

ISSA-TV Live Stream

ADVERTISING OPPORTUNITIES

Get in front of ISSA/INTERCLEAN North America 2013 attendees—and even those cleaning-industry professionals who can't make it to this year's show in Las Vegas—by sponsoring the ISSA-TV Live Stream. ISSA will broadcast live video of featured events each day of the show at ISSA.com and on the trade show floor, providing a great opportunity to feature your company's message.

TITLE SPONSORSHIP | \$5,000 A \$10,000 VALUE!

- Exclusive branded graphic (artwork supplied by advertiser; size/format TBD) on the header of the ISSA-TV Live Stream page on ISSA.com
- Rotating banner ad
- Video commercial
- Mention on all pre-show promotional e-mails
- Sponsor name listed on onsite signage
- Verbal recognition during the live stream events from on-air host

LIVE AND ON DEMAND!

Your sponsorship will be active during the three days of live broadcasting, November 19-21, plus at least 60 days following the live broadcast dates when content will be available on demand.



ISSA-TV Live Stream broadcast of keynote speaker Tom Brokaw at ISSA/INTERCLEAN 2012

EXHIBITOR SPOTLIGHT | \$4,000 OCTOBER 1 DEADLINE

- In-booth video interview featuring a representative from your company (maximum video length of two minutes)
- Includes production of a "live" version to be played regularly during the live broadcast days and on demand for at least 60 days following the event plus a digital copy of a "legacy" version (a more general video that is not event-specific) that can be used for year-round marketing

ATTENTIVE AUDIENCE

During the live and on-demand broadcast times in 2012, the ISSA-TV Live Stream channel served up nearly **20,000 video streams** to more than **2,500 unique viewers** combined!

ISSA[®] TV LIVE

CONTACT YOUR ISSA SALES REPRESENTATIVE

Iris Weinstein: iris@issa.com
Mikel Gabrielson: mikel@issa.com

“ASK THE EXPERTS” SESSION SPONSORSHIP | \$2,500

- Verbal sponsor introduction before the 10-to-15-minute session begins (e.g., “This Ask the Experts session is sponsored by Your Company, Inc.”); subject-matter experts are selected by ISSA
- Your logo placed on lower-third graphic displayed at the beginning and end of the session
- Video commercial (supplied by advertiser; up to 30 seconds in length) played immediately following the session and with each subsequent broadcast of the Ask the Experts session during the three live broadcast days and on demand after the event
- **Special Offer:** Get more exposure by bundling this sponsorship with the Live Stream Commercial for \$4,000 (*Save \$500*)



ISSA-TV Live Stream broadcast of Ask the Experts session sponsored by Sapphire Scientific at ISSA/INTERCLEAN 2012

LIVE STREAM COMMERCIAL | \$2,000

- Video commercial (supplied by advertiser; maximum length of 30 seconds) played regularly during the three broadcast days, November 19-21, and on demand at least 60 days following the event

QUANTIFY YOUR EXPOSURE!

Your sponsorship includes a summary report of video views, impressions, clicks, etc., as appropriate.

ROTATING BANNER AD | \$925

- Rotating banner ad (artwork supplied by advertiser; size/format TBD) placement on the ISSA-TV Live Stream page on ISSA.com for the live broadcast days and following the event for on-demand viewing

SECURE YOUR AD NOW!
CONTACT YOUR ISSA SALES REPRESENTATIVE

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