

# SECURITY **magazín**

## Marketing Offer for IDET 2019



FUTURE FORCES FORUM in cooperation with SECURITY magazín prepared special communication packages for IDET 2019.



### Introducing the Concept:

- Participation in trade fairs, exhibitions and expert events are part of the overall company presentation towards clients and professional public.
- Not only is the presentation at the event important but also the outreach that can be obtained in media and PR communication.
- Participation costs can possibly be streamlined by addressing other potential clients within the marketing communication.
- This combined form of company presentation strengthens its resulting impact in a synergical effect.

### Progressive Communication Formats from IDET 2019:

- Video interview with company representative
- Reporting video from your participation at IDET
- Video report of expert influencer with his company or product review
- Professional discussion with the editor at the Security Magazin Cafe on a selected topic
- Interview with a professional moderator in the Security Magazin VIP Studio on a selected topic
- All these products are intertwined into communication packages that will allow to maximize the potential of individual outputs

## Example of a Communication Package:



## Range of Services - IDET 2019

ITEM	DELIVERY TIME	DESCRIPTION	PRICE
Article in Czech Defence Journal web portal	Before IDET	Article informing about company participation at IDET	<b>FREE</b>
Article on SM Online	Before IDET	Article informing about participation and presented products at IDET	<b>15000 CZK</b>
Article in printed SM	Before IDET	Article informing about participation and presented products at IDET, 1 page range	<b>20000 CZK</b>
Article on SM Online	During IDET	Article informing about actual presentation of company and products at IDET	<b>15000 CZK</b>
Video chat with SM Editor + Publication on YouTube SM and FB SM + Article on SM online	During IDET	Interview with editor on pre-agreed topic	<b>30000 CZK</b>
Debate in SM Café + Recording + Publication on YouTube SM and FB SM	During IDET	Debate with company representative on selected topic in SM Café, discussion chaired by SM editor, debate is held in front of SM Café audience and then shared online	<b>Individually</b>
Addition of formats that publicize the debate (video, article, interview)	During IDET	The discussion in the SM Café will be subsequently publicized - the prices of the formats are according to the individual items: an article on SM online 15 000 CZK, an article in the printed SM 20 000 CZK, video + article 50 000 CZK, etc.	<b>Price according to services</b>
Interview in VIP studio SM with LXV moderator + recording + publications on YouTube SM, FB SM and XTV.cz	During IDET	Interview with the representative of the company on a selected topic in the VIP SM studio, discussion chaired by Frekvence 1 moderator Luboš Xaver Veselý	<b>Individually</b>
Addition of formats that publicize the debate (video, article, interview)	During IDET	The VIP interview will be subsequently publicized - the prices of the formats are according to the individual items: an article on the SM online 15 000 CZK, an article in the printed SM 20 000 CZK, video + article 50 000 CZK, etc.	<b>Price according to services</b>
Video recording from SM Café or VIP SM studio projected on IDET	During IDET	The recording of the debate or interview is post-produced on the site and subsequently presented on the screens in the exhibition hall	<b>10000 CZK</b>
Article on SM Online	After IDET	Article reviewing the company's participation in IDET	<b>15000 CZK</b>
Article in printed SM	After IDET	Article in the range of 1 page looking back at the company's participation in IDET	<b>20000 CZK</b>
Video report + publication on YouTube SM, FB SM + article on SM online	After IDET	Video about company participation and presented products at IDET in combination with article on SM online	<b>50000 CZK</b>
Video report with influencer + publication on YouTube SM, FB SM + article on SM online	After IDET	Video with influencer about company participation and presented products at IDET combined with article on SM online	<b>55000 CZK</b>