

embedded world Promotions Cheat Sheet



What are my options?

embedded world Marketing Opportunities			A La Carte Price	Thought Leadership	Make a Splash	Traffic Builder	Lead Generation	Content Creation
Awards	★ 1	Best-in-Show product submission promoted on embedded-computing.com, in Embedded Daily eNewsletter and on social media	\$650	✓	✓	✓		
Turnkey Kiosks	★ 2	Kiosk located in Embedded Computing Design booth: includes WiFi, monitor, stools, graphics, exhibitor badge, branding of logo, and listing in show guide, In-booth video (<90 sec.) interview with Embedded Computing Design editor and your executive live from show floor with immediate social boost, and social media push (one day) promoting your daily sessions, training and/or demo	\$8,000		✓	✓	✓	
Email Campaigns & Sponsored Content	3	Native ad (sponsored content) hosted on embedded-computing.com, promoted across multiple platforms, delivering 15,000 impressions	\$2,000	✓	✓	✓		
	4	Sneak Peek email blast deployed 2/21 to targeted embedded and European design engineers	\$1,200		✓	✓		
	★ 5	Top Things to See email blast deployed Day 1, Day 2 (AM or PM) or Day 3 (AM only) to targeted embedded and European design engineers	\$1,200		✓	✓		
	6	Top Things Missed email blast deployed to targeted embedded and European design engineers	\$1,200		✓	✓		
Speaking Sessions & Panels	7	30-minute speaking opportunity with Q&A at Embedded Computing Design booth; includes leads (~40-80 single opt-in) and giveaway at conclusion of discussion	\$3,000	✓	✓		✓	
	★ 8	Panel participation discussion (1 hour) at Embedded Computing Design booth; includes moderator, single opt-in leads (~40-80) and giveaway at conclusion of discussion	\$1,200	✓	✓	✓	✓	✓
Lead Generation	9	Vertical/Technology Survey sponsorship: provide two questions; receive all data and leads from questions; (~400-500 single opt-in); suggested topics: AI, Automotive, IIoT & Predictive Maintenance, Industrial, Machine Learning, Security	\$7,500				✓	✓
	★ 10	embedded world Survey sponsorship: provide one question; receive all data and leads from question; (~400-500 single opt-in; limited to 5 sponsors)	\$5,500				✓	✓
	11	Custom eNewsletter (completely turnkey) featuring 6-8 assets (videos, product announcements, datasheets, white papers, etc.) deployed to 30,000 engineers after embedded world (~200 leads)	\$5,500	✓		✓	✓	✓
	★ 12	Spin to Win sponsorship: sponsor spot on wheel, supply one question, receive all data and leads from question (~500-800 single opt in); giveaways supplied by Embedded Computing Design; sponsors welcome to supply their own giveaways	\$5,000				✓	
	★ 13	Dev Kit Giveaway sponsorship: donate 5-15 boards to be raffled in Embedded Computing Design booth at end of each day; sponsors receive all single opt-in leads (~300-400)	\$4,000				✓	
	14	Post email blast of Survey to targeted design engineers after embedded world (~200 leads)	\$5,500				✓	
	15	Email blast with leads: feature your latest products or video in Embedded Data Sheet or Video email blast; deployed to 30,000 engineers week of embedded world	\$4,900				✓	

★ OSM's Top Picks

continue to next page ...

embedded world Promotions Cheat Sheet



What are my options?

embedded world Marketing Opportunities			A La Carte Price	Thought Leadership	Make a Splash	Traffic Builder	Lead Generation	Content Creation
Content Creation & Videos	★ 16	Ghost written advertorial in Embedded Computing Design embedded world issue	\$4,250	✓	✓	✓		✓
	★ 17	Ghost written blog (400-700 words), hosted on embedded-computing.com, featured in Embedded Daily eNewsletter and promoted on social media	\$1,200	✓	✓	✓		✓
	★ 18	Embedded Executives video (4-6 min.) interview with Embedded Computing Design editor and your Executive live from show floor; video featured in Embedded Daily eNewsletter and promoted on social media	\$2,200	✓				✓
	19	In-booth video (1-3 min.) interview with Embedded Computing Design editor and your spokesperson live from show floor; video featured on YouTube, in Embedded Daily eNewsletter, promoted on social media, deployed in email blast with leads	\$5,500	✓			✓	✓
	20	In-booth video (1-3 min.) interview with Embedded Computing Design editor and your spokesperson live from show floor; video featured on YouTube, in Embedded Daily eNewsletter, promoted on social media, deployed in email blast	\$4,000	✓				✓
	★ 21	In-booth video (1-3 min.) interview with Embedded Computing Design editor and your spokesperson live from show floor; video featured on YouTube, in Embedded Daily eNewsletter and promoted on social media	\$2,200	✓				✓
	22	In-booth video (<90 sec.) interview with Embedded Computing Design editor and your spokesperson live from show floor with immediate social boost	\$1,200	✓	✓	✓		✓
	23	Vertical/Technology Survey Summary Report: assessment and analysis of survey questions, pulse on European community, and vertical/technology show trends	\$2,500	✓	✓	✓		✓
Digital Ads	24	Banner ad campaign: 25,000 impressions (10,000 on embedded-computing.com, 10,000 geo-retargeted; 5,000 bonus impressions)	\$2,000		✓	✓		
	★ 25	Leaderboard (728 x 90) banner featured for one week in Embedded Daily eNewsletter (week of 2/17)	\$1,500		✓	✓		
	★ 26	Leaderboard (728 x 90) banner featured for one week in Embedded Europe eNewsletter (week of 2/17)	\$1,500		✓	✓		
Print	27	Cover photo on Embedded Computing Design embedded world issue	\$2,825	✓				
	28	Advertorial in Embedded Computing Design embedded world issue	\$1,750	✓	✓	✓		
	★ 29	Product profile (full-page) in Embedded Computing Design embedded world issue	\$1,400		✓			
	30	Product profile (half-page) in Embedded Computing Design embedded world issue	\$900		✓			
Social Media	★ 31	Boosted social media push to 5,000 engineers targeting embedded world	\$1,600	✓	✓	✓		
	32	Social media push (one day)	\$650	✓	✓	✓		
	33	Social media push (all three days)	\$1,800	✓	✓	✓		
Complimentary Services	★ 34	News and new product(s) submissions to be featured on embedded-computing.com/ew2020: http://embedded-computing.com/content-submission/	FREE	✓	✓	✓		
	★ 35	Guest blog (400-700 words), hosted on embedded-computing.com, featured in Embedded Daily eNewsletter and promoted on social media; email Rich Nass at Rich.Nass@opensysmedia.com for more details.	FREE	✓	✓	✓		

★ OSM's Top Picks