

# screenmedia expo | 2012

May 16<sup>th</sup> - 17<sup>th</sup>, Earls Court, London

## OVERVIEW

### Connecting with audiences through digital Screenmedia

**Screenmedia is changing the way people connect with brands. Business is trying to catch-up. Screenmedia expo 2012 can help close the gap.**

People now spend more time out of the home than ever before and they are harder to reach through traditional means. End users, brands and agencies know that using mobile, digital signage and interactive media (known as Digital Place-Based Media) is an effective way of engaging them, which is why across the Eurozone, advertising spend on mobile grew 19%<sup>1</sup> in 2010 over 2009 and spend on Digital Place-Based Media grew 18%<sup>2</sup> in the same period - two of the fastest growing advertising mediums according to every industry forecast.

Digital Place-Based Media is now everywhere: on billboards and posters; in malls and in-store; on the high-street; on buses and roadside; in corporate offices, banks, bars, clubs, pubs, leisure venues and in schools and hospitals.

The technologies that enable brands to connect include digital screens, digital outdoor advertising (screens and LED displays), interactive screens, ATMs, Kiosks and more recently mobile and social media.



*- If you want to engage with me, you'll have to trade with me*

Today, Digital Place-Based Media technologies are merging because connected audiences demand a seamless experience.

**Screenmedia expo 2012 will demonstrate how powerful Digital Place-Based Media can be when connected in order to generate transactions and commercial opportunity.**

1. Magna Global 2010 2. PQ Media 2011  
Pictures: Digital Signage - In Ur Face Media Signagelive, Digital Outdoor - Barco, Times Square, Interactive - Grandvisual, Ford, ATMs & Kiosks - LobbyWorks

*I don't care about tech.*



## The connected audience

Connected audiences aren't particularly bothered about the technology that sits behind a screen and it doesn't matter anymore whether the Screenmedia they are engaged with is in a store, on a bus, a digital billboard, a handheld device, an interactive kiosk or a plasma screen.

**Because being connected all the time isn't much of a challenge anymore, audiences expect digital screenmedia to offer similar things.**

For example, the interaction and functionality of a smartphone is expected in an interactive kiosk. All screens are now expected to be interactive just like a smartphone, digital posters should allow interactivity & gameplay and all should provide relevant and timely content.

*I expect to be -  
 connected all  
 the time*



**In order to provide the connected audience with the information they demand, screenmedia is responding by interconnecting its platforms and using sophisticated data management process to enable the output to create relevant content in order to generate interest, response and drive sales.**

## What to expect at Screenmedia expo 2012

As the only dedicated forum of its type in Europe, Screenmedia expo 2012 provides an ideal environment that mixes media and technology to present your products & services to customers. Screenmedia expo 2012 is designed to provide a high quality selling platform for all participants by attracting high quality visitors.

**New ideas** In a fast moving emerging media and technology market, you can expect your products and services to be presented as cutting-edge, positioned "straight out of the lab".

**Best practices** Visitors will be drawn to the show to hear from experts about today's best practices to implementing and managing a connected network, creating content, engaging customers and measuring effectiveness.

**Education and exploration** High quality learning programmes will be designed to help visitors engage with screenmedia, give them confidence in the media and clarify the commercial and operational benefits that deploying this media will provide for their business, for example:

**Orientate** how to engage a connected customer

**Explore** which methods, approaches and mechanisms provide the optimum solution

**Assess** which products, service and solutions answer their questions

**Exploit** the benefits of connecting their businesses and customers through Digital Place-Based Media

**Do business** **Screenmedia expo 2012 provides the right environment for buyers and sellers to meet. We understand you want to do business and your success is ours. Expo's marketing capability will ensure we deliver your audience in volume. Its then up to you to close the deal!**

"Screenmedia expo 2012 will create the first Digital Place-Based forum that deals with the connected consumer. In order to do this, expo will ask experts and suppliers from the Screenmedia sector to come together to share learning and provide practical advice. We will do this by exploring how Digital Place-Based Media influence audiences who are actively looking to engage in order to research, transact and play"

- **Mark Pigou, Show Director**



## Engaging connected audiences

*A comprehensive learning programme for everyone*

We understand that a day out of the office needs to deliver results and we value your time, so we have packed 2 days of inspiration into our education & insight programmes.

We will provide four free expert-led education programmes which will bring visionaries and practitioners together. They will offer insight and opinion on the big debating points, share experiences, best practices and case studies from live projects and provide guidance & help on how to effectively connect with audiences.

## Four cutting-edge education programmes

### TRACK 1

#### Connected Screenmedia

What media and technology should Screenmedia connect to in order to improve its relevance and responsiveness to connected audiences?

### TRACK 2

#### Connected content

What content is appropriate to use in a connected network, how does it work and what response does it deliver?

### TRACK 3

#### Interactive connection

What is the best method of engaging connected audiences physically and what is the benefit of physical interaction?

### TRACK 4

#### Smart connections

What data & content drives Screenmedia networks and how is this managed to make the networks "smart"?

Programmes produced in association with the Imperative Group

*\* Screenmedia expo 2012 reserves the right to change education programme topics or content at any time.*

## Expert-led seminars & workshops

Every year Screenmedia expo hosts a range of free and paid-for expert-led seminars and workshops that not only 'tell you how' but 'show you how'. In 2011 expo facilitated seminars and workshops from Nova Versa & Never.No, Rapid TV, Imperative Group and Cisco.

Details of the 2012 programme coming soon but if you'd like to run a seminar or workshop, sponsor one or attend one, please let us know.

## Connecting you to an audience that matters

Screenmedia expo 2012 recognises that the marketing disciplines and technology channels used to connect audiences digitally are converging, so for next year Screenmedia expo 2012 will provide a forum for buyers to explore how Digital Place-Based Media can work together and with complementary media to deliver value to the connected audience.

## Screenmedia expo 2011 was the best yet, but don't take our word for it!

**"We found it an excellent show, giving us a great quantity of quality leads".**

Steve Hales, Director of Sales & Marketing, Camvine

**"Always enjoy the show. Extremely well organised from a media point of view and always pulls in a great array of end users that are very valuable to AV Magazine"**

Rachael Hamilton, AV Magazine

**"This is by far the best quality and number of leads we have collected at ANY show. Easiest decision of the day? Rebooking for Screenmedia expo 2012. See you next year!"**

Jason Cremins, Remote Media

**"Definitely the best expo yet - more innovation, more focussed and most importantly more endusers. Keep up the good work!"**

Joe Till, Saturn Communications

**"Nice to see well attended conference sessions. Also lots of interactive technology on the show floor makes for a very engaging experience"**

Paddy Baker, Installation Europe

**"Amigo Digital had well over a 100 leads from the show"** Alex Hughes, Amigo Digital

## So who should exhibit at Screenmedia expo 2012?

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### Screenmedia practitioners

Just as it did in 2011, Screenmedia expo 2012 will attract end users and brands from a wide range of verticals from marketing and technology backgrounds who want to engage with your products and benefit from ideas, guidance, case studies and best practices on how to effectively engage connected audiences using Screenmedia.



### Digital Outdoor providers

Screenmedia expo 2012 is the only event that attracts creatives, agencies, landlords, planners and buyers to experience how Digital Outdoor can connect and engage people in a variety of environments and demonstrate how Digital Outdoor is moving into an interactive, playful and social phase of development.



### Interactive Screenmedia providers

The power of interactivity can only be fully realised physically and what better way than to do so than at Screenmedia expo 2012, which will provide the right environment for visitors to engage and play with touchscreen, interactive and augmented reality technologies.



### ATM and Kiosk manufacturers

As with all media designed to be interacted with, ATM and Kiosks are best promoted physically. Showcasing your products at Screenmedia expo 2012 will provide CMOs, CIOs and COOs from retail, mall and banking sectors with a clear understanding of how your products and services could add value to their businesses.



### Mobile & mobile media providers

Connected audiences can now use their mobiles to interact with and control Digital Place-Based Media. This presents new and exciting opportunities for mobile providers to demonstrate to CMOs and brands how connecting mobile and Digital Place-Based Media can connect the place to the person in new and relevant ways.



### Social media providers & developers

Social media maybe everywhere, but where better to lever the power of social media than on screens in stores, high-streets, malls, bars clubs and at music and sports events? The real power of digital is connecting social, mobile and Digital Place-Based Media together and at expo you can demonstrate this connectedness.

### Insight and content management

Behind every digital technology and marketing campaign should be knowledge that informs what is said to whom and when via sophisticated content management systems. Understanding the relationship between insight, data and content and how this is presented in a relevant way to connected audiences is an essential part of the Screenmedia expo 2012 offering for 2012.

## Key numbers

**A unique opportunity for 150 exhibitors to meet over 4,000 end users, retailers and brands, all of whom are in buying mode.**

Watch our flashback video of Screenmedia expo 2011 at: [www.screenevents.co.uk](http://www.screenevents.co.uk)

2011: 3,191  
Marketing  
Media  
IT/OPS

- Truly international!  
30% from outside the UK

## Big names are on-board and in buying mode

In 2011, Screenmedia expo attracted executives and decision makers from global businesses & brands, top class agencies, blue chip technology companies and resellers & investors all of whom wanted to learn, explore, trade and buy.

### End users

BBC  
Birkbeck University of London  
Bloomberg  
Brighton University  
British Airways  
Canadian Tourism  
Capital & Regional  
CBS  
Chelsea and Westminster Hospital  
Chelsea College of Arts and Design  
Chiltern Railways  
City Cruises  
Clear Channel  
COI  
Deloitte  
Embassy of Belgium  
EYE Corp  
Football & Sports Arena  
Grange Hotels  
Heathrow Express  
JCDecaux  
Kingston University  
Lend Lease  
London fashion centre  
London Luton Airport  
London Muslim Centre  
London Stock Exchange  
London Taxi Company  
Merlin Entertainments  
Mobilemedia Ltd

Mobsta  
Momentum Worldwide  
Mondiale Publishing Ltd  
National Maritime Museum  
National Theatre  
Natural History Museum  
Network Rail  
NHS  
PayPal  
PwC  
Science Museum  
Serco  
Shop Direct Group  
Shopping.com UK  
The Nielsen Company  
Thomson Reuters  
Transport for London  
Woodland Trust  
WorldPay

### Brands

Barclays Bank PLC  
Berghaus Ltd  
Boots UK  
Britvic  
BSkyB  
Burberry  
Cadbury  
Center Parcs  
Chelsea FC  
DFS Furniture  
EAT Ltd  
Empire Cinemas Ltd  
Gala Coral Group  
Harrods

Harvey Nichols & Co Ltd  
JCB  
Jigsaw  
John Lewis  
Johnson Tiles  
Jyske Bank  
Kia Motors UK  
Kiddicare  
Kraft Foods  
L'Oreal  
Ladbroke's  
Lipsy  
Liverpool Football Club  
Lloyds Banking Group  
Lloyds Pharmacy  
London Eye  
Marks and Spencer PLC  
Marriott International  
McDonald's Europe Ltd  
Nike  
Nokia  
Pizza Hut  
Porsche  
Prontaprint  
QVC  
Renault UK Ltd  
Repsol  
Santander  
SmithBrewer Ltd  
Sony  
STA Travel  
Starwood Hotels  
Tate Modern  
Tesco  
Three

Unilever  
Vodafone  
Waitrose  
Waterstone's  
Wm Morrisons Supermarkets  
PLC  
Yell

### Agencies

Conrad Advertising Agency  
Dentsu London  
Fitch  
Future Publishing  
Havas  
JWT  
Kinetic Worldwide  
Leo Burnett Ltd  
M&C Saatchi  
McCann Erickson  
Mindshare Media UK  
MIT SENSEable City Lab  
Ogilvy & Mather  
Posterscope  
Propeller  
Rapier  
Saatchi & Saatchi X  
Starcom Mediavest Group  
Universal McCann  
Zenith Optimedia

### Technology

3M  
Arqiva  
Acquisition TV, Inc  
AMD

BT Expedite  
Canon Europe Ltd  
Cable & Wireless  
Deutsche Telekom  
Fujifilm UK Ltd  
Harris  
HP  
IBM  
Intel  
LG Electronics  
Microsoft  
NEC  
Oracle  
Panasonic  
Red Bee Media  
Samsung Electronics  
Sharp Electronics  
Siemens  
Technicolor  
Toshiba  
Verizon  
Wincor Nixdorf

### Finance & resellers

Brightshore Capital Ltd  
Computacenter (UK) Ltd  
Enterprise Venture Fund  
European Innovation Network  
Fineline Media Finance  
Midwich  
Shire Leasing PLC

See video testimonials:  
[screenevents.co.uk/screenexpo2011/](http://screenevents.co.uk/screenexpo2011/)

Read more testimonials:  
[www.screenevents.co.uk/screenexpo2011/PostEvent/Testimonials.html](http://www.screenevents.co.uk/screenexpo2011/PostEvent/Testimonials.html)

Where better to  
learn, display, play  
and sell other  
than screenmedia  
expo 2012?



## Who will visit?

### Sectors

Advertising  
Agents (Recruitment, Travel & Estate)  
Brands  
Entrepreneurs & investors  
Finance  
Fitness and personal care  
Healthcare  
Leisure & hospitality  
Mall & stadia owner/operators  
Marketing  
Public sector  
Retailers  
Technology suppliers

### Roles

Advertising Agency Executives  
Architects  
Brand Managers  
CMO's, COOs, CIO's  
Consultants  
Creative Directors  
Customer Communications  
Data Analytics Executives  
Investors/VCS  
Marketing & Advertising Executives  
Media Planners & Buyers  
Media Owners  
Merchandisers  
Operations Directors  
Point of Purchase Suppliers  
Researchers

## Who should exhibit?

### Technical & Engineering

Automated AV Design  
Content Management Systems  
Content Hosting & Transmission  
Digital Signage Providers  
Hardware Suppliers  
Interactive Technology Suppliers  
Kiosk Manufacturers  
Mount & Enclosure Suppliers  
Mobile Manufacturers  
NFC Manufacturers/Agencies  
Online Video Production  
Plasma, LCD and LED Suppliers  
Projection Manufacturers  
Software Producers


### Marketing & experiential

Advertising/media agencies  
Audio Providers  
Customer Relationship Management  
Content Creators  
Music & Radio Providers  
Network Owner/Operators  
Outdoor Advertising Companies  
Social Media Developers  
Usability Designers

### Delivery & Management

Broadband & 3G Providers  
Business Process Outsourcing  
Cable & Rack Suppliers  
Database Management  
Data Analytics for Media  
Installation services  
Integrators  
Service Providers  
Network Solutions  
Rollout Services  
Satellite Service Providers  
System Engineers  
Wireless & IPTV Providers

## Exhibiting costs

<b>Exhibitor space</b>	
<b>Shell Scheme Stands</b>	UK £315.00 per sqm + VAT
<b>Space only</b>	UK £295.00 per sqm + VAT
<b>Speaking opportunities</b>	Speaking and presenting at Screenmedia expo 2012 is on a merit basis. If you have something innovative, interesting and thought provoking to say, we'll give you the opportunity to say it, free of charge

## Sponsorship opportunities

2012 Expo Viral Video Campaign **Show Guide** Show bags **Show floor Theatres**  
**Press Office** Presentation Suites **Workshops** Internet Café  
 Conference Theatres **Badges and Lanyards** Hanging Banners **Registration**  
 Expo Newsletters **direct mail and email campaigns**

## Screenmedia Consult

**Not taking a stand in 2012 but want to get involved and create a stir?**

There are opportunities to work collaboratively with Screenmedia expo 2012's consulting division if you want to create material ranging from strategy and research to opinion pieces and insight for distribution prior to, or for launch at the show. Please contact us to discuss your options.

*What are you  
doing differently  
for me?*



## Industry and media support

Every year Screenmedia Expo forges links with Industry experts, associations and the media to ensure all who get involved receive the best possible insight, support and exposure throughout Europe and the rest of the world.

## Comprehensive show marketing support

Our dedicated team can work with you to help you generate interest, a wide range of in-show options to display and demonstrate your products and services and post-show support.

weekly sector specific  
email communications

pre show guides  
(on and offline)

show advertising in AV,  
digital signage and  
marketing press

publish show information and editorial  
in the UK's leading industry magazine -  
Screenmedia magazine and online at  
Screenmediamag.com

trade body  
support

mature show (6 years old)  
attracting repeat visitors  
and high quality press &  
media coverage

a dedicated data manager to  
ensure expo attracts the right  
visitors from databases of over  
50,000 contacts

promotional relationships with over  
20 media partners outside our own  
media portfolio to support the show

**Keep up to date with news, pre-show information, conference details and special offers via:**

**Our website:** [www.screenevents.co.uk](http://www.screenevents.co.uk)  
**LinkedIn:** <http://linkd.in/pBgFTB>

**Facebook:** <http://on.fb.me/qfQlee>  
**Follow us on Twitter:** #Screenmediaexpo

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