

CONNECTED MEDIA EUROPE

THE BUSINESS OF CONNECTED CONTENT

Delivery | Discovery | Engagement

www.connectedmediaeurope.com



In association with



27th February – 1st March 2018

EXCEL LONDON

CONNECTED MEDIA EUROPE AT BVE 2018

Following a successful seminar programme at BVE 2017, Connected Media Europe is returning as an exhibition and conference at BVE 2018 - a signature destination to explore the technologies that enable audiences to receive, discover and interact with content across any device, anywhere. Connected Media Europe will be perfectly placed within the main BVE 2018 event to demonstrate and discuss IP-focused technology including IPTV, OTT, mobile, social, and cloud.

Neil Nixon, Vice President of BPL Broadcast - the organiser of Connected Media Europe - said:

“This evolution of our seminar focused event in 2017 represents a very positive step for exhibitors and visitors to BVE 2018, extending the reach of this already highly successful event. BPL Broadcast - a powerhouse of connected TV resources - will be committing its full marketing muscle to bringing Europe’s connected broadcasting community to London for this market-leading event. We have a proven track record in delivering similar signature destinations, and we are currently a proud partner of NAB, organising the Connected Media|IP area at NAB Show in Las Vegas.”

Daniel Sacchelli, Event Manager at BVE, said:

“Co-locating Connected Media Europe alongside BVE will see us continue to create an all-encompassing event for the entire media and entertainment industry. It will benefit exhibitors and visitors by providing them a more complete and diverse business platform at a single event.”

ABOUT BPL BROADCAST

Connected Media Europe is organised by BPL Broadcast Ltd, the company responsible for worldwide events, publications, and websites across the convergent broadcasting, IT, and communications sectors. BPL Broadcast is currently proud to be working in partnership with NAB Show to deliver Connected Media|IP, a signature destination within the South Halls at the world’s premier broadcast technology event. In addition, the company previously established and produced the highly successful IBC Connected World event for seven years. This strong pedigree in delivering events for the connected media markets makes BPL Broadcast ideally placed to produce a highly targeted and focused event for the UK and European markets at BVE 2018.

Exhibitor and General Enquiries:

Ben Gill

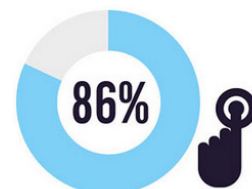
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ABOUT BVE

BVE is the UK’s largest event for professionals involved in taking content from creation to consumption. It attracts in excess of 15,000 visitors from more than 60 countries and combines expert-led free seminars with an exhibition that features 300+ of the leading manufacturers, distributors and resellers of professional production and broadcast equipment and systems. Covering everything from camera accessories to 360 workflow solutions, BVE truly is the essential broadcast and production technology event.

Key visitors include:



86%
of visitors have sole responsibility or influence over purchasing decisions.

160
Seminars

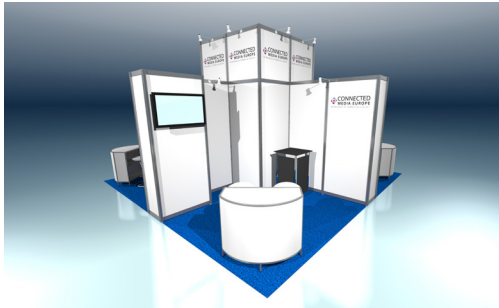
280
Speakers

300+
Exhibitors

15,000+
Visitors

CONNECTED MEDIA | EUROPE EXHIBITING OPTIONS

TURNKEY PACKAGE: 3m x 3m includes the following:

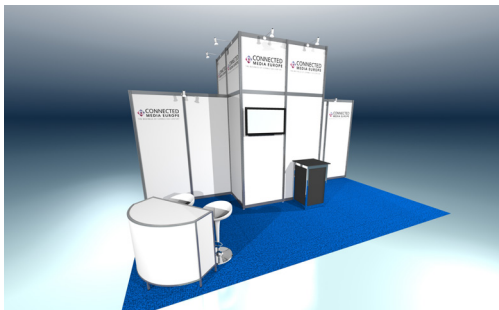


- 1 x Bow fronted counter
- 1 x display plinth
- 2 x bar stools
- 4 x 120W spotlights
- 1 x 500W socket
- 3 x exhibitor logos
- Carpets



Plasma screens and/or graphic panels are available at extra

TURNKEY PACKAGE: 6m x 3m includes the following:



- 1 x Bow fronted counter
- 1 x display plinth
- 2 x bar stools
- 8 x 120W spotlights
- 2 x 500W sockets
- 6 x exhibitor logos
- Carpet



Plasma screens and/or graphic panels are available at extra cost

SPACE ONLY: Does not include booth structure/furniture/carpet. Price: £545 / sqm

SPONSORSHIP OPPORTUNITIES

Sponsorship Packages are available to all exhibitors within Connected Media Europe, and include:

Connected Media Europe Theatre Sponsorship £19,950

Connected Media Europe Studio Sponsorship £14,600

Connected Media Europe Lounge Sponsorship £9,975

For details of each of the Sponsorship Packages, please contact:

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Connected Media Europe Associate Sponsorship £5000

The deliverables of this package include:

- 'CEO Series' video interview in the Connected Media Europe Studio.
- 30 minute presentation in the Connected Media Europe Theatre. The Theatre can seat circa 100 people per session. The audience will be scanned and the data will be provided to the sponsor post show.
- Join a Connected Media Europe Panel Debate in the Connected Media Europe Theatre.
- Quarter page of advertising in the Connected Media Europe Show Guide
- Social Media integration across all BPL platforms.
- Pre show ecast announcing Associate Sponsorship of the Connected Media Europe area (circulation circa 70,000).
- Logo and company description on connectedmediaeurope.com

MARKETING

In addition to the enhanced show experience at BVE 2018, all clients exhibiting at Connected Media Europe receive a comprehensive marketing campaign as part of the exhibitor package.

Designed to run before, during, and after the event, the Connected Media Europe marketing package promotes your brand across a range of media products... from the date of signing your contract.

Included in all Connected Media Europe packages:

Before the event

- PR inclusion on both the Connected Media News and Connected Media Europe websites.
- Digital advertising on Connected Media News and Connected Media Europe websites.
- A custom e-cast to 5000 tailored contacts from BPL Broadcast's database. This will allow you to reach potential customers before the show, and you can also use it as a personal invitation to visit your exhibition stand or to set up meetings. BPL Broadcast has over 77,000 email addresses that can be broken down both demographically and geographically, allowing you to target a specific audience for the show.
- A mini banner on the Connected Media Europe website from signing of contracts until the week after the show.
- An Exhibitor Profile page on the Connected Media Europe website for hosting news, product and service announcements, white papers, comment pieces, technical articles, company overviews, and key personnel profiles.
- An exhibitor listing in the Connected Media Europe Show Guide.
- The opportunity to submit an article of 1500 words for publication in the Connected Media Europe Show Guide.
- A display advertisement in the Connected Media Europe Show Guide (size dependent on exhibition stand size).
- Inclusion in weekly e-casts/updates on Connected Media Europe exhibitors, speakers, and sponsors.
- Social media integration across all relevant BPL Broadcast platforms.

During the event

- An exhibition presence within Connected Media Europe at BVE 2018.
- A 30 minute speaking opportunity within the Connected Media Europe Seminar Theatre, subject to availability.
- Participation in Connected Media Europe Panel Debates, subject to availability, staged within the Seminar Theatre.
- Free use of the Connected Media Europe Networking Lounge.
- A studio-based CEO video interview. This will be supplied to you for your own marketing use, and will feature on both the Connected Media Europe and Connected Media News websites.
- Social media exposure across all BPL Broadcast platforms.

After the event

- Two ecasts for marketing use.
- Editorial coverage on the Connected Media News and Connected Media Europe websites.
- Video coverage on the Connected Media News and Connected Media Europe websites. This professionally produced video will also be made available for the client's own purposes.

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