



## EXHIBITOR VIDEO CONTEST: PROMOTE YOUR PRESENCE AT ASIS 2017!

**Deadline: August 25**

### **If you had just 45 seconds to tell attendees why they should visit your booth, what would you say?**

Now's your chance to do just that. Submit a video telling attendees why your booth should be **No. 1 on their list at ASIS 2017 in Dallas**. The winning video will be displayed on the ASIS 2017 video wall in Dallas and will receive pre-event promotion across our social networks. Don't miss this opportunity to promote your company and drive traffic to your booth!

Get creative and have fun! The deadline to submit your video is **Friday, August 25**—get started now!

### HOW TO ENTER

Submitting your video is easy!

- Create a video that includes your value proposition. Be sure to include event details, your company name, and booth number.
  - We recommend including the event logo with dates, location and URL.
- Videos must not exceed 45 seconds in length.
- Submit your video to [marketing@asisonline.org](mailto:marketing@asisonline.org). Submission must include company name, contact name/email/phone then upload your video to YouTube **Unlisted (not public)** and send the link.
- Once has been reviewed and approved for contest requirements, it will be added to the ASIS YouTube Channel Playlist for voting. All videos will be posted on August 30.
- ASIS will promote the contest to members and event attendees on the event site, across social networks, and via promotional emails. **We also encourage all entrants to promote your participation to customers and prospects across your networks and databases once voting opens.**
- The video with the most votes as of 5:00 PM ET on Friday, September 15, 2017 wins! ASIS will contact the winner via email no later than September 18.

### IMPORANT DATES:

- Deadline to submit: Friday, August 25
- Voting opens: Wednesday, August 30
- Voting ends: Friday, September 15
- Winner notified: on/before Monday, September 18

### TIPS FOR CREATING A WINNING VIDEO:

- Make your video stand out by adding a little flavor—make it funny, clever, visually interesting, and engaging.
- Focus on what you think will get buyers excited to visit your booth. Include any show discounts you'll be offering.
- Don't worry, you don't need fancy camera gear to enter. Cell phone videos work perfectly!
- Include your company's name and URL in the video. And don't forget to mention ASIS 2017 and your booth number!
- Once voting opens, encourage your customers and prospects to vote for your submission with promotions to your databases and across your own social channels.



### **ELIGIBILITY**

All paid-in-full ASIS 2017 exhibitors can participate. Only one video per exhibitor will be accepted.

### **ORIGINALITY & PERMISSION**

Your video must be your original work and must not contain any third-party content or other materials (such as text, graphics, music, artwork, or logos) that you do not have the right or license to use. The video will become the property of ASIS International to be used for promotional purposes. Furthermore, ASIS International reserves the right to refuse to display videos we deem inappropriate.

Questions? Please contact Jessie Wolfe at [marketing@asisonline.org](mailto:marketing@asisonline.org).