A Marketer’s Guide to

ASSOCIATION
OF OLD CROWS
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I need a hybrid of elements to cover all my bases …

<table>
<thead>
<tr>
<th>Hybrid Packages</th>
<th>Platinum</th>
<th>Premium</th>
<th>Basic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ghost written blog (400-700 words), hosted on mil-embedded.com and promoted on social media</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Leaderboard (728 x 90) banner featured in a corresponding eNewsletter that deploys prior to the show</td>
<td>✓</td>
<td></td>
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</tr>
<tr>
<td>Best-in-Show product submission promoted on mil-embedded.com and on social media</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Top Things to See at AOC email blast deployed on opening day to 30,000 design engineers</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social media push (one day)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>In-booth video (1-3 min.) interview of your spokesperson or subject matter expert live from show floor; video featured on YouTube, on Military Embedded Systems and promoted on social media</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Top Things Missed at AOC email blast deployed to 30,000 design engineers</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Native ad (sponsored content) hosted on mil-embedded.com, promoted across multiple platforms and delivers 15,000 impressions</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Email blast with leads: feature your latest products or video in Military Embedded Systems Data Sheet or Video email blast; deployed to 30,000 engineers week of AOC</td>
<td>✓</td>
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</table>

I want to amplify my social footprint …

<table>
<thead>
<tr>
<th>Social Amplification Packages</th>
<th>Platinum</th>
<th>Premium</th>
<th>Basic</th>
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</thead>
<tbody>
<tr>
<td>In-booth video (&lt;90 sec.) interview of your spokesperson or subject matter expert live from show floor each day with immediate social boost</td>
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<td></td>
<td>✓</td>
</tr>
<tr>
<td>In-booth video (&lt;90 sec.) interview of your spokesperson or subject matter expert live from show floor with immediate social boost</td>
<td></td>
<td>✓</td>
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</tr>
<tr>
<td>Boosted social media push to 10,000 engineers targeting AOC</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Boosted social media push to 5,000 engineers targeting AOC</td>
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<td>✓</td>
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## I want to drive traffic to my booth …

<table>
<thead>
<tr>
<th>Traffic Builder Packages</th>
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<td>Best-in-Show product submission promoted on mil-embedded.com and on social media</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Top Things to See at AOC email blast deployed on opening day to 30,000 design engineers</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>In-booth video (&lt;90 sec.) interview of your spokesperson or subject matter expert live from show floor with immediate social boost</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Boosted social media push to 5,000 engineers</td>
<td>✓</td>
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<tr>
<td>Social media push</td>
<td>✓</td>
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<td>✓</td>
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## I want to be first to mind with design engineers …

<table>
<thead>
<tr>
<th>Thought Leadership Packages</th>
<th>Platinum</th>
<th>Premium</th>
<th>Basic</th>
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<td>Ghost written blog (400-700 words), hosted on mil-embedded.com and promoted on social media</td>
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<tr>
<td>Best-in-Show product submission promoted on mil-embedded.com and on social media</td>
<td>✓</td>
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<tr>
<td>Top Things to See at AOC email blast deployed on opening day to 30,000 design engineers</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>In-booth video (1-3 min.) interview of your spokesperson or subject matter expert live from show floor; video featured on YouTube, on Military Embedded Systems and promoted on social media</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Boosted social media push to 5,000 engineers</td>
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<tr>
<td>Social media push</td>
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I’m all about leads …

<table>
<thead>
<tr>
<th>Leads Packages</th>
<th>Platinum</th>
<th>Premium</th>
<th>Basic</th>
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</thead>
<tbody>
<tr>
<td>Email blast with leads: feature your latest products or video in Military Embedded Systems Data Sheet or Video email blast; deployed to 30,000 engineers week of AOC (estimated 100-150 leads)</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<tr>
<td>In-booth video (1-3 min.) interview of your spokesperson or subject matter expert live from show floor; video featured on YouTube, on Military Embedded Systems, promoted on social media, and deployed in email blast with leads after the show</td>
<td></td>
<td>✓</td>
<td></td>
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<tr>
<td>In-booth video (1-3 min.) interview of your spokesperson or subject matter expert live from show floor; video featured on YouTube, on Military Embedded Systems, and promoted on social media</td>
<td>✓</td>
<td></td>
<td>✓</td>
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<tr>
<td>Custom eNewsletter (completely turnkey) featuring your In-Booth video(s) and other assets (i.e. product announcements, datasheets, white papers) deployed to 30,000 engineers after AOC (estimated 100-150 leads)</td>
<td>✓</td>
<td></td>
<td>✓</td>
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<tr>
<td>Boosted social media push to 5,000 engineers</td>
<td>✓</td>
<td>✓</td>
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</table>

I’m all about content but have no resources or time …

<table>
<thead>
<tr>
<th>Content Packages</th>
<th>Platinum</th>
<th>Premium</th>
<th>Basic</th>
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</thead>
<tbody>
<tr>
<td>Ghost written blog (400-700 words), hosted on mil-embedded.com and promoted on social media</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>In-booth video (1-3 min.) interview of your spokesperson or subject matter expert live from show floor; video featured on YouTube, on Military Embedded Systems and promoted on social media</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Post-show ghost written blog (400-700 words), hosted on mil-embedded.com, and promoted on social media</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Custom eNewsletter (completely turnkey) featuring your In-Booth video(s) and other assets (i.e. product announcements, datasheets, white papers) deployed to 30,000 engineers after AOC (estimated 100-150 leads)</td>
<td>✓</td>
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I’m on a limited budget …

<table>
<thead>
<tr>
<th>Small Scale Lead Gen Package</th>
<th>Cost</th>
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<tbody>
<tr>
<td>$7,250</td>
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</table>

Email blast with leads: feature your latest products or video in *Military Embedded Systems* Data Sheet or Video email blast; deployed to 30,000 engineers week of AOC

Top Things to See at AOC email blast deployed on opening day to 30,000 design engineers

In-booth video (<90 sec.) interview of your spokesperson or subject matter expert live from show floor with immediate social boost

Social media push (one day)

<table>
<thead>
<tr>
<th>Small Scale Show Site Package</th>
<th>Cost</th>
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<tbody>
<tr>
<td>$3,300</td>
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</table>

Top Things to See at AOC email blast deployed on opening day to 30,000 design engineers

Best-in-Show product submission promoted on mil-embedded.com and on social media

In-booth video (<90 sec.) interview of your spokesperson or subject matter expert live from show floor with immediate social boost

Social media push (one day)

<table>
<thead>
<tr>
<th>Small Scale Content Package</th>
<th>Cost</th>
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<tbody>
<tr>
<td>$4,400</td>
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Ghost written blog (400-700 words), hosted on mil-embedded.com and promoted on social media

Native ad (sponsored content) hosted on mil-embedded.com, promoted across multiple platforms and delivers 15,000 impressions

In-booth video (1-3 min.) interview of your spokesperson or subject matter expert live from show floor; video featured on YouTube, on *Military Embedded Systems* and promoted on social media
What are my options?

<table>
<thead>
<tr>
<th>AOC Marketing Opportunities</th>
<th>A La Carte Price</th>
<th>Thought Leadership</th>
<th>Make a Splash</th>
<th>Traffic Builder</th>
<th>Lead Generation</th>
<th>Content Creation</th>
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<tbody>
<tr>
<td>Awards</td>
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<tr>
<td>✪ 1 Best in Show product submission promoted on mil-embedded.com and on social media</td>
<td>$650</td>
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<td>✪ 2 Top Things to See at AOC email blast deployed on opening day to 30,000 design engineers</td>
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<td>✪ 3 Top Things Missed at AOC email blast deployed 3/4 to 30,000 design engineers</td>
<td>$1,200</td>
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<tr>
<td>✪ 4 Native ad (sponsored content) hosted on mil-embedded.com, promoted across multiple platforms and delivers 15,000 impressions</td>
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<td>✓</td>
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<tr>
<td>Email Campaigns &amp; Sponsored Content</td>
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<tr>
<td>✪ 5 Custom eNewsletter (completely turnkey) featuring your In-Booth video(s) and other assets (i.e. product announcements, datasheets, white papers) deployed to 30,000 engineers after AOC (estimated 100-150 leads)</td>
<td>$5,500</td>
<td>✓</td>
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<tr>
<td>✪ 6 Email blast with leads; feature your latest products or video in Military Embedded Systems Data Sheet or Video email blast; deployed to 30,000 engineers week of AOC (estimated 100-150 leads)</td>
<td>$4,900</td>
<td>✓</td>
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<tr>
<td>Content Creation &amp; Videos</td>
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<tr>
<td>✪ 7 Ghost written blog (400-700 words), hosted on mil-embedded.com and promoted on social media</td>
<td>$1,200</td>
<td>✓</td>
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<tr>
<td>✪ 8 Post-show ghost written blog (400-700 words), hosted on mil-embedded.com, and promoted on social media</td>
<td>$1,200</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>✪ 9 In-booth video (&lt;90 sec.) interview of your spokesperson or subject matter expert live from show floor with immediate social boost</td>
<td>$1,000</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>✪ 10 In-booth video (1-3 min.) interview of your spokesperson or subject matter expert live from show floor; video featured on YouTube, on Military Embedded Systems and promoted on social media</td>
<td>$2,200</td>
<td>✓</td>
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<td>✓</td>
<td></td>
<td></td>
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<tr>
<td>✪ 11 In-booth video (1-3 min.) interview of your spokesperson or subject matter expert live from show floor; video featured on YouTube, on Military Embedded Systems, on social media, and deployed in email blast after the show</td>
<td>$4,000</td>
<td>✓</td>
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<td>✪ 12 In-booth video (1-3 min.) interview of your spokesperson or subject matter expert live from show floor; video featured on YouTube, on Military Embedded Systems, on social media, and deployed in email blast after the show</td>
<td>$5,500</td>
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<td>Digital Ads</td>
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<tr>
<td>✪ 13 Banner ad campaign: 22,000 impressions (10,000 on mil-embedded.com, 10,000 retargeted; 100/100 bonus impressions)</td>
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<td>✪ 14 Leaderboard (728 x 90) banner featured in a corresponding eNewsletter that displays prior to the show</td>
<td>$1,500</td>
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<td>Social Media</td>
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<td>✪ 15 Boosted social media push to 5,000 engineers</td>
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<td>✪ 16 Social media push (one day)</td>
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<td>Complimentary Services</td>
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<td>✪ 18 News and new product(s) submissions to be featured on mil-embedded.com: <a href="http://mil-embedded.com/submit">http://mil-embedded.com/submit</a></td>
<td>FREE</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
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<tr>
<td>✪ 19 Guest blog (400-700 words), hosted on mil-embedded.com and promoted on social media; email John Michale at <a href="mailto:john.michale@opensysmedia.com">john.michale@opensysmedia.com</a> for more details</td>
<td>FREE</td>
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</table>

AOC Marketing Opportunities

Questions? Contact Tom Varcie (tom.varcie@opensysmedia.com), Sales Director