

LOOKBOOK

the
rave
agency

Everything you need.
ONE AGENCY.

2023

.....

[PUBS] [LAVNCH] [NOW] [CREATE]
[STORYTELLING] [CONSULT] [SPEAK]

Welcome to our LOOKBOOK of talents and services for 2023.

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We aren't just a publication or an ad agency anymore. At the risk of sounding hackneyed, we are truly a one-stop-shop for anything creative for companies in the AV, UCC and Digital Signage markets. And, even with all the excitement we have about leaving both 2020 and 2021 behind, we join you in recognizing the uncertainty that 2022 brings us.

Thus, I wanted to call your attention to THE rAVe VOW:

A vow is a personal commitment of trust. And trust has always been part of the rAVe DNA. In these uncertain times, we've decided to state our VOW publicly to assure you that rAVe will always be a good steward of your investment in creativity with us. A show isn't happening? You're no longer able to launch a new product or service? Supply chain issues require a scheduling shift? Or, you just change your mind? We VOW always to do the right thing.

THE rAVe VOW is that we have always, and will always, help you use your investment in us strategically, creatively and beneficially — maximizing your exposure and value.

How? Simple: We have the industry's largest social media presence — nearly three times that of #2. We produce the most engaging hybrid and virtual events featuring quality content and leads. And, we have access to 220,000+ people in AV, UCC and digital signage.

This means consistently offering a creative solution to your every problem or need. We strive for your confidence in us and in your investment because we want to do right by you and your company — not most of the time — 100% of the time. We aim to always be good stewards of your money, so if you're not satisfied and want your investment back, we will always honor that; it's the right thing to do.

And, we VOW to always do the right thing.



Gary Kaye
Co-founder & Director



THE CREATIVE AV AGENCY

THE rAVe Agency is proud to serve the global AV market as the industry's first dedicated creative agency. Founded in 1998 by Gary Kaye as Kaye Consulting, the company expanded to add rAVe [Publications] in 2003, which is still the #1 trusted information source for all things AV/IT, UCC and Digital Signage, before evolving to become THE rAVe Agency in 2018.



OUR TALENTS

The creative team at THE rAVe Agency has both the experience and the knowledge to help launch and market your company, product or service to the techies known as #AVtweeps. Whether you're partnering with us in editorial under [PUBS], hosting your own virtual or hybrid event using [LAVNCH], needing a visionary creative team with [CREATE], relying on us for PR or content marketing through [STORYTELLING], using us to manage all your social media or need a keynote speaker, we are here for you.

[PUBS]

The AV industry's go-to digital media hub for news coverage of the AV/IT, UCC and Digital Signage markets. Advertise your products and services to our audience of readers.

[LAVNCH]

An education-focused, membership-only virtual and hybrid events platform that generates and qualifies leads, in addition to offering opportunities to partners for brand awareness, customer engagement and thought leadership.

[CREATE]

A full-service creative agency offering content marketing, branding, social media management, graphic design, video, copywriting and so much more.

[SPEAK]

Our industry experts and award-winning speakers present keynotes, educational sessions and panel discussions at industry events.

[STORYTELLING]

An industry PR agency that's way more than just a PR agency — taking your communications strategy and turning it into a brand story — run by true AV industry insiders.

[CONSULT]

Our industry experts can help you understand the AV/IT, UCC and Digital Signage industries' unique challenges and position your company, team or product to succeed.

[NOW]

Our comprehensive live in-person event coverage turns your event into 365-day digital experiences that reach larger audiences.

rAVe [PUBS]

THE #1 AV News Publication. Period.

rAVe [PUBS] is THE digital media hub and go-to information resource for the audiovisual industry. Since 2003, we have provided opinionated, timely content for our readers involved in commercial (ProAV), digital signage, UCC, education and residential (HomeAV) audiovisual trade industries.

HOW WE REACH OUR AUDIENCE:



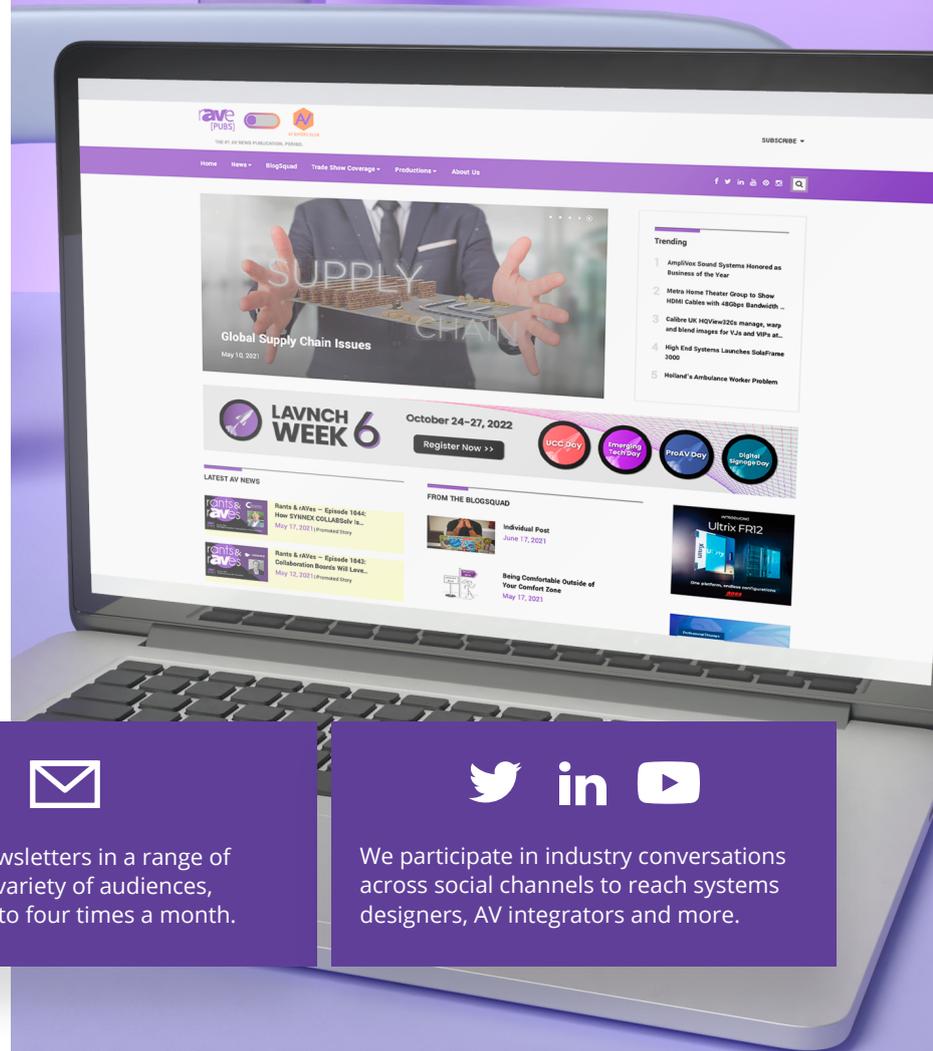
All news and editorial content is hosted on our website, rAVePubs.com, and/or on our end-user-focused site, AVBuyers.Club.



We have 11 newsletters in a range of verticals, for a variety of audiences, published one to four times a month.



We participate in industry conversations across social channels to reach systems designers, AV integrators and more.



[PUBS] BY THE NUMBERS

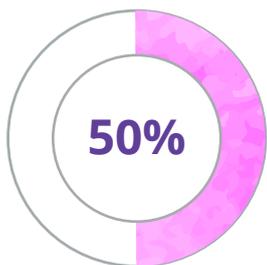


OUR PHILOSOPHY | SHARE-OF-VOICE ADVERTISING

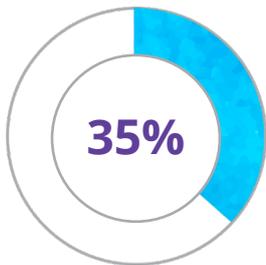
At rAVe [PUBS], we operate with a share-of-voice sponsorship philosophy. This means limited space for ads and branded content. You won't find any pay-per-click or cost-per-impression pricing structures on our site because we don't believe that is the most effective and honest way to sell ads for highly-targeted B2B industry resources.

Instead, we show only a limited number of ads to our audience. We give our clients a "share in the voice" we have with our audience -- if there are four sponsors, each receives 25% of the advertising voice share.

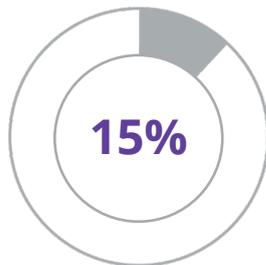
OUR READERS



Readers from
North America



Readers from Europe,
Middle East & Africa



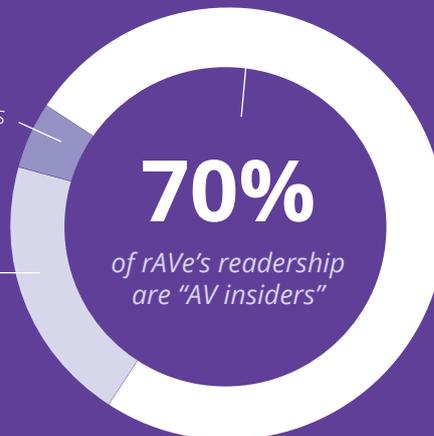
Readers from the
rest of the world

[BY THE NUMBERS]

Our target audience for much of what we do is what we call “AV Insiders” — AV dealers, integrators, consultants, designers — they deal in the sale, specification, design and installation of audiovisual products and systems. However, as the market has evolved, we know reaching end users (e.g., tech managers at universities and CIOs at corporations) who design systems or make product buying decisions, or act as in-house integrators, has become critical so we have publications and special content just for them, too.

5% | *manufacturers*

25% | *end users*



Estimated data as of August 2022

NEWSLETTERS

rAVe produces 11 different newsletters targeted toward specific AV industry vertical markets. All newsletter content is also hosted on rAVePubs.com and/or our end-user website, AV Buyers.Club.

As an all-digital publication, we don't have an editorial calendar; we let our writers, who are industry experts, write about whatever they feel is most timely and relevant. Each newsletter features product announcements, educational articles, case studies and opinionated commentary from subject matter experts.



rAVe ProAV Edition

For AV integrators, installers, designers, consultants and other AV insiders working in the ProAV commercial market.

Published four times per month.



rAVe DS [Digital Signage]

For dealers, consultants and end users navigating the unique and growing digital signage market.

Published twice per month.



rAVe ED [Education]

For integrators and dealers who sell equipment to and design systems for educational institutions in higher education and K-12, as well as in-house integrators and technical end users who design, buy products for and support AV/IT systems within educational systems.

Published twice per month.



rAVe HomeAV Edition

For home AV custom installers, designers and other AV insiders working in the residential (HomeAV) market. Also features extensive coverage of CEDIA Expo, CES and the residential side of ISE.

Published twice per month.



rAVe Europe

This EMEA-focused publication covers both ProAV and HomeAV for a readership of systems integrators, systems designers, distributors, dealers and manufacturers with an interest in the AV/IT market in this specific area of the world.

Published twice per month.



rAVE UCC [Unified Communications & Collaboration]

Curated and written for integrators, dealers, and systems designers who design, install and sell products or technologies for collaboration and conferencing, including hybrid workforces, as well as AV and IT end users within corporate and educational environments.

Published twice per month.



rAVE AV Buyers.Club

rAVE's publication specifically for technical end users, such as technology managers in educational institutions, in-house integrators in corporations, CIOs, digital signage network operators, IT and AV managers and more.

Published twice per month.



rAVE HOW [House of Worship]

For integrators and dealers who sell to, design for and support the house-of-worship AV market.

Published twice per month.



LAVNCH BLAST

rAVE's monthly content-marketing email blast targeted to AV/IT integrators, dealers, systems designers, AV consultants, technology purchasers and decision makers, LAVNCH event attendees and members.

Published once per month.



rAVE Rental [and Staging]

For integrators and dealers who work in the fast-paced AV rental, staging and live events market.

Published twice per month.



rAVE RADIO

Our monthly recap of podcasts and videocasts produced by rAVE, with hosts offering advice and commentary, tips on technology or business and interviews with the industry's most interesting people.

Published once per month.

NEWSLETTER OPPORTUNITIES

Sponsorship of rAve email newsletters is a great 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 to include 10 additional newsletters.

With each rAve newsletter sponsorship, sponsors will receive a 300x250 graphic ad with a linked URL. Sponsors of rAve ProAV Edition will receive one custom HTML email blast per month to the rAve ProAV subscriber lists.

Newsletter	# of Issues per Month	Price per Month	Minimum Contract Length
rAve ProAV Edition	4	\$6,000	12
rAve DS [Digital Signage]	2	\$5,400	6
Newsletter	# of Issues per Month	Price per Month	Minimum Contract Length
rAve ED [Education]	2	\$3,600	6
rAve HomeAV	2	\$3,600	3
rAve Europe	2	\$4,200	12
rAve UCC [Unified Communications & Collaboration]	2	\$3,000	3
rAve HOW [House of Worship]	2	\$3,000	3
AV Buyers.Club	2	\$4,200	3
rAve Rental [and Staging]	2	\$3,000	3
rAve RADIO	1	\$3,600	6
LAVNCH BLAST	1	\$1,000	1

Add-on: rAve newsletter sponsors have the option to purchase individual e-blasts to newsletter lists for a discounted price, pending availability.

Max send: 1 / month

Price: \$2,500

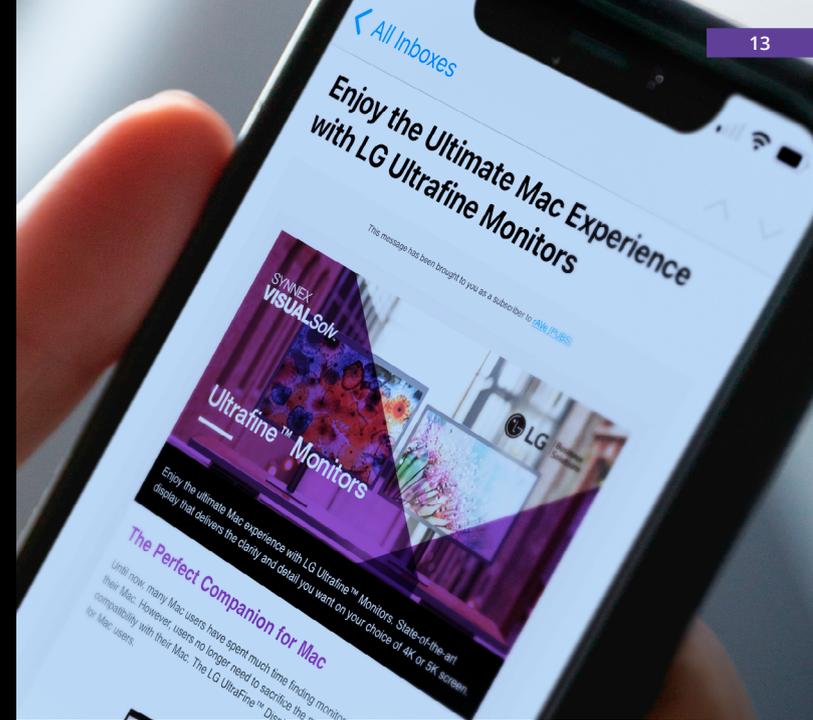
CUSTOM E-BLAST OPPORTUNITIES

rAVe ProAV Edition
rAVe DS [Digital Signage]

\$7,500

rAVe HomeAV Edition
rAVe ED [Education]
rAVe Rental [and Staging]
rAVe HOW [House of Worship]
rAVe UCC [Unified Communications & Collaboration]
rAVe RADIO
AV Buyers.Club

\$5,500



REACH AV INDUSTRY DECISION-MAKERS

Leverage rAVe's loyal readership by sending your custom HTML email directly to the inbox of rAVe readers.

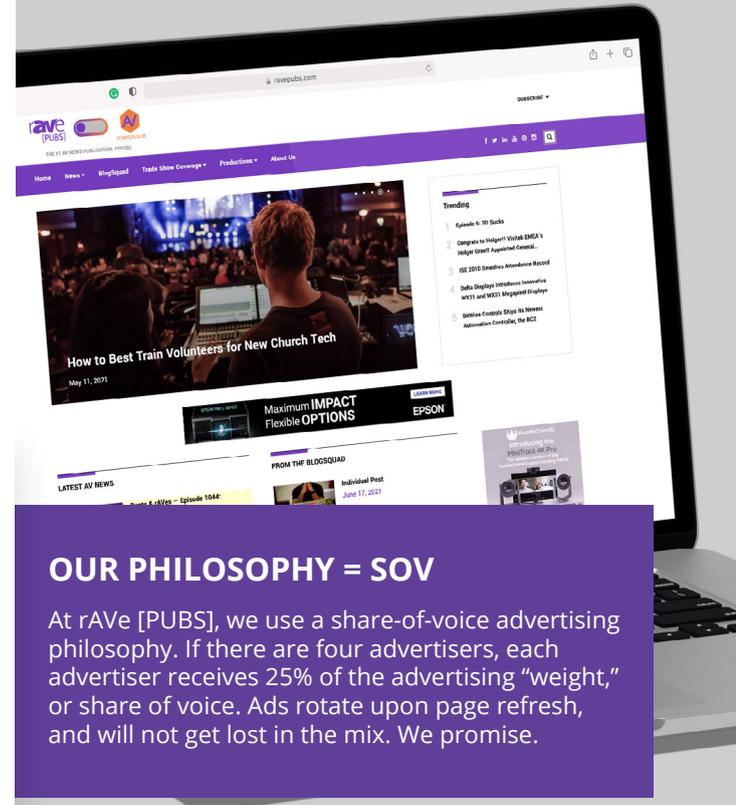
Our lists are sorted by vertical industry market so you can be sure your targeted message reaches the right audience. We protect our lists and limit the number of email blasts available to ensure our readers do not receive too many emails and to make sure yours is seen, in line with our share-of-voice advertising philosophy.

If you need help designing your e-blast, the rAVe [CREATE] team can do it for you (\$1,000 per email design).

WEBSITE AND BANNER ADVERTISEMENTS

The rAve [PUBS] website is your digital media hub for everything in the AV/IT, UCC and Digital Signage industries. We deliver the best AV news and information as the #1 AV news publication. Period.

Banner advertisements are a basic element of a marketing campaign. All banner ads on rAvePubs.com and/or AV Buyers Club meet IAB standards and are valued through a **share-of-voice** advertising model.



OUR PHILOSOPHY = SOV

At rAve [PUBS], we use a share-of-voice advertising philosophy. If there are four advertisers, each advertiser receives 25% of the advertising “weight,” or share of voice. Ads rotate upon page refresh, and will not get lost in the mix. We promise.

Location	Format Size (px)	Price per month	Max # of Ads
Leaderboard rAvePubs.com	728 x 90	\$1,000	8
Top medium rectangle rAvePubs.com	300 x 250	\$600	8
Bottom medium rectangle rAvePubs.com	300 x 250	\$600	8
Wide skyscraper rAvePubs.com	300 x 600	\$1,000	8
Medium rectangle AV Buyers.Club	300 x 250	\$600	8
THE rAve app	720 x 1200*	\$1,000	8

File formats accepted: .png, .jpg, .gif, HTML5 (no Flash files)

*Minimum resolution accepted. Ad must contain 3:5 ratio

SOCIAL MEDIA ADVERTISING

Our social media is followed by more UCC, Digital Signage and AV/IT insiders than any other trade publication in the industry. Leverage our social reach and promote your products and/or your brand to our dedicated online audience!



ADVISOR

Ideal for: Webinar or training promotion, hiring announcements, company news, smaller announcements

Includes:

- Needs-analysis call
- 5 Tweets
- 2 LinkedIn posts
- 2 Facebook posts
- Performance report

Ideal campaign length: One month

\$2,000

AMBASSADOR

Ideal for: Webinar or training promotion, company news, product awareness

Includes:

- Needs-analysis call
- 10 Tweets
- 4 LinkedIn posts
- 4 Facebook posts
- 2 posts on Gary Kayye's personal LinkedIn page
- Performance report

Ideal campaign length: Two months

\$4,500

INFLUENCER

Ideal for: Product launches, product promotion, service highlights and features, brand awareness, case studies, white papers, larger or in-person event promotion

Includes:

- Needs-analysis call
- 15 Tweets
- 8 LinkedIn Posts
- 8 Facebook posts
- 2 posts on Gary Kayye's personal LinkedIn page
- Paid social media campaign, managed by rAVE
- Performance report

Ideal campaign length: Three months

\$7,500

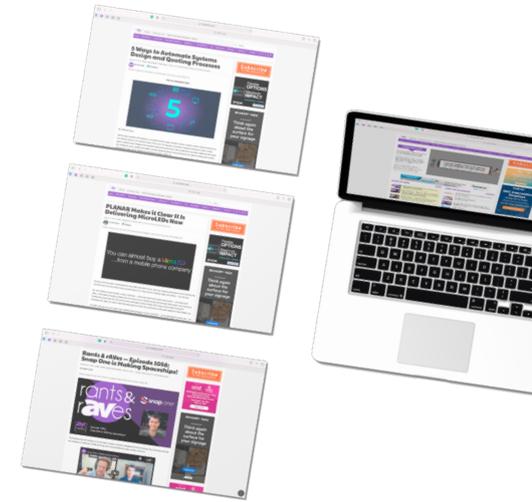
Interested in more options or a larger campaign? Let us build a custom social media marketing package for you. Contact: Kirsten@THErAVEAgency.com

PROMOTED CONTENT

Highlight your brand, story, products and announcements on rAVEpubs.com.

We have always believed that the best marketing, especially in a technical industry like ours, is through education. Content marketing is a unique way to promote your products and establish your company/employees as thought leaders at the same time. And we have a channel of readers who prefer it to traditional advertising.

Promoted content is published on rAVEpubs.com and/or AV Buyers.Club, with posts featured at the top of the homepage for at least one week. Sponsored content is marked as promoted, highlighted in yellow to draw more attention, and shared on the @rAVEpubs Twitter account.



Video • Product News • Blogs • Podcasts • Videocasts • Case Studies • White Papers



LinkedIn Live Video

Broadcast video, LIVE, to Gary Kayye's connections and rAVE's followers

Through rAVE's LinkedIn Live access, you can increase the reach of your video interview, new product launch or product demo. When it goes live, push notifications will be delivered to Gary's connections, as well as rAVE's own followers. Once it's completed, the recording will be uploaded to the rAVE [PUBS] YouTube channel as an archive.

- Starting at \$6,000

Articles



Articles, stories or blogs promoted on the home page of rAvePubs.com for one week

Written by you: \$1,200
Written by rAve: \$2,500

Podcasts/Videocasts



Podcasts posted on Apple Podcasts, Spotify and rAvePUBS.com

Rants and rAves with Gary Kayye: \$2,400

Videos



Videos posted on rAvePubs.com

Product demo: \$2,400
rAve [NOW] video: \$1,200
Your video: \$1,200

Increase the reach of your promoted content with additional social media and rAve newsletter coverage packages.

SOCIAL MEDIA PROMOTION LEVEL 1 | \$750

- 1 LinkedIn rAve company post
- 1 LinkedIn AVIP group post
- 1 Facebook post

SOCIAL MEDIA PROMOTION LEVEL 2 | \$1,500

- 1 LinkedIn rAve company posts
- 1 LinkedIn AVIP group post
- 1 LinkedIn post on Gary Kayye's personal page
- 1 Facebook post
- Feature in a rAve newsletter with a special graphic ad



SURVEYS – \$10,000

Gain insights directly from insiders in the UCC, Digital Signage and AV/IT industries, including those who are not yet your customers! Survey rAve readers, collect leads and receive feedback on new products or technology through rAve surveys.

We'll design a branded survey and promote it through a custom email blast and rAve social media channels. We'll even manage the incentive process for survey takers. You'll receive the leads collected from the survey, including all their answers.

Through rAve surveys, we guarantee you at least 120 leads.

WHITE PAPER / CASE STUDY PROMOTION – \$3,000

Your case study or white paper will be published as a story on rAvePubs.com (promoted for at least one week), featured as an ad (designed by rAve) in the appropriate corresponding rAve newsletter for one month and promoted on rAve social media channels.

If your content is long, or behind a lead registration wall (at your discretion), we will write a blog post promoting it and linking to the site where it's hosted instead of publishing the case study or white paper itself.

Optional add-ons:

Leverage rAve's email newsletter subscribers and promote your case study or white paper with a custom HTML email blast designed by rAve. - **\$4,500**

Want to capture leads from our site directly? We can put a lead wall in front of your content, which we'll host, to collect the data before handing it off to you. **(Prices vary)**



Interested in something custom? Let us build a custom package for you.
Contact: Kirsten@THErAveAgency.com

COPYWRITING SERVICES



\$1,500

+ \$1,000 to promote on rAVEpubs.com (optional)

BLOGS

Includes:

- Brainstorming of topic ideas and content planning
- One 30-minute interview with subject matter expert
- Word count: 400-800
- Creation of supporting graphics
- Finished blog post with licensed images (provided by you, or found/created by us)



Starting at \$5,000

+ \$2,500 to promote on rAVE [PUBS] channels (optional)

CASE STUDIES

Includes:

- Brainstorming of topic ideas and content planning
- 30-minute interview each with up to three subject matter experts
- Word count: 1,500+
- Client case study template design (designed with custom branding)
- Final PDF for distribution and promotion



Starting at \$6,000

+ \$2,500 to promote on rAVE [PUBS] channels (optional)

WHITE PAPERS

Includes:

- Brainstorming of topic ideas and content planning
- 30-minute interview each with up to three subject matter experts
- Word count: 1,500+
- Client case white paper template design (designed with custom branding)
- Final PDF for distribution and promotion

CONTENT CREATION

To do effective content marketing, you have to start with great content that engages your target audience. Creating excellent content that positions products or a company a certain way while still educating and engaging a technical audience is tough, and many marketing departments are lacking the resources to do it well. Fortunately, rAVE can be an extension of your marketing department!

We have the technical acumen and the content creation skills to produce whatever you need. Let our experienced copywriters, editors and designers produce blogs, case studies, white papers, even scripts for video ads.

Services include:
Ghostwriting of blogs
White-labeled Content
Interviews
Design Services
Email Marketing

Position yourself as a thought leader by delivering engaging, educational content to the right audience.

#avIRL

Take your case studies to the next level.

Case studies are a great way to demonstrate how specific problems have been solved with technology solutions and designs. But what about the real-life experiences that don't make it to the paper that happen behind-the-scenes during the install process?

Introducing #avIRL (AV in Real Life).

Have a project that would be great for presenting a LIVE case study to the rAVe and LAVNCH audience? Host an #avIRL session to demo your recent project to an influential audience of potential buyers, where they can ask questions and have conversations directly with the designers and installers.

#avIRL sessions are hosted on the LAVNCH platform.



#avIRL Sponsorships include:

- A 30-minute live case study with your partners discussing an install (a real-time panel discussion moderated by Gary Kaye or Megan A. Dutta)
- Live audience polling (four to six questions) and Q&A during your session
- Dedicated landing page with video content, photos and downloadable assets, one-on-one and group networking with attendees in text, audio or video form
- Custom dynamic session banner (designed by THE rAVe Agency)
- Promotion to the LAVNCH community of members
- Qualified registered attendee list, upon completion
- Individual product videos highlighted in a virtual video library that live on the #avIRL page

Starting at \$12,500



THE rAve App

THE rAve App not only aggregates ALL the news stories, blog posts, podcasts and more from rAve [PUBS], but it also allows users to use a single app on their mobile devices to stay up to date with the latest content from the trade shows and events covered by rAve [NOW].

THE rAve App includes the ability to promote your latest product launch or event, new service or technology (or even just your trade show presence) with the 720x1200-pixel take-over ad that's seen by all users.

Additional push notifications are also available in limited quantities.

Contact Kirsten@TheRAveAgency.com to learn more.

Location

THE rAve App

Format Size (px)

720 x 1200*

Price per month

\$1,000

Max # of Ads

4

rAve Sponsorship Includes:

- 720x1200 takeover ad
- One push notification per month

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

rAVe [PUBS] at Industry Trade Shows

For years, you've counted on us to cover events and trade shows and to spread the word about your new products and solutions to the AV audience. rAVe [PUBS] brings audiences the best online and on-demand coverage. It's the perfect reference after attendees return home or for those who could not attend.

Our coverage is the best in the industry. For the past 12 years, we've shot more than 32,000 videos at live events worldwide — yes, 32,000+.



rAVe [PUBS] trade show sponsorship packages include:

- Website exposure
- On-site videos and interviews
- Social media coverage
- Email advertising
- rePLAY virtual event highlights

Channels

Extend your show presence with our show-dedicated microsite, videos, blogs, email newsletters, social media and more.

Audience

Reach our extensive audience of AV integrators, consultants and end-users to extend and amplify your message.

Timelines

With activities running before, during and after a show, partnering with rAVe will ensure your message is heard and seen.

Contact Kirsten Sharpe to receive a specific show media kit that includes all sponsorship details.

rAVE rePLAY

We all love that post-event high. You've met with customers and prospects, they're exhilarated about new products and technologies... but what comes next, and how do you continue that engagement?

rAVE rePLAY is the solution! rePLAY offers recaps of major industry trade shows and events like InfoComm in which the rAVE team and other industry experts will review products introduced, themes from the show and other highlights that both show attendees and non-attendees won't want to miss.

rePLAY isn't a one-way discussion! It's produced by LAVNCH, which means an interactive and engaging experience for all attendees, presenters and sponsors.

Sponsorship packages will be available as rePLAY events are scheduled. Contact Kirsten@THErAVEAgency.com to learn more.



New products



Key takeaways



Thought leadership



Trends



Analysis

LAVNCH EVENTS

Sponsor an upcoming LAVNCH event to showcase your new products, present your company as a thought leader and collect qualified integrator and end user leads.

LAVNCH events, such as LAVNCH WEEK, are virtual events curated and hosted by THE rAVe Agency and its team of experts. For attendees, LAVNCH events offer educational sessions, introduce new products and cutting-edge technology, facilitate industry discussions led by subject matter experts and create a space for virtual networking. For sponsors, LAVNCH events offer a platform to demonstrate your brand's thought leadership, engage directly with attendees in a variety of unique and interactive ways, and gather leads you have the opportunity to qualify yourselves. LAVNCH has the UCC, Digital Signage and AV/IT industries' leading virtual education events — come be a part of it!

*Present your company as a thought-leader
and collect qualified AV leads.*



With each event, we have offered educational content from top industry speakers and launches of the industry's most anticipated new products. To help further qualify attendees, each day is themed, typically based on market verticals. By sponsoring one of the themed days, you have the opportunity to present your content to the audience you want most. There are additional opportunities to gather data about leads for qualification, thanks to interactive features such as audience polling, virtual networking (chat, audio or video!) and more.

LAVNCH EVENTS INCLUDE:



Live-streamed
or hybrid-based
events platform



Education from
the best speakers
and subject matter
experts



Qualified lead
generation
through attendee
engagement



Product
premieres



Brand
exposure



Interactive
audience
participation



Thought-
leadership
opportunities

rAVe LAVNCH Activities



50+

LAVNCH events
annually



30+

LAVNCH partner
event opportunities
annually



75+%

average
engagement rate



60+%

average show-up
rate



25K+

LAVNCH Community
Members



LAVNCH & LEARN

Ask about our upcoming series of thought-leadership LAVNCH & LEARN events hosted by rAVe [PUBS].

We have opportunities for thought leadership, product introductions and more! Sponsor one of our coordinated events or host your own LAVNCH & LEARN!

STARTING AT **\$8,000**



LAVNCH [CODE]

OUR NEWEST PUBLICATION

What does the future of ProAV look like? It's embracing new technologies like extended reality, virtual reality, artificial intelligence, content creation tools and more. Which is why we've created a new publication -- LAVNCH [CODE] -- to focus on future-forward technologies that can be used in audiovisual integration and beyond.

With original articles, opinion columns, white papers and listicles detailing everything professionals need to know about emerging markets in ProAV, you won't want to miss your chance to get your message and product in front of technology evangelists who will move the industry forward.

OUR AUDIENCE

LAVNCH [CODE] brings together tech evangelists, early adopters, and innovators from the ProAV, broadcast, and immersive advertising worlds—it's the place where emerging technologists and AV Insiders meet. Our audience is tech-savvy and future-focused. They're looking at the next generation of AV and technology solutions and figuring out how to implement these new innovations into their current creations.

The image shows a laptop screen displaying the LAVNCH [CODE] website. The website header includes navigation links for News, Events, Blogs, Social, and Contact. A prominent article title is "The VR Perception Hurdle". Overlaid on the screen are three purple boxes with white text:

LAVNCH [CODE] NEWSLETTER

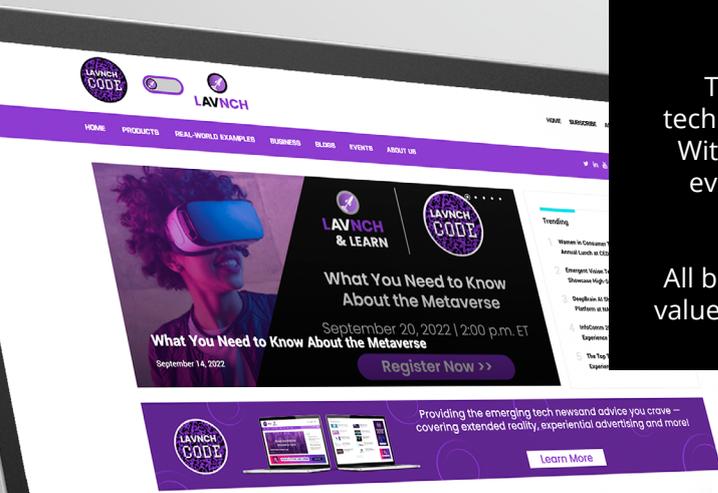
Sponsorship of a LAVNCH [CODE] newsletter is a great way to reach future-conscious decision makers. Sponsors will receive a 300x250 graphic ad with a linked URL and one custom HTML email blast per month to the LAVNCH [CODE] subscriber list.

\$2,500 / month

CUSTOM E-BLAST OPPORTUNITIES

Leverage the LAVNCH readership of technology evangelists and future-thinking integrators by sending your custom HTML email directly to the inbox of LAVNCH [CODE] readers.

\$4,500



BANNER ADVERTISEMENTS

The LAVNCH [CODE] website is the digital media hub for future-forward technologies that can be used in audiovisual integration, installs and more. With original articles, opinion columns, white papers and listicles detailing everything professionals need to know about emerging markets in AV/IT, UCC and Digital Signage.

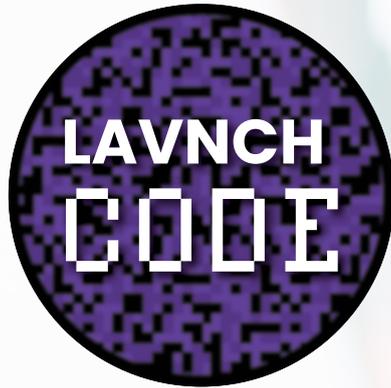
All banner ads on the LAVNCH [CODE] website meet IAB standards and are valued through a share-of-voice advertising model. Max 4 ads per ad space.

OUR PHILOSOPHY = SOV

We operate with a share-of-voice advertising philosophy. If there are four advertisers, each advertiser receives 25% of the advertising weight. All sponsor ads are seen the same number of times, and ads will not get lost in the mix. We promise.

Location	Format Size (px)	Price per month	Max # of Ads
Leaderboard LAVNCH.com/LAVNCHCODE	728 x 90	\$1,000	4
Top medium rectangle LAVNCH.com/LAVNCHCODE	300 x 250	\$600	4
Wide skyscraper LAVNCH.com/LAVNCHCODE	300 x 600	\$1,000	4
THE rAVe app	720 x 1200*	\$1,000	8

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



PROMOTED CONTENT

Highlight your brand, story, products and announcements on LAVNCH [CODE].

All promoted content posts are featured at the top of the homepage for at least one week. Sponsored content is marked as promoted, highlighted with a special banner to draw more attention, and shared on the LAVNCH Twitter account.

Blogs • Podcasts • Videocasts • White Papers • Videos • Case Studies • Product News

Articles



Articles, stories or blogs promoted on the homepage of the LAVNCH [CODE] website for one week

Written by LAVNCH: \$2,500
Written by you: \$1,200

Videocasts



Video podcasts posted on the LAVNCH [CODE] website and shared on social media

DeCoded videocast with Megan A. Dutta: \$2,000

Videos



Videos posted on the LAVNCH [CODE] website

Product demo (produced by LAVNCH at a trade show): \$1,200

Your video: \$1,200

WHITE PAPER / CASE STUDY PROMOTION – \$3,000

Your case study or white paper will be published as a story on the LAVNCH [CODE] website (promoted for at least one week), featured as an ad in a LAVNCH [CODE] newsletter for one month and promoted on LAVNCH social media channels.

If your content is long, or behind a lead registration wall, we will write a blog post promoting it and linking to the site where it's hosted instead of publishing the case study or white paper itself.



Optional add-ons:

Leverage LAVNCH newsletter subscribers and promote your case study or white paper with a custom HTML email blast - **\$4,500**

Want to capture leads from our site directly? We can put a lead wall in front of your content to collect the data before handing it off to you. **(Prices vary.)**

Increase the reach of your promoted content with additional social media:

SOCIAL MEDIA PROMOTION ADD-ON | \$500

- 2 Tweets
- 1 LinkedIn post on the LAVNCH [CODE] page
- 1 LinkedIn post on Megan A. Dutta's account

LAVNCH [CODE] SOCIAL MEDIA ADVERTISING

ADVISOR

Ideal for: Webinar or training promotion, hiring announcements, company news, smaller announcements

Includes:

- Needs-analysis call
- 5 Tweets
- 2 LinkedIn posts
- Performance report

Ideal campaign length:
One month
\$1,000

AMBASSADOR

Ideal for: Webinar or training promotion, company news, product awareness

Includes:

- Needs-analysis call
- 10 Tweets
- 6 LinkedIn posts
- 2 posts on Megan A. Dutta's personal LinkedIn page
- Performance report

Ideal campaign length:
Two months
\$3,500

INFLUENCER

Ideal for: Product launches, product promotion, service highlights and features, brand awareness, case studies, white papers, larger or in-person event promotion

Includes:

- Needs-analysis call
- 15 Tweets
- 10 LinkedIn Posts
- 2 posts on Megan A. Dutta's personal LinkedIn page
- Paid social media campaign
- Performance report

Ideal campaign length:
Three months
\$5,500



Interested in more options or a larger campaign?

Let us build a custom social media marketing package for you.

Contact: Kirsten@THErAVeAgency.com



LAVNCH [CODE] #avIRL

Take your case studies highlighting emerging tech to the next level.

Case studies are a great way to demonstrate how specific problems have been solved with technology solutions and designs. But what about the real-life experiences that don't make it to the paper that happen behind-the-scenes during the install process?

Introducing #avIRL (AV in Real Life).

Have a project that would be great for presenting a LIVE case study to the LAVNCH audience? Host an #avIRL session to demo your recent project to an influential audience of potential buyers, where they can ask questions and have conversations directly with the designers and installers.



#avIRL sessions are hosted on the LAVNCH platform.

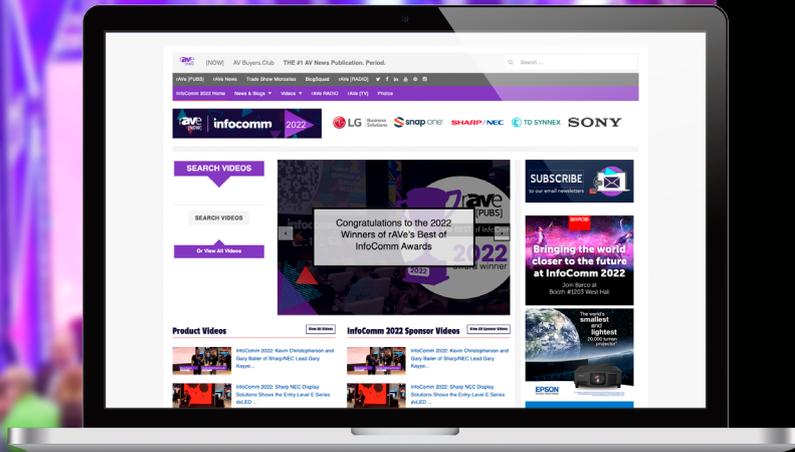
#avIRL Sponsorships include:

- A 30-minute live case study with your partners discussing an install (a real-time panel discussion moderated by Megan A. Dutta)
- Live audience polling (four to six questions) and Q&A during your session
- Dedicated landing page with video content, photos and downloadable assets
- One-on-one and group networking with attendees in text, audio or video form
- Custom dynamic session banner (designed by THE rAve Agency)
- Promotion to the LAVNCH community of members
- Qualified registered attendee list, upon completion
- Individual product videos highlighted in a virtual video library that live on the #avIRL page

Starting at \$12,500

rAVe [NOW]

Go Hybrid With Your In-Person Event A 365-Day Digital Experience



Putting on your own in-person events is a significant undertaking. Have you ever wondered how you could make the most of the time and money you invest? After a decade of experience covering large, in-person trade shows such as ISE, InfoComm, DSE, CEDIA Expo, we're taking everything we've learned and offering it to you: By partnering with rAVe [NOW], you can take your one-, two- or three-day in-person event and turn it into a virtual experience that lasts all year, reaching an audience larger than you could have imagined.

We've helped organizations such as Exertis Almo (E4 Experience), AVI Systems (AVI Live), LG (the LG Roadshow), SYNnex (VisualSolv), Integrate, Epson, Sharp NEC Display and many others turn their regional, in-person events into living, digital, year-round experiences. And [NOW], we want to do it at yours.



We bring a team of reporters to your show and shoot product videos at every booth or stand on the show floor, resulting in hundreds of videos and a virtual library of everything that was shown, demonstrated and talked about on the floor.



We're on every platform, and have been since the beginning. rAVE's extensive experience in social coverage and across numerous platforms sets us apart from other publications and influencers in the AV industry. Reach a new digital audience — the best one — before, during and after the show.



Our editorial team writes news articles, covering everything from product announcements to press conferences to keynotes at an event. We also have columns and opinionated pieces from industry experts and pundits focused around the show.. Our longer form content drives traffic to the event's microsite.



We can create email blasts for your show or event and send them to rAVE readers to increase awareness, signups and attendance. Email blasts are a great complement to our extensive social media reach. We can send your HTML-based designs, or we can design one for you.



Podcasts and videocasts with rAVE founder Gary Kayye, or other rAVE hosts, offer a unique way to build up anticipation ahead of the show, including a chance to show sneak peeks of products you're introducing or talk about cool demos. We can also podcast live from trade shows as a part of our "The Trade Show Minute" podcast series, which can drive traffic to your booth or help extend your messaging well after you pack up your booth.



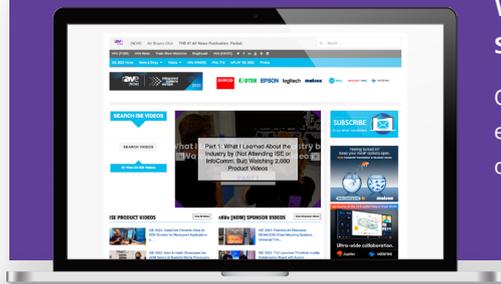
If you prefer a more traditional online advertising experience, we offer banner ads, which will help you increase traffic to your company website or event microsite. It works nicely with some of our more out-of-the-box options.

Moving to a virtual or hybrid experience? Check out our LAVNCH services in the LAVNCH book.

We provide our clients and readers with comprehensive coverage of the show floor, using every social network and digital medium available.

Our team helps you build a full-scale media plan to cover your event, and we will see it through to the end. Through planning, strategy, implementation and execution, we will transfer your event to the online world and help expand its reach to a larger, more diverse digital audience.

Starting at \$20,000



rAVe [CREATE]

THE ONLY Creative Agency in AV. Period.

AV brands need fresh, creative ideas to help them stand out in a technical industry. rAVe [CREATE] gives you the tools to reach your target audience and share your brand's story.

Services include:

- **Social media strategy and management**
- **Content marketing**
- **Webinar development**
- **Experiential marketing**
- **VR for AV**
- **& More!**

"[THE rAVe Agency's] insight was invaluable, their creative exactly what we needed and I would recommend them to any AV or digital signage company who needs creative strategy."

- Kayde Anderson, Samsung



SOCIAL MEDIA MANAGEMENT

We manage the social media accounts of some of the most popular voices in AV, but you'd never know it. We help brands (and people!) create a social voice and tone that's unique while still being consistent with a comprehensive marketing strategy. If you want to grow your audience, establish yourself as a thought leader and increase engagement — or your resources are spread thin and you'd be thrilled to outsource your social media to a team that's already immersed in the industry — let us do it for you.

Examples: Social media management, strategy, paid campaigns, analysis, reporting and audits



CONTENT MARKETING

Great content is a vital tool in your B2B marketing strategy; it can set you apart as a thought leader in a technical industry, tangibly demonstrating the quality of your products and how you support partners and customers and help connect you to audiences looking for solutions you have. Most importantly, it can educate, which is always our favorite form of marketing.

Our content marketing solutions are optimized for qualified lead generation while still providing great value to the audience.

EXAMPLES: White papers, case studies, eBooks, educational content, blog posts, photography and multimedia



EXPERIENTIAL MARKETING

Live event experiences and participation engages and entertains, increasing brand loyalty and creating excitement around a campaign. Our experiential marketing team is the best in the industry; we're well-known for THE GAME at trade shows such as InfoComm and ISE. If you're interested in designing your own experiential marketing campaign to engage your audience, we can help. We can also assist with hybrid events and hybrid experiential marketing!

Event marketing strategy, event management, product launch strategy, gamification, giveaways, event-based lead generation strategy, hybrid events



WEBINAR DEVELOPMENT

Reach a wider audience, generate qualified leads and educate the AV industry with a custom webinar designed specifically for your brand. Our [CREATE] team offers a variety of à la carte webinar services, ranging from strategy to promotion to hosting/teaching to research and content design. We have a library of continuously-updated, already popular presentations we can offer you, or we can design a totally new presentation just for you. We also offer LAVNCH & LEARNS, delivered via our own LAVNCH virtual platform, as a turn-key webinar service in which we work with you to create all content and promotion to ensure excellent attendance. More about LAVNCH & LEARNS is on page 25.

EXAMPLES: Webinar marketing strategy; turn-key presentation creation (including research, slide and graphic design, text copy), hosting, panel moderation, webinar promotion, white-label services



VR FOR AV

Take the lead in innovation and B2B customer experience by turning your fixed installs into living case studies. Our platform-agnostic VR solution works on every VR platform and web browser. Our team will create a VR experience of your install, case study, event or trade show booth and show you how to use the experience to engage with the audience and capture qualified leads.

EXAMPLES: Launch plans, VR case studies, custom VR experiences, VR trade show booth recreations



VR FOR AV

With rAVe [VR]'s platform-agnostic B2B solution, we can turn your installations into living case studies. Instead of having your potential clients read about installs you've done, you can actually show them — and they can see it using a VR headset or via a web browser on a desktop, laptop or mobile phone. rAVe [VR] takes care of everything, from embedding product videos from our library of 30,000+ videos to teleporting the client to your website. Impress your customers and give them an experience unlike anything they've seen before.

Contact Kirsten@THErAVeAgency.com for a custom quote.

CASE STUDIES

Take your case studies into the future by creating a virtual reality tour of your installs. We can include embedded video interviews with your engineers and/or designers, links to specs or other collateral, videos of products used in the room, contact information and other media to engage your audience in a way that's almost as good as being there in person.

See examples of our VR case studies at THErAVeAgency.com/VR

TRADE SHOW BOOTHS/EXPERIENCE CENTERS

Take your analog trade show booth, open only to customers for a few days at a time, and turn it into an immersive experience that's accessible all year round. We'll capture your booth experience with our 3D technology equipment and turn the footage into a 3D exhibit that can be viewed via any VR headset or on a website (even on mobile). It's the next best thing to being there in person. Best of all, it can generate leads for you all year long. We can do the same for your experience centers, too!



For more information and a custom VR quote, please contact Kirsten@TheAVeAgency.com.

rAve [STORYTELLING]

rAve [STORYTELLING] can truly set a brand apart from all the others. Yes, we do traditional PR stuff — we build relationships with journalists and industry influencers; we can manage trade show media appointments; we write press releases and case studies and blog posts. But it's so much more than that. We use storytelling to build authentic relationships with any audience — dealers, employees, press, end user customers — so they really get what your brand is about. We offer much more than awareness: We build trust and credibility.



Strategic Communications and
Content Development

We'll work with you to establish objectives, key messages and target audiences to develop a road map for communication. We'll remove the sales and marketing jargon and get your message out through good storytelling that aligns with your marketing strategy; we'll create a voice for your brand that builds or establishes your relationships on a foundation of trust and credibility.



Employee Relations

Your employees are some of your biggest assets. Build excellent relationships with them so they can serve as ambassadors for your brand. We'll research, conduct surveys and evaluate programs with the goal of turning all employees into stewards of your brand.

Reach Your Audience



Build Brand Awareness



Establish Authentic Relationships

THE #1 Strategic Partner to Help Build Your Brand. Period.



Event Liaison Services

Our network connects your brand with the people and companies you want to meet at events in the, UCC, Digital Signage and AV/IT industries. We'll support your event coordination and logistics, lead management and promotional marketing to help you deliver the right message to your audience before, during and after an event. We can also assist in managing media appointments or executive schedules.



Crisis Management

One of a brand's most valuable assets is its reputation. Unfortunately, bad things happen, and sometimes those things can threaten your reputation. The best way to protect your brand is to establish a crisis management strategy before there's a crisis. Our services can assist in anticipating threats and seizing opportunities to prevent crises before they happen, in addition to having a plan if something does happen. We can also help design a communications strategy for difficult business choices, such as company sales or layoffs, or react quickly to unexpected crises as soon as they happen, deploying strategic public relations responses quickly.



Media Relations

Even the best story won't land media coverage without the work that comes before the pitch, both in preparation for contacting the media and afterward, to maintain relationships with them. Good press relations isn't just about blasting out releases and hoping they'll get picked up; it's about understanding the needs of the editors, the tone and coverage style of the publications, what's important to them and how we, as storytellers, can make their lives easier. With deep experience on the publication and media relations side, we do that better than anyone else and can use it to help you build media relationships and get the message that you want out.



Dealer and Distributor Relations

Engaging your dealer and distributor customers through experience marketing, gamification and personalized events expands your network, strengthens your industry relationships and builds brand loyalty. We will develop a strategy for customized programs and events, including headquarter tours, trade show networking, dealer incentives and social activities to engage your dealer/distributor audience, keep your brand front of mind for them and reward them in the ways they want to be rewarded.



Community Relations

Besides the UCC, Digital Signage, and AV/IT industries, you may want to have a great relationship with other communities, such as the local areas your corporate offices or manufacturing plants are in. We can help position your company as a strong corporate citizen and socially-responsible business by taking an active interest in the well-being of that community. We'll work with you to establish programs that get your employees, executives and larger network involved in the communities you most wish to support.

rAVe [CONSULT]

THE #1 Creative Consulting Agency in AV. Period.

With more than 45 years of combined experience in the AV industry and in communications, branding and marketing, we know what we're talking about. Our wide-ranging expertise can help you uncover valuable insights to elevate your business.

Whether you're facing specific market challenges or you're wondering what more you can do to connect with your clients and buyers, our team can help. We're here to enable you to learn, grow and take the path forward.



Distribution
Strategy



Market
Analysis



Product
Development



Branding



Marketing
Strategy

For more information, please contact Kirsten@TheRAVeAgency.com



DISTRIBUTION AND POSITIONING STRATEGY

The AV industry is complex, but we know how to navigate it. We can help with a variety of complex distribution or product positioning challenges, such as entering a new vertical market, product pricing, deciding whether to go through dealers or distribution, deciding if and whether to do direct sales and how to figure out the best dealer partners for your product or company. We'll help you navigate your options and select the best partners to collaborate with to achieve your goals.



MARKET ANALYSIS

We've been working in the AV industry for decades. We've been through the analog sunset and AV/IT convergence, and we've seen countless technologies and standards come and go. We know the ProAV market inside out, including all the players with the best and most up-to-date information. We're not a traditional market research firm, but we DO know the ProAV market better than anyone else. Whether it's an answer to a difficult question or a comprehensive market report, we can get you what you need.



MARKETING STRATEGY

The foundation of every great campaign is research and strategy. If you feel like you're just spending money without knowing your end goals, engage our strategists to work on a clear and effective plan. We'll use research, combined with our industry knowledge and creative expertise, to produce clear insights and recommendations, as well as effective plans and strategy briefs. We can also build comprehensive go-to-market strategies for new products or companies.



PRODUCT DEVELOPMENT

We've helped design and create the ideas and strategy behind products for some of the biggest names in AV — Crestron, Sony, Extron, HP, Da-Lite and others. Looking for new applications for an existing product? Have a patent or IP you think is valuable but not sure how to take it to market? Want to find out what it takes to enter a product category or vertical market you've never been in before? We can help.



BRANDING

The core of every successful campaign is a clear message. We've helped some of the biggest brands in AV build and execute programs including product launches; company rebrands; trade shows, roadshows and events; and traditional advertising campaigns. We'll help you position the brand of your organization, event, product or person so you can effectively reach and engage your target audience. Let our team help you build your foundation with our branding (and rebranding) services.

rAve [SPEAK]

Get ready for a speaking event you'll never forget! Our team of award-winning speakers will bring years of industry experience, thoughtful insights and opinions to your next event or company meeting, whether in-person or virtual.



Gary Kayye

Gary 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 and NSCA Instructor of the Year awards. He's consistently rated as the top presenter, by attendees, at events like InfoComm, ISE, Exertis Almo's E4 Experience, AVI Systems' roadshow and Integrate, for good reason.



Steph Beckett

Steph Beckett is an editor, on-air personality and resident comedian at rAve. She not only spearheads rAve [PUBS], but also hosts live virtual events through THE rAve Agency's LAVNCH platform and co-hosts a weekly news show, rAve [TV], with Gary Kayye. Steph is a journalist, first and foremost, with a bachelor's of arts in journalism from UNC and a master's of science in journalism from Columbia University.

All rAve [SPEAK] personalities are available for virtual, in-person or hybrid events for hosting, keynotes, classes and seminars and panel discussions. Speaking and promotional packages are custom-designed based on the event. For booking information, please contact Kirsten@THErAveAgency.com



Megan A. Dutta

Megan A. Dutta is an experienced storyteller focused on educating technology professionals through the spoken and written word. As the director of emerging markets at THE rAve Agency, she explores new technologies like extended reality (XR). In her role, she uses the LAVNCH platform to investigate emerging trends while bringing new knowledge to the ProAV community and beyond with the publication LAVNCH [CODE].



Morgan Lawrence

Morgan spearheads rAve [STORYTELLING], the strategic communications and public relations talent of THE rAve Agency. Morgan earned her bachelors' degree in Mass Communications and Media Studies from Arizona State University. Morgan holds her Accreditation in Public Relations (APR), a mark of distinction for public relations professionals, and brings more than eight years of in-house and agency experience.

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