



**Everything you need. One Agency.**

# **LOOKBOOK | 2024**

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**THE rAVe Agency has the experience and knowledge to help launch, brand and market your company, product or service.**



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We do a lot! And we love what we do.

We're an agency of record for some of the largest brands in AV. We've helped nearly 20 brands with PR, and we shot nearly 4,300 product videos in 2023 alone. We helped launch three new brands in the AV and Digital Signage markets. We helped two UCC brands get sold. We manage social media for some of the largest and smallest companies in AV, Digital Signage and UCC and ran lead-based social marketing campaigns for 80+ companies in the last two years. Oh, and we held 40+ AVIXA CTS RU-approved LAVNCH events in 2023.

But, in 2024, we're gonna do more. We just launched THE rAVE Esports Show. We're debuting the industry's first physical- and cyber-security newsletter. And we're already helping two companies rebrand themselves.

What can we do to help you? Give us a shot. This LOOKBOOK is designed to inspire you with ways we can do things together.

We do a lot, but we love what we do and do what we love.

Gary Kaye  
Co-founder & Director





# THE Creative AV Agency

THE rAVe Agency is proud to serve the global AV, UCC and Digital Signage markets as the industry's first dedicated creative agency. Founded in 1998 by Gary Kaye as Kaye Consulting, the company expanded to add rAVe [Publications] in 2003, which is still the #1 trusted information source for all things AV/IT, UCC and Digital Signage, before evolving into THE rAVe Agency in 2018.



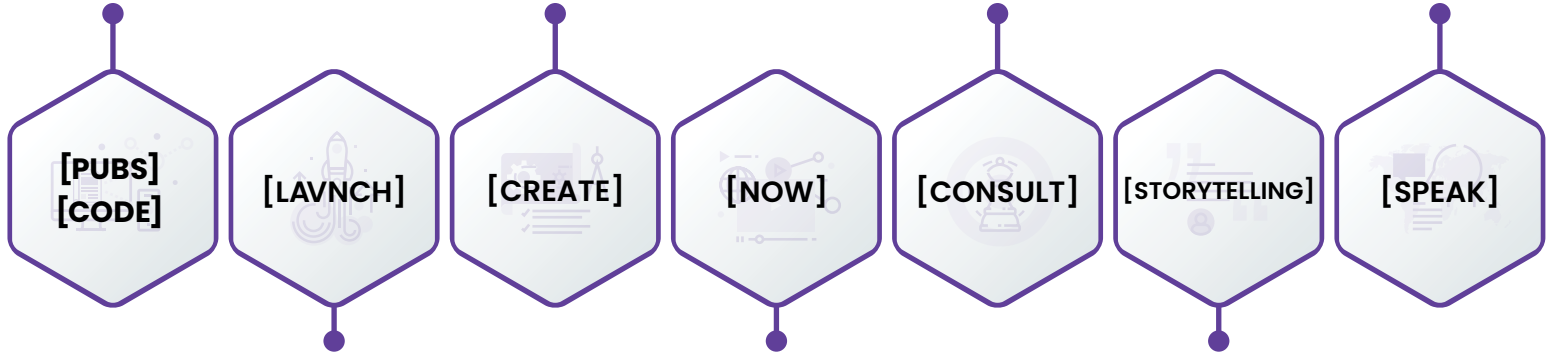
# THE rAVe Agency's Talents

The AV industry's go-to **digital media hub for industry news** where you can advertise your products, services and solutions.

A **full-service creative agency** offering content marketing, branding, social media management, graphic design, video storytelling, content marketing and more.

A **team of experienced creatives** ready to help you understand the AV, UCC and DS industry's challenges and position your company or product for success.

A group of industry experts and **award-winning speakers** who can present keynotes, host educational sessions and engage in panel discussions at your live or online event.



A lead-generating, education-focused **virtual and hybrid events platform** that provides opportunities for brand awareness, customer engagement and thought leadership.

**In-person event coverage** that transforms your one-, two- or three-day event into a 365-day digital event.

A **PR agency** run by industry insiders that turns your communications strategy into a brand story.

THE rAVe Agency has the experience and knowledge to help launch and market your company, product or service. Whether you're looking for an editorial partner, a creative team, event assistance, public relations help, content marketing guidance, social media management or even a keynote speaker...THE rAVe Agency is here for you.

# ABOUT rAVe [PUBS]

The #1 AV News Publication. Period.



rAVe [PUBS] is THE dynamic news organization and go-to resource for the audiovisual industry, providing opinionated, timely content for the commercial (ProAV), digital signage, UCC, education, live events and residential (HomeAV) audiovisual trade industries.

## How we reach our audience:



**ONLINE**

via rAVePUBS.com and  
AVBuyers.club



**EMAIL**

via 12 newsletters in a  
range of verticals



**SOCIAL**

via rAVe's giant-sized  
social following

## [PUBS] by the Numbers

rAVe [PUBS] reaches a dedicated and influential audience of readers in several different ways, including rAVePUBS.com, 12 email newsletters and our huge social media following.

rAVe [PUBS] is the expert on what's trending and is the #1 trusted information source for all things AV/IT, UCC and digital signage.

LINKEDIN   
**93K**

  
X (formerly Twitter)  
**21K**

[PUBS] READERS   
**100K**

FACEBOOK   
**17K**

YOUTUBE   
**27K**

MONTHLY  
PAGE  
VIEWS   
**80K**

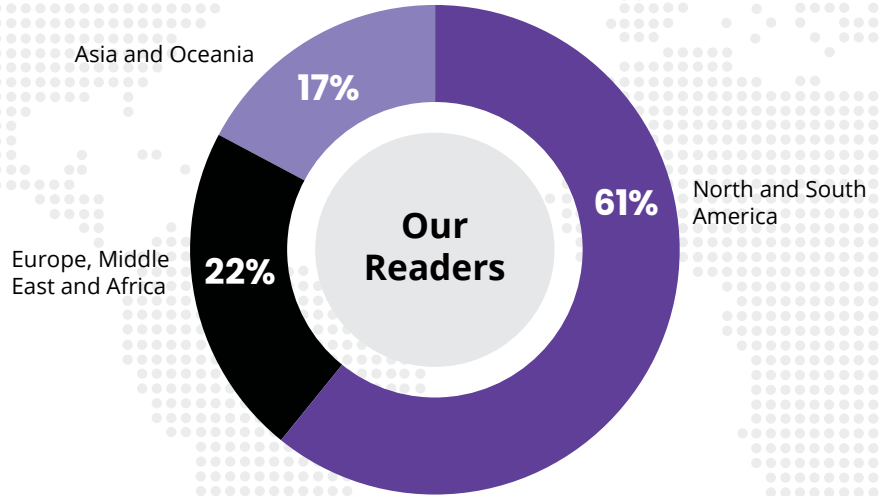
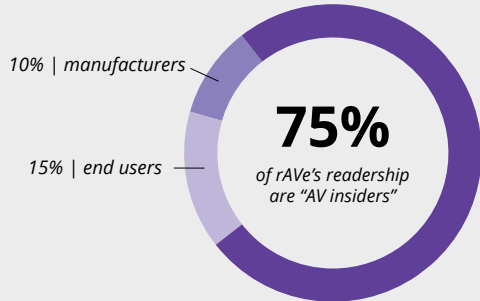
INSTAGRAM   
**3K**

\*Data as of October 2023

## Our Audience

Our target audience is what we call “AV/UCC and DS Insiders” — dealers, integrators, consultants, designers — they deal in the sale, specification, design and installation of audiovisual, signage and UC products and systems.

However, as the market has evolved, we know reaching end users (e.g., tech managers at universities and CIOs at corporations) who design systems, possess purchasing power or act as in-house integrators, has become critical so we have specific end user publications and special content just for them, too.



\*Estimated data as of September 2023

## Our Publishing Channels and Audiences



rAve [PUBS] is a dynamic news organization for AV, UCC and DS insiders in commercial (ProAV), digital signage, UCC, education, live events and residential (HomeAV) audiovisual trade industries. rAve [PUBS] delivers opinionated coverage through various media while maintaining a strong focus on the perspectives of integrators and dealers.



**Target audience includes:** CEOs, AV Technician/Installers, Integrators, AV Engineers, Project Managers, Multimedia Programmer/Developers, AV Sales Representatives, Consultants, Video Production Managers, AV Integration Specialists, Event Producers, Design Engineers, Sales Directors, Product Managers



LAVNCH [CODE] is where ProAV and tech innovators converge to fuel industry advancements and implement cutting-edge technologies into their designs—both current and future. Get your message, brand, and products in front of tech evangelists, moving the industry forward.



**Target audience includes:** 3D Artists, AI Strategists, AR/VR Content Developers, CEOs, Creative Directors, Creative Technologists, Heads of Multimedia, Heads of Virtual Reality, Principal Creatives, Tech Leaders, Technical Producers, User Experience Designers, Virtual Production Specialists, XR Researchers



# rAve [PUBS] Advertising Opportunities

Position your brand as a thought leader by delivering engaging, educational content to the right audiences.



Scan to see our full media kit with pricing.



## 01. Newsletters

rAve produces 12 newsletters highlighting different verticals in the industry. These feature product announcements, educational articles, case studies and opinionated commentary from subject matter experts.

Sponsors receive integrated ads, product news priority placement and price discounts on custom HTML email sends.

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STARTING AT \$3,000

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## 02. Emails

Leverage rAve's loyal readership by sending your HTML email directly to their inbox.

Our lists are sorted by vertical markets to ensure your message reaches the right audience. As part of our share-of-voice advertising philosophy, we limit our eblasts to keep our audience engaged.

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STARTING AT \$5,500

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## Content Creation Support

rAVE can be an extension of your marketing department! We have the technical acumen and the content-creative skills to produce whatever you need.

STARTING AT \$1,500

Ghostwriting blogs  
White-labeled content  
Email marketing  
Video ad scripts  
Graphic design



### 03. Web

Reach rAVE's online audience and highlight new products, services, events and more with dedicated web banner ads. With an average of 80K monthly page views, rAVE [PUBS] delivers the best AV news and information.

Sponsors receive integrated ads on the rAVE [PUBS] home page. All banner ads meet IAB standards and are valued through our share-of-voice advertising model.

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STARTING AT \$600 / month

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### 04. Social Media

Leverage rAVE's extensive social reach and promote your products, brand, event, campaigns and more to our social media audience. With over 160K followers, your message is sure to be seen.

Packages are ideal for anything from small event promotion to complete product line launches.

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STARTING AT \$2,000 / campaign

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### 05. Promoted Content

The best marketing in a technical industry like ours is through educational content. In a digital economy, content marketing allows you to promote products and establish your company as a thought leader at the same time.

Highlight your brand, stories, products, announcements, videos and more on rAVEPUBS.com or AVBuyers.Club.

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STARTING AT \$1,200

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# rAVe [PUBS] Lead Generation Opportunities

rAVe surveys receive an average of 125 respondents.



## rAVe Surveys — starting at \$10,000

Gain insights directly from insiders in the UCC, Digital Signage and AV/IT industries, including those who are not yet your customers!

Here's how it works:

**Design.** Our team will design a branded survey to help you collect leads and get feedback on new products or technology.

**Promote.** Your survey will be promoted in a custom email blast and on rAVe's social media channels.

**Incentivize.** We manage the incentives for survey takers to optimize results.

**Receive.** All of the answers and leads collected from the survey are given to you for your use.



## LAVNCH & LEARNS — starting at \$10,000

It's like a webinar, but way, way, way better! Ask about any upcoming planned LAVNCH & LEARN events hosted by rAVe [PUBS] or let us plan an event specific to your marketing goals and needs.

We have opportunities for thought leadership, product introductions and more! Deliverables include attendee leads, email marketing, social media promotion, executive interviews and more.



## #avIRL — starting at \$12,500

Case studies are a great way to demonstrate how specific problems have been solved with technology solutions and designs, but what about the behind-the-scenes experiences that don't make it to the paper?

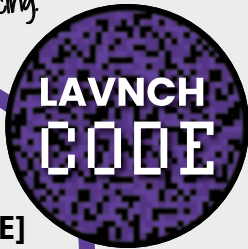
Introducing #avIRL (AV in Real Life), where you can virtually present your case study live to an influential audience of potential buyers on the LAVNCH platform.

# #avIRL

Bringing you AV case studies  
in REAL LIFE



Scan to see our full media kit with pricing.



## LAVNCH [CODE] Advertising Opportunities

LAVNCH [CODE] is the industry's only publication connecting tech enthusiasts with #AVTweeps via expert insights and updates on emerging technologies like extended reality, virtual production, artificial intelligence, immersive experiences, and more.



### 01. Web

Advertise your idea, company or product on the LAVNCH [CODE] website, the digital media hub for future-forward technologies in the AV industry.

All banner ads on the LAVNCH [CODE] website meet IAB standards and are valued through a share-of-voice advertising model.

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STARTING AT \$600 / month

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### 02. Emails

Leverage the future-thinking LAVNCH [CODE] readership by sending your custom HTML email directly to their inbox.

We limit eblasts sending frequency as part of our share-of-voice advertising philosophy.

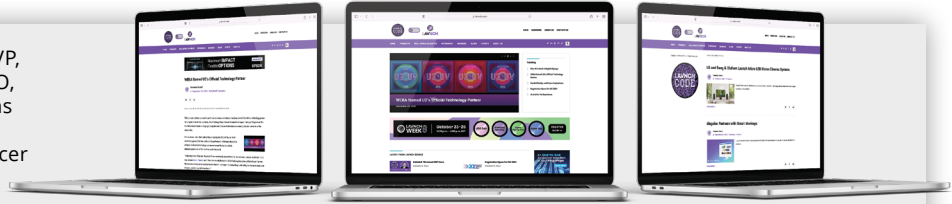
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STARTING AT \$4,500

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**Reader titles include:** Marketing Director, VP Sales, Programmer, VP, Market Development Manager, SVP Marketing, Senior Director, CEO, Director, AV Services, Business Development, SVP, Communications Manager, Project Manager, Director of Brand Marketing, Graphic Designer, Technology Manager, Solutions Architect, Technical Producer



### 03. Promoted Content

Highlight your brand, products and announcements on LAVNCH [CODE]. Here's what to expect for your content:

- Featured at the top of the homepage for one week minimum
- Highlighted with a banner to draw attention
- Marked as promoted for transparency
- Shared on the LAVNCH X (formerly Twitter), LinkedIn, and Instagram accounts

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STARTING AT \$1,200

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### 05. Social Media

Promote your products, services and brand to the LAVNCH [CODE] social audience.

Ideal for events, new product launches, company news, product awareness, updates and more — our team will develop and execute a custom campaign aligning to your goals, ranging from one month to 6+ months.

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STARTING AT \$1,000

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### 06. Newsletters

Sponsoring a LAVNCH [CODE] newsletter is a great way to reach future-conscious decision makers.

Sponsors receive a 300 x 250 px ad with a linked URL, as well as one custom HTML eblast per month to the LAVNCH [CODE] subscriber list.

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STARTING AT \$2,500

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## rAve [PUBS] at Industry Trade Shows

We attend AV/IT, UCC and digital signage industry trade shows to bring the brand and products on display to our digital audience of readers. Let us help you amplify your show's ROI by expanding your audience.

### Packages Include:

- Exposure on rAvePUBS.com and event microsites
- Onsite videos and interviews
- Social media coverage
- Email advertising in event newsletters
- rePLAY virtual event highlights
- And more!



Show Media Kits



### CHANNELS

Amplify your event coverage with our dedicated show microsite, videos, blogs, email newsletters, social media coverage and more.



### AUDIENCE

Reach our audience of AV, DS and UCC integrators, consultants and end users to amplify your message.



### COVERAGE

Ensure your message is heard with activities running before, during and after any show.

Find rAve [PUBS] at:



# rAve rePLAY



## Once the event ends, how do you keep the hype going?

rAve rePLAY offers recaps of major industry trade shows and events for both attendees and those who couldn't make it. Industry experts review products introduced, major themes from the event and other highlights, then present the recap on LAVNCH.

rePLAY isn't a one-way conversation — it's an interactive and engaging experience for all attendees, presenters and sponsors.

Ensure your product or company is featured on rePLAY through our various sponsorship packages.



Showcase new products



Become an industry though leader



Participate in panel presentations



Collect qualified leads



Engage with the AV community



Continue trade show conversations



## Go Hybrid With Your In-Person Event

rAVE [NOW] allows you to reach a larger audience by taking your next in-person event and turning it into a virtual experience that lasts all year.

We've helped organizations like Exertis Almo (E4 Experience), AVI Systems (AVI Live), LG (the LG Roadshow), TD SYNnex (InVision), Integrate, Epson, Sharp/NEC and many others 'hybridize' their events.

And [NOW], we want to do it to yours.

Let us build a complete media plan for your event and create comprehensive show coverage using every social and digital medium available.

**Starting at \$20,000**



Product Videos



Email Marketing



Online Exposure



Social Media Coverage



Executive Interviews



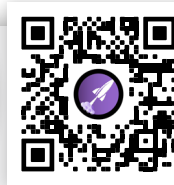
Blogs and Articles

# LAVNCH

LAVNCH Present your company as a thought leader and collect qualified AV leads.

The LAVNCH platform offers several different types of events from 1-hour sessions to multiple day-long events. All LAVNCH events are completely customizable and are designed using a familiar linear experience to keep attendees engaged and on the platform.

*Members Include:*  
 AV, IT, UCC and digital signage professionals  
 Event design professionals  
 Architects  
 Interior designers  
 Experiential marketing planners  
 Immersive production specialists



Scan to see the full  
LAVNCH LOOKBOOK

## LAVNCH & LEARN

## #avIRL

## LAVNCH DAY

## LAVNCH WEEK

## LAVNCH VTS

## LAVNCH HYBRID

1 hour

starting at  
**\$10,000**

It's like a webinar, only way, way better! Present content to your audience in a way that incorporates engaging features and interactive content without limiting your ability for branding.

1 hour

starting at  
**\$12,500**

#avIRL (AV in Real Life), is a virtual event where you can present your case study live to a targeted audience on the LAVNCH platform. Highlight your solutions, designs and products while keeping your brand front and center.

3+ hours

starting at  
**\$20,000**

Host a virtual or hybrid event with our turnkey event hosting and full-service production team. LAVNCH DAYS are interactive with live sessions and customizable options so your brand is the star of the show.

4 days

starting at  
**\$10,000**

A week-long virtual event for the AV industry offering education sessions, product announcements and panels. Sponsor a day or session to showcase new products, present your company as a thought leader and collect valuable AV industry leads.

2+ days

Inquire for pricing.

Create custom virtual trade shows and conferences with live presentations, product demos, trade show "halls" and more, all while incorporating a seamless attendee experience.

3-4 hours

Inquire for pricing.

Organically create more engaging experiences for your in-person event. Reach online attendees so they feel like they're a part of the event. We curate everything so attendees are not just a viewer.



The ONLY  
Creative Agency  
in AV. Period.

## rAVe [CREATE]

rAVe [CREATE] provides AV, DS and UCC brands with fresh, creative ideas to help them stand out, reach their target audience and share their story.

**“THE rAVe Agency’s insight was invaluable, they created exactly what we needed, and I would recommend them to any AV or digital signage company who needs a creative strategy.”**

- Kayde Anderson, Samsung



### 01. Social Media Strategy & Management

Grow your audience and increase engagement with a social voice that’s unique to your company.

SERVICES: Social media management, strategy, paid campaigns, analysis, reporting and audits



### 02. Content Marketing

Show your expertise by educating and connecting with the audiences looking for your solutions.

SERVICES: White papers, case studies, eBooks, educational content, blog posts, photography and multimedia and video production



### 03. Webinar Development

Reach a wider audience and generate qualified leads in the AV, DS and UCC industries with a custom branded webinar.

SERVICES: Webinar marketing strategy, turnkey presentation creation, hosting, panel moderation, promotion, white-label services and LAVNCH & LEARNS



### 04. Experiential Marketing

Engage your audience by designing an experiential marketing campaign for your next live event.

SERVICES: Event marketing strategy, event management, product launches, gamification, giveaways, event-based lead generation strategy and hybrid events

# rAve [STORYTELLING]

THE #1 Strategic Partner to  
Help Build Your Brand. Period.

rAve [STORYTELLING] goes beyond handling all the traditional PR tasks. With [STORYTELLING], you can set your brand apart from the others, creating trust and credibility within the AV industry.

**Reach Your Audience**

**Build Brand Awareness**

**Establish Authentic Relationships**



**Morgan Lawrence**  
Director of Communications

**Strategic  
Communications  
& Content  
Development**

**Media Relations**

**Crisis  
Management**

**Event Liaison  
Services**

**Dealer and  
Distribution  
Relations**

**Employee  
Relations**

**Community  
Relations**



# rAVe [CONSULT]

THE #1 Creative Consulting Agency in AV. Period.



## Distribution Strategy

Learn how to navigate complex distribution or product positioning challenges to achieve your goals.



## Market Analysis

Receive a comprehensive market report or the answer to a single question from industry experts



## Product Development

Bring your product ideas to life by letting us help with design, creation and distribution strategy.



## Branding

Position the brand of your company, event or product to effectively reach your target audience.



## Marketing Strategy

Create a clear, effective plan with our marketing strategists for your company or new product.

rAVe [CONSULT] uncovers valuable insights to elevate your business. With over 45-years of combined experience in the AV industry, communications, branding and marketing, our team has the knowledge to help you learn, grow and find the best path forward.

# rAve [SPEAK]

Need a keynote speaker, event moderator or inspirational event leader?

rAve [SPEAK] allows you to access our team of award-winning speakers, bringing years of industry experience and thoughtful insights to your next event.

rave  
[SPEAK]



**Gary Kaye**

Gary Kaye has engaged audiences and students all over the world for more than 30 years. His entertaining and approachable style has earned him numerous distinctions, and attendees consistently rate him as the top presenter at events like InfoComm, CEDIA Expo, ISE, Exertis Almo's E4 Experience, AVI Systems' roadshow and Integrate.



**Steph Beckett**

Steph Beckett is an editor, on-air personality and THE resident comedian at rAve. She not only spearheads rAve [PUBS], but also hosts live virtual events through the LAVNCH platform. Catch her every Wednesday when she co-hosts rAve [TV] too.



**Megan A. Dutta**

Megan A. Dutta is an experienced storyteller focused on educating technology professionals. As the director of emerging markets at rAve, she explores new technologies and trends then presents this knowledge to the ProAV community using the LAVNCH platform and LAVNCH [CODE].



**Morgan Lawrence**

Morgan Lawrence spearheads rAve [STORYTELLING], the strategic communications and PR teams at rAve. Boasting over eight years of in-house and agency experience, she holds her Accreditation in Public Relations (APR) — a mark of distinction for PR professionals.

All rAve [SPEAK] personalities are available for virtual, in-person and hybrid events. Packages are customized based on the event. For booking information, please contact [partnerships@THErAveAgency.com](mailto:partnerships@THErAveAgency.com)



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