

EASA 2018

Milwaukee
at the Wisconsin Center



Pre-Convention Education on June 23

June 24-26

PRODUCT NEWS VIDEO OPPORTUNITY

Sensational opportunity to promote your company at the EASA Convention and beyond. EASA will produce a unique video featuring a representative from your company being interviewed at the 2018 EASA Convention that will be shown during the EASA exhibition in prominent locations on the show floor, New Product Theater and in the Registration Area. You will also receive a copy of your video after the show for promotional purposes. Videos will also appear on the Mobile App and on the EASA YouTube Channel. **This special opportunity is open to just ten companies.**

Videos will be filmed on Friday, June 22, and Saturday, June 23. All filming will take place in a professionally staged studio at the Wisconsin Center. You will have the opportunity to have your product on set (if feasible), have photos of your product edited into the video (high resolution .jpegs), and have b-roll video added to the video (Format needed: 1080p, 24 frames/sec, submitted in MP4 or .mov). Final video will run about 3 minutes; final editing to be done by EASA's producer. All you need to provide is contact information for the script (which must be pre-approved) and the supporting materials **by May 4, 2018**. The cost for this exclusive opportunity is only \$2,700 for members; \$3,200 for nonmembers.

Time slots will be sold on a first-come, first-served basis. Payment must be received with reservation form. Company must be an exhibitor in the 2018 EASA Exhibition.

TIME SLOTS

Friday, June 22:

1:00 - 2:00 PM

2:30 - 3:30 PM

4:00 - 5:00 PM

5:30 - 6:30 PM

7:00 - 8:00 PM

Saturday, June 23:

8:00 - 9:00 AM

9:30 - 10:30 AM

11:00 AM - 12:00 PM

1:00 - 2:00 PM

2:30 - 3:30 PM

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2018 EASA PRODUCT NEWS VIDEO APPLICATION

DEADLINE: Deadline for submission is **May 4, 2018**. Time slots will be filled on a first come, first served basis.

Exhibiting Company Name _____

Name of Interviewee _____

Phone _____

E-Mail _____

Preferred Date and Time of Videoing (*please give three choices; top choices cannot be guaranteed by EASA*)

1. _____
2. _____
3. _____

PAYMENT: EASA Member - \$2,700 / Non-member \$3,200 (application will not be accepted without payment)

Check – Please make payable to EASA in U.S. Funds

American Express

Visa

MasterCard

Discover

Charge \$ _____

Credit Card Number _____ Exp. Date _____ Security Code _____

Billing Address _____

Name of Card Holder _____ Signature of Card Holder _____

Please return with payment to

EASA, Attn: Dale Shuter, 1331 Baur Blvd., St. Louis, MO 63132

Or if paying by credit card: fax +1 314 993 1269

