



EXHIBITOR VIDEO SPOTLIGHT PACKAGES

Stretch Your Presence at The Utility Expo Well Beyond the Show

Reach more contractors with authentic, original product content that speaks to contractor audiences by featuring your video in The Utility Expo show highlights content hub and YouTube channel. Limited packages include video production, published article, and program promotion across our digital ecosystem.

- Preview products
- Highlight in-booth activity
- Showcase new product launches
- Demonstrate thought leadership

EXAMPLES



Exhibitor Video Spotlight Packages

Exhibitor Preview Package \$4,000

FIVE OPPORTUNITIES AVAILABLE

- 2-10 minute video. **EXHIBITOR SUPPLIES**
- 500-1,000 word article with lead gen

Content released prior to show

(starting August 14)

Distribution

- YouTube
- Website content hub
- Posted on social channels

Woven into show communications

(to 15,000 registered attendees)

Exhibitor Highlights Package \$8,000

TEN OPPORTUNITIES AVAILABLE

- 2-10 minute video.
PRODUCED AT SHOW BY AEM
- 500-1,000 word article w/ lead gen

Content released post show

Distribution

- YouTube
 - Website content hub
 - Posted on social channels
-

Premium Package During Show Release \$10,000

THREE OPPORTUNITIES AVAILABLE

- 2-10 minute video.
PRODUCED AT SHOW BY AEM
- 500-1,000 word article w/ lead gen

Content released during show

(1 per day: Tues-Thur)

Distribution

- YouTube
- Website content hub
- Posted on social channels

Woven into show communications

(to 15,000 registered attendees)

Exhibitor Video Spotlight Packages

Exhibitor Focus Package \$4,000

TEN OPPORTUNITIES AVAILABLE

- 2-10 minute video. **EXHIBITOR SUPPLIES**
- 500-1,000 word article w/ lead gen

Content released post show

Distribution

- YouTube
- Website content hub
- Posted on social channels

“Best of” Video Roundup Inclusion Package \$2,000

(must also purchase Exhibitor Highlights or Premium package)

THREE OPPORTUNITIES AVAILABLE

- 2-10 minute video.
PRODUCED AT SHOW BY AEM
- 500-1,000 word article w/ lead gen

Content released post show

Distribution

- YouTube
- Website content hub
- Posted on social channels

Contact us

Contact your Account Success Advisor to select an Exhibitor Video Spotlight Package.

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