



THE BENEFITS OF CAPITALIZING ON THE POWER OF VIDEO COMMUNICATION.

- Message reaches far beyond attendees of the show generating additional response
- Sponsor positioned as industry leader
- Sponsor message leveraged using the RH and FM brand to create a high viewership environment
- Message immediacy, especially beneficial for new product announcements
- Key executive video made available to post on sponsor's Web site
- Interviews motivate buying actions via click-thru's to client Web site

VIDEO PRODUCT INTERVIEWS

with Mike Sanson, Editor-in-Chief of Penton Media's Restaurant Hospitality magazine



INTERVIEWS AT THE NATIONAL RESTAURANT SHOW®:

Video is one of the fastest growing forms of business communication. Video combines sight, sound and motion to deliver an impactful message.

This video program captures the excitement and information generated at the National Restaurant Show. The leading executives from companies exhibiting at the show can be 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 Mike Sanson, Editor-in-Chief of *Restaurant Hospitality*. Final video length will be 3-5 minutes.

Upon completion of all interviews, each interview is edited and organized for viewing from the main page of the *Restaurant Hospitality* and *Food Management* Web sites. A video player page will be built to view the video interviews on the Web sites. A complete promotional program consisting of print ads, eBlasts and eNewsletter ads heighten industry interest and attention to motivate visitors to view the executive interviews.

Where: Our video crew will come to your booth at the 2010 NRA Show at McCormick Place in Chicago

When: During the 2010 NRA Show

Video Length: 3-5 Minutes

Investment:	Show Daily Advertiser	\$2,200
	Non-Show Daily Advertiser	\$4,000

For More Information:

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