

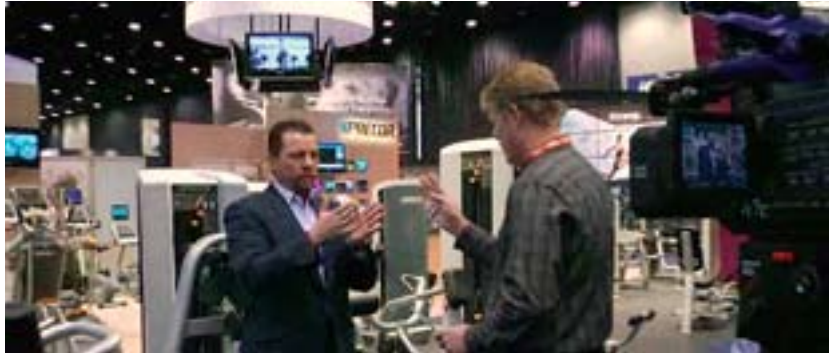
VIDEO

Turn Key Video Capabilities Now Available From Custom Solutions

Video is one of the fastest growing forms of business communication. Video combines sight, sound and motion to deliver an impactful message. Here are three video options available from Penton Media that will help your firm capitalize on the power of video communication.

Penton Custom Solutions

[Click here to visit Penton Custom Solutions for complete details.](#)



Tier 1: Trade Show Executive Interviews

The Tier 1 video program captures the excitement and information generated at an industry trade show. Penton's Custom Solutions division sets up an actual mini-studio in our magazine's booth. Then, the leading executives from companies exhibiting at the show are interviewed and prompted to share information on their new products, industry alliances, environmental programs or whatever type of information they need to communicate to their client base. The interviews are conducted by one of our editors. Each interview lasts 3-5 minutes.

Upon completion of all interviews, the Custom team edits each interview and organizes them for viewing from the magazine's website. A video player page is built as the landing page to view the video interviews on our magazine's website. A complete promotional program consisting of print ads, e-blasts and e-newsletter ads heighten industry interest and attention to motivate visitors to view the executive interviews.

Benefits to Sponsor:

- ▶ Message reach far beyond attendees of the show generating additional response
- ▶ Sponsor positioned as industry leader
- ▶ Sponsor message delivered leveraging magazine brand's ability to create a high viewership environment
- ▶ Message immediacy, especially beneficial for new product announcements
- ▶ Key executive video made available to post on sponsor site as fresh content
- ▶ Interviews motivate buying actions via click-thrus to client website

Rate: \$3000.

Tier 2: Executive Interviews with Video Coverage of Sponsor Booth

The Tier 2 program includes all of the information above and adds video coverage of the sponsor's booth. Booth coverage may consist of a new product demonstration or complete tour highlighting the client's displayed product line.

The actual video may consist of separate segments for the executive interview and booth coverage, or, an edited version with the executive interview and a voice-over while booth video is displayed.

Rate: \$4000.



Tier 3: Sole Sponsored Video At Client Specified Location

Our Tier 3 offer is a completely customized video produced for one specific client. In essence, we become the video company that produces the videos that many of us see playing in client booths at the trade shows we attend.

Our value proposition is threefold:

1. Our franchise can add content (original or repurposed editorial, research) to increase the informational value of the client video with the client benefiting by increased viewership
2. Our franchises can execute a promotion program to create awareness and viewership in the clients' target market
3. Our specific market expertise can help shape the content included in the video to increase the probability that the video addresses subscriber needs

Rate: Quoted on a custom basis.