



The  
**VISION  
SHOW**

**2022**

## **Exhibitor Sponsorship & Marketing Opportunities**

The Vision Show attracts thousands of highly targeted buyers of machine vision, imaging and related automation technologies. Reach these customers faster with these marketing opportunities — before, during and after the show!

**OCTOBER 11-13, 2022 | HYNES CONVENTION CENTER | BOSTON, MASSACHUSETTS**

# FREE OPPORTUNITIES

As an added value to participating in The Vision Show, we have invested in marketing tools to help drive traffic to your booth and to your company before, during and after the show. These are complimentary marketing tools that are included in your booth fee, and we strongly encourage you to use them as part of your promotion strategy.

## Logos and Digital Graphics

Download The Vision Show logo and place it on your website and in all of your communications to customers and drive more clients/prospects to your booth. Broadcast your show attendance on your website and in your emails by including a custom “See us at The Vision Show Booth XXX” graphic. We’ll also provide some basic social media graphics you can use.

## Basic Online Directory Listing

Your BASIC online Exhibitor Listing includes company name, booth number, link to the floorplan to show booth location, address, phone number, URL to your site, a 100-word exhibit or company description, and product/services categories list.

## Basic Mobile App Listing

Your BASIC listing on The Vision Show mobile app includes company name, booth number with link to your location on the map, full contact information with URL, a 100-word exhibit or company description, and a product/services categories search function.

## Social Media Exposure

We urge our exhibitors to follow The Vision Show on Facebook and Twitter as well as our A3 LinkedIn page. Be sure to tag us when you post about your participation in the show. Connect and interact directly with people interested in The Vision Show and help to create a buzz about interesting topics. Upload photos or provide a sneak peek to our fans and followers about the products you are unveiling at the show.

 [@thevisionshow](https://www.facebook.com/thevisionshow)

 [@aiavisionshow](https://twitter.com/aiavisionshow)

 [www.linkedin/company/association-for-advancing-automation](https://www.linkedin/company/association-for-advancing-automation)

# HIGH VALUE SPONSORSHIPS. GREAT EXPOSURE.

Create more awareness and connections with The Vision Show Attendees.

## PLATINUM SPONSOR

**\$10,000**

- ▶ Identified as a Platinum Sponsor in show promotion and on site
- ▶ Your logo included on all Show Lanyards (available on a first-come, first-served basis)
- ▶ Your logo will be featured at the Networking Party as a sponsor
- ▶ Giant Standing Graphic Sign at Show Entrance
- ▶ Digital Button Ad on [www.VisionShow.org](http://www.VisionShow.org)
- ▶ Digital Button Ad on [www.automate.org](http://www.automate.org)
- ▶ Online Exhibitor Profile Enhanced Upgrade
- ▶ Mobile Profile Upgrade
- ▶ Five tickets to the Networking Party
- ▶ Sponsor recognition on online sponsor page, mobile app, and on-site show signage.
- ▶ Interview with influencers Jake Hall and Chris Luecke that will be featured on the Manufacturing Happy Hour podcast. Keep the interview plus 2 additional content videos for your own use.

## GOLD SPONSOR

**\$7,500**

- ▶ Identified as a Gold Sponsor in show promotion and on site
- ▶ Your logo will be featured at the Networking Party as a sponsor
- ▶ Digital Button Ad on [www.VisionShow.org](http://www.VisionShow.org)
- ▶ Digital Button Ad on [www.automate.org](http://www.automate.org)
- ▶ Online Exhibitor Profile Enhanced Upgrade
- ▶ Mobile Profile Upgrade
- ▶ Three tickets to the Networking Party
- ▶ Sponsor recognition on online sponsor page, mobile app, and on-site show signage.

## SILVER SPONSOR

**\$5,000**

- ▶ Identified as a Silver Sponsor in show promotion and on site
- ▶ Digital Button Ad on [www.VisionShow.org](http://www.VisionShow.org)
- ▶ Online Exhibitor Profile Enhanced Upgrade
- ▶ Mobile Profile Upgrade
- ▶ Sponsor recognition on online sponsor page, mobile app, and on-site show signage.
- ▶ Two tickets to the Networking Party

Place your order at: [www.visionshow.org/sponsor-2022](http://www.visionshow.org/sponsor-2022)  
**Questions?** Please contact [✉ events@automate.org](mailto:events@automate.org)

# MARKETING OPTIONS

## ONLINE EXHIBITOR PROFILE “ENHANCED” UPGRADE

\$450

Enhance your online exhibitor listing to stand out from the crowd and get noticed. Includes addition of your company logo plus three photos with captions.

Included in the Platinum, Gold and Silver Sponsorship Packages.

## POST-SHOW ATTENDEE EMAIL

\$2,500

**Limit: 4**

**Order Deadline: September 1, 2022**

**File Deadline: September 15, 2022**

According to trade show industry resources, up to 80% of trade show leads are not followed up on. The true value of being at a trade show comes with following up on the leads and contacts that are made at the show. Send a follow up email to the entire list of attendees from The Vision Show.

- ▶ We send out the email blast on your behalf. **You MUST provide the HTML and text files, plus the subject line. Please note, we cannot create the HTML file for you.**
- ▶ One email blast per company
- ▶ Specific dates after the show are available (October 18, 24, November 1, 7)

## IN-BOOTH VIDEO INTERVIEWS

\$5,000

**Limit: 15**

Take your presence to the next level with In-Booth Video Interviews. Video is one of the most powerful marketing vehicles available to help promote your company capabilities, showcase your product line, or spotlight your industry experts. After watching product videos, consumers are up to 85% more likely to buy. Why? Video generates trust and helps potential customers understand and evaluate your product or service. Simply schedule the shoot and leave the rest to us.

- ▶ Professional in-booth video filmed on-site at The Vision Show
- ▶ We will provide you with the final video file for your ongoing marketing campaigns
- ▶ Video will be shared through A3's social media accounts post-show
- ▶ Bonus post-event video email distribution to The Vision Show attendees

Your message will reach an even wider audience of potential customers long after the show is over, ensuring your investment delivers the return you need.

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**Questions?** Please contact [✉ events@automate.org](mailto:events@automate.org)