

RISE

Show TV

Opportunities for ISE 2023

Video on Demand



OFFICIAL SUPPLIER



Fira Barcelona, Gran Via
31 Jan - 3 Feb 2023

Inavate



integrated
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31 JAN - 3 FEB 2023 • BARCELONA

The New & Only Official Video Service for ISE 2023



Rise Show TV (formally iseshow.tv) is an exciting rebranded and improved Video on Demand service offering for ISE 2023, brought to you by Inavate magazines in partnership with Integrated Systems Europe Events LLC. Rise Show TV is the only official video on demand service for ISE 2023. Inavate's dedicated team of fifteen professionals has been chosen to provide exhibitors & visitors alike with easily digestible video reportage that captures everything happening around the tradeshow floor during and post ISE.

Video content to include but not limited to:

**Executive Stakeholder Q&A's • Key attractions at the Fira • Industry events outside show hours
Daily welcome & wrap up reports • Industry Deep Dives • Panel Discussions • Attendee Vox Pops
"Fireside Chats" • Exhibitor Stand Profiles • Exhibitor Q&A's • Product Demos**

What we offer

- Professionally shot and edited on-site during ISE week
- Distributed directly to **Registered ISE** attendees each day
 - Distributed directly to Inavate Magazines members
 - Distributed directly to HiddenWires members (EMEA)
- Rise Show TV broadcasted on displays throughout the Fira during ISE 2023 (tbc)
 - Promoted via connected social networks

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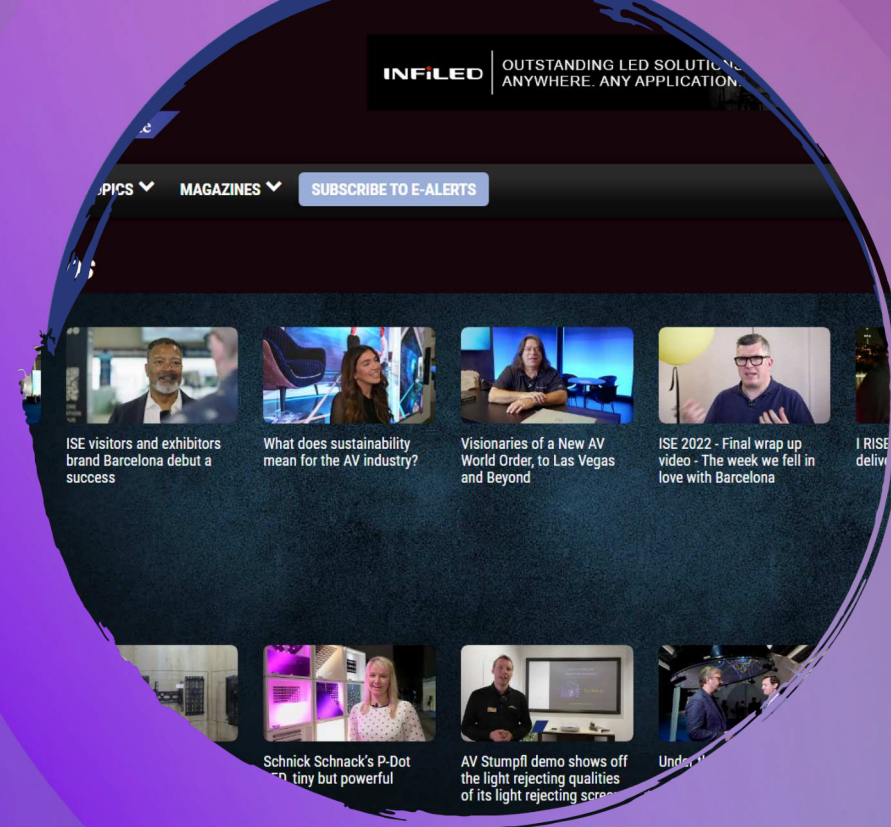
FACTS - ISEshow.TV (2022)

ISEshow.TV E-Bulletin & Web Brand Exposure (2022)

300,941 e-bulletins successfully delivered over six working days

89,249 e-bulletin unique opens – 29.6% open rate

339,146 e-bulletin impressions



YouTube Studio Channel analytics (ISE Week May 2022)

60,013 Views

1,445.5 Watch Time (hours)



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Platinum Sponsorship £15,000

The ultimate sponsorship offering for ISE 2023 providing you powerful brand marketing that enforces your company's commitment and reputation directly to ISE 2023 registered attendees, Inavate magazines (EMEA, APAC & India) and HiddenWires.

What you get

- 728 x90 Banner on all Rise Show TV & wrap-up bulletins (New for 2023)
- Leaderboard (x1) or MPU (x4) served on Rise Show TV website for 12 months
- Company logo on wall of Rise Show TV studio (New for 2023)
- x1 Company Q&A
- x2 Product Demo's
- Professionally shot and filmed on an agreed day & appointment time at ISE
- Guaranteed video inclusion of Q&A and x1 Product Demo on one of the riseshow.TV e-bulletins during the expo or wrap up bulletins post event
- Additional guaranteed video inclusion of x1 Product Demo on either TV wrap-up or Inavate EMEA e-newsletter post event
- Videos hosted on Rise Show TV, Inavate YouTube channel and Inavate.TV
- Embed code and raw footage file provided
- Choice of video (x1) Social promotion



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360° Stand Fly Through £5,000

New for 2023, let our team of professional videographers produce a 360° fly through of your stand, whilst additionally stitching a company representative introduction on the theme or key product launches on display, as well as a product specific demo. It's a unique way to capture and preserve your investment at ISE 2023.

What you get

- x1 360° Stand Fly Through
- x1 Company Representative introduction
- x1 Product Demo
- Professionally shot and filmed on an agreed day & appointment time at ISE
- Additional B roll (supplied) stitched into finished 360° video e-bulletin
- Guaranteed Product Demo inclusion on x1 Rise Show TV bulletin
- Videos hosted on Rise Show TV, Inavate YouTube & Inavate.TV
- Embed code and raw footage file provided
- Choice of x1 Video Social promotion



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Company Q&A

£3750

Our interviews are conducted by a member of the Inavate editorial team in a casual, conversational format. This provides viewers with content that has an independent feel while enabling you to promote your message away from the more traditional product video promotion. The interview approach will be predetermined by mutually agreed questions, ideally will be no longer than 3 minutes.

What you get

- x1 Company Q&A
- x1 Product Demo
- Professionally shot and filmed on an agreed day & appointment time at ISE
- x1 Guaranteed inclusion on x1 Rise Show TV e-bulletin during the expo
- Videos hosted on riseshow.TV, Inavate YouTube & Inavate.TV
- Embed code and raw footage file provided
- x1 Video Social promotion



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Product Demo

£2250*

Product demonstration videos are a very powerful sales and marketing tool. We'll produce a professionally shot and edited video that provides ISE attendees and those not attending a greater understanding of your product and its benefits.

What you get

- 1 x Product Demo*
- Professionally shot and filmed on an agreed day & appointment time at ISE
- Guaranteed Product Demo inclusion on Rise Show TV bulletin
- Videos hosted on Rise Show TV, Inavate YouTube channel and Inavate.TV
- Embed code provided, to enable you to use the video file on your own site



*Economy Rate £1500 without guaranteed placement on e-bulletin during the expo

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Exhibitor Message

New product launch or company announcements?

If you are launching, demonstrating product for the first time or have important company announcements, then please do contact the riseshow.tv team via inavate@imlgroup.co.uk

We are happy to sign NDA's and work with you on embargoed information with the view of potentially setting up editorially led content.

Panel Discussions

Panel discussions will be held in the Rise Show TV Studio on each day of ISE. Each sessions agenda will be promoted on the run up to ISE, if you have an interest in getting involved and benefitting from industry exposure, please contact dan.jago@imlgroup.co.uk or call +44 (0)1732 359990.

Sadly, the time constraints, production and costs associated of professionally producing video content as quickly as possible does mean we are unable to cover everything, even if we want to. As such we have paid for opportunities that provides unrivalled share of voice during ISE.

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Our brands

Inavate   hiddenwires 

Our team's history and involvement within the pro AV and residential/home automation industry spans over 30 years. Inavate and HiddenWires magazines have earned their reputation with specifiers, installers, and users of audio visual and related technologies by keeping our reader memberships independently informed of everything they need to know to help them do their jobs better..

With offices in the UK (EMEA) and Singapore (APAC), and with key staff additionally located in Hong Kong, Philippines, and India, we provide a reach to 150,000+ AV buyers each month via our print and digital magazines, websites, e-newsletters, social channels and live or virtual events.

Make sure to prioritise marketing expenditure with Inavate and ISE'S Rise Show TV for Integrated Systems Europe 2023. Gain competitive advantage and exclusive access to ISE's registered visitor audience and influential reader members of Inavate and HiddenWires.

What we can do for you



Increase visibility and brand awareness



Generate qualified interest



Drive buyers to your stand



Help drive sales before, during and post ISE 2022

ISE 2023 Exhibitor Awareness & Brand Promotion Opportunities

Inavate offers a suite of products to suit all budgets. As the ISE Official Supplier with a brand-new video on demand offering, RISE Show TV, our 17-year partnership with Integrated Systems Europe, combined with Inavate magazines #1 reputation status throughout the Pro AV Integration Industry, means you can rest assured your marketing budget is being spent in the most targeted and best possible way.



What we offer

- Suite of services specific to ISE 2023
- Official Supplier confidence
- EMEA focus – 71% of the top 60 countries attending ISE
- Residential Tech / Home Automation targeting through EMEA
- AV Channel & AV User Focus
- APAC & India (specific) reach

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