

## E3 2017 PROMOTIONAL OPPORTUNITIES



Tens of thousands of people attend E3 each year and millions more tune in for non-stop broadcast, online and social media coverage of the products and companies at the world's premiere event for video games. Maximize your company's visibility through the following complimentary promotional opportunities.

### [Exhibitor Profile](#)

Create your exhibitor profile including a brief company description and your company will automatically be included in all of E3's media and promotional platforms, including:

- Participating Company List on E3Expo.com
- E3 Mobile App
- E3 PR / Media, Retailer and Social outreach

### [Searchable Database: Product Categories](#)

One of the most important aspects of your success at E3 is to have your target audience find, engage and interact with your products. Showcase the categories of your products, and automatically match them to the interests of E3 attendees including retailers, wholesalers, distributors, video game's biggest fans, developers, media and many more. (Note: No product names or information needed.) Your product categories will appear in the following programs:

- E3Expo.com
- E3 Mobile App
- E3 PR/Media, Retailer and Social outreach

### [New Product Spotlight](#)

Make sure you are included in the many promotions that spotlight companies with new products at E3 this year.

**Spotlight on Companies with new products and technologies.** Even if your product isn't ready yet, E3 will highlight your company name (no product information) in the following programs:

- E3Expo.com
- E3 Mobile App
- Outreach to media, retailers, social media, etc.
- On-site signage
- On-site Information kiosks / maps
- On-site Media Center

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**Spotlight on New Products.** E3 actively promotes exhibitor's new products and technologies through targeted outreach to media, retailers, attendees and many more. (NDA options available.) In addition, new products will be featured in:

- E3Expo.com
- On-site information kiosks/maps
- On-site Media Center

### [Your E3 "Happenings": Events, Activities, Appearances, etc.](#)

E3 will work with your company to help coordinate, promote and manage the special events and activities you are planning for the show. (If your events are private, we will work under NDA .)

### [PR / Media / Retailer / Social Outreach](#)

More than 4,000 journalists qualified and registered for E3 last year, generating millions of stories worldwide and the widest social media reach in the history of the show. The E3 team can help your company reach the media, retailers and social media influencers to generate buzz about your products and build your brand.

- PR Contact Guide for Media - Connects your PR team directly with the thousands of journalists worldwide who follow E3.
- Registered Media List - Available to all E3 exhibiting companies, coming spring 2017
- PR Handbook - Resource for E3 exhibitors that outlines the multiple opportunities to team with E3's PR team to maximize your company's visibility with the worldwide media following E3.
- Virtual Press Office (VPO) and PR Newswire - Create an electronic press kit through VPO, and distribute your news to targeted media through E3's relationship with PR Newswire.

### [E3Expo.com](#)

Maximize your company's impact on E3Expo.com, where millions of viewers learn about E3 and the companies and products showcased at this global event.

Exhibitor Opportunities include:

- Your Exhibitor Profile
- Your Product Categories - searchable by attendees. (No specific product names or information needed.)
- New Product Spotlight - Highlights companies that plan to show new products or technologies at E3 2017. (Specific product names and/or details are optional. NDA options available.)
- Your E3 "Happenings" - Promote your events, activities and celebrity appearances to build buzz and attract attendees to your booth at E3. (NDA options available.)
- "Featured" listing - Move your company to the top of the E3 Exhibitor List, in the "Featured" section - driving traffic to your company's listing.



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### [E3 Mobile App](#)

The E3 Mobile App is downloaded by thousands of industry watchers and video game fans each year, as a quick directory of all the companies and products showcased at E3.

Exhibitor opportunities include:

- Advertising/sponsorship opportunities. Contact [Shanna Cito](#).
- Exhibitor Profile - automatically loaded, and includes:
  - ◊Company Description
  - ◊Your Product Categories
  - ◊New Product Spotlight
  - ◊Exhibitor "Happenings" at E3: Events, activities, appearances and more.

### [Meet @ E3 Meeting Tool](#)

Want to meet someone specific while at E3? Do you have an hour free to do some networking? Are you looking to meet new developers, publishers, investors, etc?

Then get connected using **Meet @ E3**. This complimentary meeting service allows you to search for and meet new people, or schedule a meeting with someone you already know, while you're at E3.

Get connected even before E3 begins! Sign up today to start identifying the people you want to meet and building your schedule. Take advantage of all the benefits of **Meet @ E3** including:

- Direct access to key industry players you want to meet, and send meeting invitations right to their inboxes
- Manage your entire schedule at E3 from one central site
- Post your projects and showcase your services and products
- Add videos, demos, pictures and games to your profile

### [E3 Attendee Direct Mail List](#)

Take advantage of this special offer available only to E3 exhibitors. Beginning late April, the E3 pre-registered attendee list will be available on a complimentary basis to exhibitors. List selects include Industry, Title, Hardware Platform, and Market Segment. This list is for one time use only, and does not include email addresses. Additional lists may be purchased for \$200 per thousand names. Please note the E3 2017 pre-registered list will not be available before late April.

Please contact [Kelly O'Rourke](#) to learn more.

