team can help write blogs and articles to cover newsworthy events, company product releases, industry news and MORE. Our long-form, written content drives traffic to the MicroSite we will create for your event.

## Podcasting & Videocasting

Promote your show with podcasts and videocasts with our founder, Gary Kayye. PLUS, we can podcast LIVE from the show as a part of our The Trade Show Minute podcast series.



rAVe

[CREATE]

## THE ONLY Creative Agency in AV. Period.

Telling a brand's story requires planning and thought. [CREATE] will develop strategic and targeted marketing campaigns, social media strategy, content – really whatever you need to deliver your brand message.

### OUR SERVICES

Branding

---

Experiential Marketing

---

Social Media Marketing

Content Marketing

---

Strategy

---

VR for AV





## UNIQUE

---

rAVe [CREATE] is committed to crafting focused marketing plans for our clients. No matter what your goal is, [CREATE] will customize a focused message for your brand or campaign.



## PERSONALIZED

---

Telling a brand's story requires planning and thought. [CREATE] will develop strategic and targeted marketing campaigns, social media strategy, content – whatever you need to deliver your brand's message successfully.



## AUTHENTIC

---

We know the AV industry and we know how to talk to AV industry professionals. These days creative marketing needs to be authentic and rAVe [CREATE] will authentically communicate your message to your audience.

**SPEAK DIRECTLY TO THE AUDIENCE YOU WANT TO REACH WITH THE CORRECT MESSAGE, PLACEMENT AND MEDIUM.**

## SERVICES



### 01 BRANDING

At the core of every successful campaign is a clear message. We've helped some of the biggest brands in AV build and execute branding programs that have included product launches, brand strategies, trade show activities and traditional advertising campaigns. We'll help you perfectly position your organization, event, product, or person so you can reach and engage your target audience. We can brand a product, company or even a person to perfection. Let our team help you build your foundation with our branding (& rebranding) services.

**INCLUDES: Brand Consultation, Brand Strategy / Positioning, Rebranding Logo Design, Style Guide, Marketing Toolkits**



### 02 EXPERIENTIAL MARKETING

Creating experiences through gamification, events and live "participation" marketing engages and entertains – increasing brand loyalty and excitement for a campaign. Our experience marketing team is the best in the industry and is well-known for THE GAME at shows like InfoComm and ISE. If you're interested in designing your own experiential marketing to engage with your audience, our team can help.

**INCLUDES: Event Marketing Strategy, Event Management, Launch Strategy, Communication Strategy, Gamification**



### 03 SOCIAL MEDIA MARKETING

We manage the social media accounts of some of the most popular brands in AV – and you'd never know it. That's because we don't just Tweet or post on Facebook and LinkedIn on their behalf; we help brands create a voice and tone that's unique to them and their audience and one that's in-line with their marketing strategy. So, if you want to grow followers, expand your reach or need to outsource your social media marketing, let us do that for you. And, best of all, no one will know we're doing it!

**INCLUDES: Social Media Management, Social Strategy, Paid Social Campaign Management, Posting Schedule, Social Reporting**



## 04 CONTENT MARKETING

---

We were doing content marketing before it was called content marketing. Our content marketing team customizes all the messaging to your brand or product in ways that generate leads. We will create an educational guide that's not filled with marketing-speak and jargon but one that is truly educational and timely. Then, we deliver it as a AVIXA CTS-approved webinar and, finally, we help you deliver it LIVE to your audience with a custom distribution strategy. All while helping you generate leads and, ultimately, clients.

**INCLUDES: Content Creation, Content Curation, Webinar, Social Media Strategy, Content Placement, Blogs, Video Production**



## 05 STRATEGY

---

The foundation of every great campaign is research and strategy. If you feel like you're just spending marketing money to see your logo or your products and don't know whether or not it's working OR want to know what will work for your brand, engage our strategists. We can give you real data to base your marketing budgets on – not just intuition. We use research and combine that with our industry knowledge and creative expertise to produce strong insights, recommendations, plans and strategy briefs specifically for you.

**INCLUDES: Strategy Brief, Market Research, External & Internal Audits, Supporting Creative Materials, Future Recommendations**



## 06 VR FOR AV

---

Take the lead in innovation and B2B customer experience by turning your fixed installs into living case studies. Our-patent-pending VR solution is unlike any other because it works on every VR platform AND web browser. Our team will create a VR experience of your install, recent case study, event, or trade show booth and teach you how to utilize it to capture and engage with new leads.

**INCLUDES: VR Case Study, Custom Hosted VR Experience, Launch Plan**

[CREATE]



## VR FOR AV

We've spent over a year and a half developing our patent-pending, platform-agnostic B2B VR solution, rAve [VR]. We can take any installation you've done and turn it into a living case study. So, instead of having your potential clients read about similar installs you've accomplished in a plain-old written case study, you can literally show them – and they can see it using a VR headset OR via a web-browser on a desktop, laptop or even ANY mobile phone. But, rAve VR takes care of everything 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. Manage your lead and give them an experience unlike anything they've seen before.

### CASE STUDIES

Take your case studies into the future by creating a virtual reality tour (VR) of your space! We will include embedded video interviews with your engineers and/or designers, links to specs, videos on each product used in the room, contact information and other media to engage your audience. Transform your case studies from paper and photos to a truly immersive experience that's almost as good as touring it in person.

**Starting at \$15,000**

### TRADE SHOW BOOTHS

Take your analog trade show booth, open only to customers only a few days at a time, and turn it into an immersive experience that can be visited all-year-long. We'll shoot your booth with our 3D technology and turn it into a 3D exhibit that can be viewed via ALL VR goggles, a website or using any mobile browser. We'll also embed your video interviews, product specs, videos on each product on display and more so it's truly the next best thing to being there in person. And it can generate leads all year long.

**Starting at \$10,000**



For more information and a custom VR quote, please contact [Kirsten@THErAVeAgency.com](mailto:Kirsten@THErAVeAgency.com)



rAVe

[CONSULT]

## THE #1 AV Creative Consulting Agency. Period.

With 30+ years in the AV industry and marketing, we know what we're talking about. Our wide range in expertise can help you uncover valuable insights to elevate your business.

Whether you have a specific market challenge you're facing or are wondering what more you can do to better connect with your clients and buyers, our team can help you learn, understand and decide what is the best way to move forward.



Distribution  
Strategy



Product  
Development



Market  
Analysis



Branding

For more information, please contact [Gary@THErAVeAgency.com](mailto:Gary@THErAVeAgency.com)



## Keynote Speaker | Educator | Marketer

Gary Kaye is a dynamic speaker who has engaged audiences and taught classes all over the world for more than 30 years. His entertaining and approachable speaking style has earned him numerous speaking distinctions, including the InfoComm Educator of the Year, the NSCA Instructor of the Year Award and he's consistently rated a top presenter by audience members.

He currently teaches new media, advertising and branding in the School of Media & Journalism at UNC-Chapel Hill, where he has won Adjunct Professor of the Year and remains one of the most popular professors on campus. Gary is recognized as an expert in marketing, personal branding, social media and new media, particularly as it applies to B2B technology markets.

Get ready for a speaking event you'll never forget! Gary Kaye will bring his years of industry experience and marketing prowess to your next event or company meeting. His brilliant and accessible talks will educate, entertain and inspire your entire organization.

Available for: Keynotes, General Sessions, Education Classes & Seminars, Panel Discussions

Speaking and promotional packages are custom designed depending on the event. For booking information, please contact [Gary@THErAVEAgency.com](mailto:Gary@THErAVEAgency.com)





Kirsten Sharpe  
Global Accounts Manager

Kirsten@THErAVeAgency.com  
+1.919.969.7501 x103

Gary Kayye  
Director & Co-Founder

Gary@THErAVeAgency.com  
+1.919.868.3358

**THE rAve Agency**  
210 Old Barn Lane  
Chapel Hill, NC 27517  
United States  
E-mail: [info@THErAVeAgency.com](mailto:info@THErAVeAgency.com)  
Web: [THErAVeAgency.com](http://THErAVeAgency.com)