



GIE+EXPO

PROMOTION OPPORTUNITIES FROM *GREEN INDUSTRY PROS*

***THE PRO REPORT* E-NEWSLETTER ADVERTISING**

Drive traffic to your booth and website, announce a new product and reach the audience who stayed home with your ad in *The Pros Report's* special coverage of GIE+EXPO.

Circulation: 40,771 landscape contractors and equipment dealers

- Pre-show – October 23, 2013 edition
- Live from show – October 24, 2013 edition
- Live from show – October 25, 2013 edition
- Post-show – November 14, 2013 edition

Options:

- 468 x 60 leaderboard ad: \$675 per edition
- 120 x 600 ad skyscraper ad: \$725 per edition

VIDEO PRODUCTION AT THE EXPO – \$4,000 net

Need a product video but don't have the resources to get this completed?

We can do that for you.

Video package – up to 5-minutes (edited)

The GreenIndustryPros.com Video Network team will work with you to produce up to a 5-minute, full-length feature video. Use this opportunity to take an in-depth look at your company's products or services, conduct an interview with your company executive, or develop a company promotional video to solicit new team members.

Our team will capture video at GIE+EXPO and use the footage to create a full-length feature video production that can be aired on GreenIndustryPros.com, used on sales calls, uploaded to your corporate website, or used for other corporate purposes. An excerpt of the video will be included in the following day's GIE+EXPO broadcast.

Your full video will be edited and submitted for your approval shortly after GIE+EXPO.

VIDEO COVERAGE, PRODUCTION & PROMOTION AT YOUR BOOTH – \$1,595 net

Video package – up to 2-minutes (edited)

This video production focuses on equipment in your GIE+EXPO booth. Our voice-over talent records the script for inclusion in the video, based on your input. The video is shot by a two-person crew with an excerpt included in the following day's GIE+EXPO broadcast. The finished video will be delivered for review shortly after the show. Commitment and script materials are required two weeks before GIE+EXPO. Included in video package:

- Creative concept
- Script writing
- Location shoot
- Voice-over narration
- Royalty-free music, if appropriate, and graphics included

COMMERCIAL VIDEO SEGMENTS – \$995

Ask us about a turnkey program to create a 30-second spot and promote your products at GIE+EXPO.

Send us your press release, a product photo and a 50-word message, and we'll create a custom 30-second video commercial for you. Use it on your website, in product presentations or put it on YouTube. We'll do the work for you. Commitment and script materials are required two weeks before GIE+EXPO.

- Up to 30-second commercial produced and aired during live GIE+EXPO coverage
- Includes graphics, royalty-free music and voice-over talent
- Send your video in a Video E-Showcase email to the *Green Industry Pros* audience.

GIE+EXPO PRODUCT SHOWCASE – \$350 with October ad

Take advantage of our GIE+EXPO Video or E-Product Showcase with your purchase of a September/October print or online ad.

Send your product or service promotion directly to landscape contractors' inboxes with an E-Product Showcase, including a video or image of your product, as well as a product description. \$350 with any October ad or \$900 without an advertising commitment

FOR DETAILS, CONTACT: Deirdre D'Aniello, Publisher

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