Digital Signage Conference
December 8 – 9, 2020
D=SIGN Overview

• Tuesday, December 8 – Wednesday, December 9
• 11 a.m. – 5 p.m. EST each day
• Co-presented by AVIXA and Digital Signage Federation (DSF)
• Powered by LAVNCH platform
• Projected attendance: 2,500+
Content Program

• Bridging the gap between pro-AV and digital out-of-home (DooH)
• New hardware and software for digital signage and DooH
• Maximizing use of digital signage technology
• Repurposing digital signage in corporate or higher ed
• Content strategy for digital signage

LAVNCH Platform – Promotes live interactivity during sessions
Audience

- End users from higher education, corporate, healthcare, retail, hospitality
- AV integrators

Speakers from hardware and software providers, integration firms, AV managers, creative agencies, Digital Out-of-Home networks
Sponsorship Opportunities
Platinum Sponsor

• Prominent co-branding with event name on attendee promotions
• Prominent co-branding on website Landing Page
• 1 Session presentation (see deliverables under Session Sponsor)
• 1 video for Video Product Showcase
• Book meeting link (Exclusive to Platinum level)
• Opt-in list of attendees for entire event

Investment: $30,000
1 Available
Platinum Sponsor Branding

Prominent branding at the top of the event website landing page accessed by all attendees

Co-branded with event name on attendee promotions
Platinum Sponsor Deliverables

- 1 Session presentation

- 1 video for Video Product Showcase top placement

- Book meeting – exclusive to this level (sponsor needs to say when they’re available so we can display appointment times)

Book a Zoom Video Appointment with our Sponsors

Meet with Samsung
Meet with NEC
Meet with Epson
Registration Sponsor - EXCLUSIVE

Sole sponsor of all registration activity related to event

• logo on 2 email sends to LAVNCH database on November 20 and December 1
• logo on registration page
• logo on confirmation email sent to all attendees upon registration
• logo on emails sent to registrants December 8, December 9, December 10, and one week after event
• 1 video for Video Product Showcase for both days
• Opt-in list of attendees for the event

Investment: $20,000

Deadline to have logo included in emails: Nov 13
Registration Sponsor Deliverables

Sole sponsor of all registration activity related to event

1 video for Video Product Showcase – BOTH days, secondary placement (after Day sponsor)
Keynote Sponsor

- Sponsor of one keynote either December 8 or December 9
  - 1-minute video ad before keynote start
  - 3-minute speaking opportunity to introduce keynote
  - Option to ask 3 polling questions during keynote
  - Your ad and intro included when session is placed in Video archive for On-Demand viewing
  - Opt-in list of attendees of this keynote session

Investment: $15,000
Keynote Sponsor Deliverables

- **Intro 3 min before keynote**
- **Ad before session start** (this is a video)
- **Your ad and intro included when session is placed in Video archive for On-Demand viewing**
- **Poll sponsor during keynote**
  - Option to ask 3 polling questions
Session Sponsor

Presentation of your case study or thought leadership content
(20-minute presentation and 10-minute Q&A)

• Logo on session background during your session
• Option to ask 2 polling questions
• Linear ad within session (up to 1 minute)
• Session placed in Video archive for On-Demand viewing
• Opt-in list of attendees of your session

Investment: $15,000

4 2 spots available

Upgrade option: 15-minute post-session breakout room with your presenter ($2,000)
Session Sponsor Deliverables

- Presentation of your case study or thought leadership during one 30-minute session (20-minute presentation and 10-minute Q&A)
- Logo on background
- Poll questions
- Linear ad during session (this is a video)
- Session placed in Video archive for On-Demand viewing
New Tech Lightning Round

10-minute product pitch plus 5 minutes Q&A
(1-hour total session time includes 3 sponsor presentations)

• Inclusion in 15-minute overall session wrap-up
• Co-branded with other NTLR sponsors
• Session placed in Video archive for On-Demand viewing
• Opt-in list of attendees of this session

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<th>Session 1</th>
<th>December 8</th>
<th>December 9</th>
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<td>Displays—Round 1</td>
<td>SOLD OUT</td>
<td>Media Players</td>
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<tr>
<td>Session 2</td>
<td>Displays—Round 2</td>
<td>3 spots available</td>
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Investment: $5,000
New Tech Lightning Round Deliverables

10 min presentation + 5 min Q&A + participation in 15 min. wrap-up

Video of this session added to Video archive for On-Demand viewing
Trivia Night Sponsor - EXCLUSIVE

Networking event on December 8

• Your logo included on landing page for Trivia Night
• 2-minute video spot pre-event
• 3 questions about your product (based on pre-event video) during trivia questions
• Option to provide your product as a prize for additional verbal mention by host (fulfilled by sponsor)
• Opt-in list of attendees from Trivia Night

Investment: $10,000

SOLD OUT
Closing Reception Sponsor - EXCLUSIVE

Networking event on December 9
• Co-host of Closing Reception with Dave Haynes of Sixteen:Nine
• Welcome remarks at start of event and closing remarks at the end of event
• Host Breakout Room to discuss your choice of topic
• Your logo on registration page for Closing Reception as well as wherever the Closing Reception is mentioned in attendee promotions
• Option to provide your product as a giveaway for additional verbal mention by host (fulfilled by sponsor)
• Opt-in list of attendees from Closing Reception

Investment: $10,000
Video Product Showcase

One video within the Video Product Showcase page on both days

• Up to 10 minutes in length
• Must be about product release or news related to your product

Investment: $3,000
Video Product Showcase

Featured Videos

- LG's Commercial Grade Medical Monitors
- Collaboration & Productivity Solutions from Logitech
- NEC for Healthcare

Includes 2-line description
Contact us to secure your sponsorship.

avixa.org/DSIGN