

# YOUR NRF BOOTH TURNED DIGITAL AND **ON-DEMAND**



## VIDEO PROMOTION PACKAGES AT NRF

### Maximize your investment at the Big Show with video!

Retail TouchPoints can help you capture and deliver the highlights, messaging and theme of your booth to key stakeholders, new prospects and your wider audience at large. Let our team of experts combine the power of video marketing with the energy of your NRF booth to help:

- Amplify key messaging via social, websites, blogs and webcasts
- Increase booth traffic with eye-catching, in-booth video production
- Broadcast your message to all your prospects long after the show
- Promote your video all year long via email, newsletters and partners

### CLICK TO EXPLORE PACKAGES



## VIDEO MARKETING BY THE NUMBERS

49%

of buyers prefer video  
as a content format.

90%

of digital marketers use  
video as part of their  
marketing strategy.

81%

of individuals made  
a purchase after  
watching a video.



- 30 minutes of production time:
  - Including B-roll footage of booth, product displays, signage, etc.
- Professional video filmed in your booth
- A *Retail TouchPoints* editor to join, introduce or interview your executives or client
- Two-week video editing – finished product delivered within 10 business days
- Video featured on *Retail TouchPoints*' website and YouTube



**INVESTMENT: \$7,000**



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- **30-minute video strategy call with *Retail TouchPoints*' Marketing & Editorial Team:**
  - Strategic alignment on the goals and objectives of your video
  - Suggestions to optimize video and promo of footage beyond the show
  - Custom video promotion marketing and editorial checklist
- **45 minutes of production time onsite at your booth:**
  - Including B-roll footage of booth, product displays, signage, etc.
- **Professional video filmed in your booth**
- **A *Retail TouchPoints* editor to join, introduce or interview your executives or client**
- **Overnight editing – draft delivered for your review the next morning**
- **Video featured on *Retail TouchPoints*' website and YouTube**

**INVESTMENT: \$15,000**



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