

EXCLUSIVE MARKETING

Let us help you connect with the right audience for your event!

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We understand the importance of driving attendance for your vendors, sponsors and bottom line. Our marketing team is here to help you maximize exposure of your event through our in-house marketing assets, social media and public relations efforts. Let us help you find creative ways to redefine the customer experience.

EXCLUSIVE I-X CENTER OFFERINGS

Online Event Listing (complimentary)

With more than 500,000 website visits each year, IXCenter.com is a great way to promote and provide attendees with additional information about your event. When your event is booked, the following information will be added to IXCenter.com calendar event section:

- Event name and logo.
- Show dates and hours.
- Link to event website and/or to purchase tickets.
- Approved photos and video.

I-X Digital Billboards (complimentary)

Whether you are inside or outside the I-X Center, our digital screens are located in prominent, high traffic areas displaying high-priority messaging to grab the attention of our attendees.

- Indoor Digital Screens: Feature within our calendar of event listing on 6-minute average rotation on up to 15 of our indoor 17' x 10' and 30' x 17' billboards. Segments will run throughout the year during all events located on the main floor. Rental opportunity available to promoter for column wrap screens and up to four (4) portable screens during promoter's event.
- Outdoor Digital Marquee: Event feature display on our outdoor marquee, approximately two weeks prior to event date. Guaranteed daily impressions are 78,000 per day.

MARKETING & ADVERTISING YOUR EVENT

Press Release (complimentary)

Our marketing team understands how important it is to foster relationships with media throughout the region. When something new and exciting is making the I-X Center their home, we want to make sure media outlets are well-informed.

- Distribute one (1) new event release to the media on behalf of the promoter. If more than one event is being announced, multiple events could be included in the release. All promoters have final approval before the release is distributed.

Social Media & Digital Marketing (complimentary)

The I-X Center will leverage digital and social media to reach visitors before they arrive at your show and to communicate with them while they are here through the following avenues: email marketing, social media and digital advertising.

- Publish a minimum of 5-10 social media posts (prior to, during and post-show) on @ixcentercle on Facebook, Twitter, Instagram and YouTube (if applicable).
- Link I-X Center Facebook page (facebook.com/ixcentercle) to promoter's Facebook event to build engagement by attracting users to RSVP in advance of the show.
- One (1) dedicated email blast to a minimum of 10,000 I-X Center newsletter (targeted) subscribers and inclusion of three (3) I-X Informer eNewsletters to a minimum of 75,000 subscribers.
- Track Results and provide final reporting.

Media Planning & Buying (additional fee applies)

The marketing team at the I-X Center will help make sure your next media campaign runs seamlessly by reviewing past and present media strategies to create an engaging advertising package for your upcoming event.

- Identify target market for your event including age, gender, location, special interests, etc.
- Assist in development of traditional and digital creative for local media outlets.
- Setup value added promotions including giveaways, web content, email blasts, social media posts, etc.
- Provide event support through secondary media outlets throughout the Northeast Ohio region in markets including, but not limited to Akron/Canton, Youngstown, Mansfield, Sandusky, etc.

Public & Media Relations (additional fee applies)

The I-X Center appreciates local media and maintains relationships with all outlets, big and small. To help tell the story for an event, the I-X Center marketing team will help solicit public and media relations for an event with the following:

- Identify media contacts throughout the market (newspaper/magazine editors/reporters, TV producers, radio news editors/producers, bloggers, etc.) – current list is 200+ based on other consumer events we promote.
- Distribute media release the week of the show.
- Pitch on-air segments with local TV stations for instudio or on-site interview opportunities.
- Submit the event to top event calendars in the market.

A well-attended event with happy, engaged attendees benefits us too! We look forward to working with you.

Thank you!