

## E3 2020 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 and **your company will automatically be included in all of E3 2020's media and promotional platforms, including:**

- Listing on the Participating Company page and scroller on E3Expo.com
- Listing on the E3 Mobile App
- Contact information listed in annual E3 Exhibitor PR Contact Guide, which connects your company to thousands of influencers around the globe.
- Information and company location included in on-site information kiosks/maps
- E3's complimentary New Product Spotlight program—have your new products and technologies highlighted throughout the show.

**In order to create your Exhibitor Profile and take full advantage of all of E3's promotional opportunities, please follow the instructions below. If you have questions or need assistance, please email Alexi Caffelle ([acaffelle@dolaherevents.com](mailto:acaffelle@dolaherevents.com)).**

### **Login to Exhibitor Only section of the E3 2020 website:**

1. Go to [E3Expo.com/exhibitor/promotional-opportunities](https://E3Expo.com/exhibitor/promotional-opportunities)
2. Login using the credentials provided to you by Katie Bonarrigo ([cbonarrigo@dolaherevents.com](mailto:cbonarrigo@dolaherevents.com)).
3. Select the categories related to the products you'll be showcasing at E3.
4. Hit Submit.
5. You are now inside the Exhibitors Only section of the website. Here you will find important deadlines and information, including how to set up your Exhibitor Profile. Be sure to check back periodically for updates!

### **Setting up your Exhibitor Profile Including a brief company description, New Product Spotlight and your E3 "Happenings"**

1. Scroll through Exhibitor Key Deadlines to find Exhibitor Profile. Click the link and you will be redirected to the E3 2020 Map Your Show website.
2. Login using your credentials provided by Katie Bonarrigo.
3. Select "Complete Your Exhibitor Profile".
4. Go through each section and enter your information.
5. Once approved, click "Approve Data" at the top of the page.
6. Your Exhibitor Profile is now complete and will be included in our online directory and mobile app.

## E3 2020 PROMOTIONAL OPPORTUNITIES



### 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, gamers, 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
- On-site Information kiosks / maps

### 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

**Spotlight on New Products.** E3 highlights exhibitor's new products and technologies throughout the show. (NDA options available) In addition, new products will be featured in:

- E3Expo.com
- On-site information kiosks/maps
- On-site Media Center
- E3 Mobile App

### Your E3 "Happenings": Events, Activities, Appearances, etc.

E3 will work with your company to help coordinate and promote 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

## E3 2020 PROMOTIONAL OPPORTUNITIES



More than **4,000** journalists qualified and registered for E3 2019, 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.
- 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 covering E3.
- Virtual Press Office (VPO) - Take advantage of E3's relationship with Virtual Press Office (VPO). VPO is a global leader in online press office management and trade show news distribution solutions. VPO creates interactive online press offices for E3 - from new releases and marketing collateral to multi-media and social media - in order to foster an engaging community experience. As the trade show division of PR Newswire, journalists, targeted media, and bloggers depend on E3's VPO portal as a source of quality event news and multimedia content to inform their stories. [Click here \(http://e3expo.vporoom.com/\)](http://e3expo.vporoom.com/) for more information and to create an electronic Exhibitor Press Kit. For further assistance, please contact the VPO team at [sales@vpoinc.com](mailto:sales@vpoinc.com) or 973-783-7787.

### [E3expo.com](http://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 2020. (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.

### [E3 Mobile App](#)

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

Exhibitor opportunities include:

- Advertising/sponsorship opportunities. Contact Carla Rizzo [crizzo@dolaherevents.com](mailto:crizzo@dolaherevents.com).
- Exhibitor Profile - automatically loaded, and includes:
  - ◆ Company Description
  - ◆ Your Product Categories
  - ◆ New Product Spotlight
  - ◆ Exhibitor "Happenings" at E3: Events, activities, appearances and more.

**Please remember to set up your Exhibitor Profile.**

**This is crucial to your participation in all promotional opportunities available at E3.**