

## KBIS 2022: Where the Future is Defined

### Exhibitor Clips Overview

On-camera interviews filmed on-site and video files provided to exhibitors the same day, exhibitor clips provide the opportunity to distribute engaging content that drives traffic to their booth.

- \$1,000 per exhibitor clip.

*\*Clips are delivered "as is" should exhibitors want revisions, CNTV charges \$500 per clip payable from the exhibitor.*

#### Benefits/Pros

- One product will be showcased within 30 seconds.
- Clips can be used for future marketing needs.
- Drives traffic to your booth.
- Outstanding Content/Clips offered at an affordable rate.
- Exposure to new and existing prospects.
- Showcase product key features to solve clients goals and pin points.
- Tell your target audience where they can find more information.
- Clips will be hosted on [kbis.com](http://kbis.com), shared on KBIS social media pages and promoted to all registrants.

### How It Works

- CNTV will provide a host/talent to ask questions in one continuous recording.  
*As seen below*
- Upon selecting a time slot, CNTV requests logo for exhibitor clip usage.
- Exhibitors will have up to 15 minutes with the crew CNTV provides exhibitor.
- A form with who is to be part of the video so we have their full name, title, and company name for the lower third graphic.
- CNTV will create a basic script for the host to say during the interview.
- During the three days the crew will shoot an interview with each exhibitor signed up.
- Each exhibitor will supply two (2) questions they want asked and supply that to CNTV when they register. Exhibitor clips will be delivered on site.

*\*Social Media is not included as an add on.*

#### Exhibitor Clip Example



*For more production opportunities reach out to [Sales@CNTVnow.com](mailto:Sales@CNTVnow.com)*