



## SPOTLIGHT ON...

### Shine a Spotlight On...

what you want attendees to know about your company, destination, or service on stage at CMEExpo to gain visibility, build business and have video to use post show as marketing collateral

#### VALUE BEFORE CMEE:

- We create awareness and excitement for your brand and involvement in the program by promoting the interview session on [cmeexpo.ca](http://cmeexpo.ca) under show features, and via eblasts to registrants and social media.
- One preparation call with industry media expert Leanne Calderwood to review questions, and set yourself up for success.

#### VALUE DURING CMEE:

- 20 minute interview on stage with visibility of company/destination logo and/or video in the background, while industry expert Leanne Calderwood conducts the interview.
- Option for company/destination to provide a prize (Min. \$100 retail) to give away at the end of the interview to further engage and connect with attendees.
- All interviews will be filmed for your use in future promotional and marketing campaigns.

#### VALUE POST CMEE:

- Recording will be sent for your team to use in future marketing and social media campaigns.
- All interviews will be posted on [cmeexpo.ca](http://cmeexpo.ca) and Leanne Calderwood's social media platforms for additional exposure.

**ONE SESSION: \$2,500.00 + HST | ONLY 6 SPOTLIGHTS available | Book today**

## CONTACT

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