What is Live from Pittcon 2005?
Live From Pittcon 2005 is a high-profile, customized video opportunity that serves as a perfect long-term companion to your tradeshow marketing efforts. It enables you to maximize your tradeshow investment, and reach a wider audience of critical decision-makers from industrial and scientific markets. This unique opportunity provides six months of lead generation and visibility well after Pittcon 2005 concludes.

This all inclusive package requires minimal time and resources, and delivers maximum results.

Reach An Audience On and Off the Tradeshow Floor
Live from Pittcon 2005 will reach a wide audience of critical decision makers during and after the event. Your message will be delivered to more than 130,000 prospects who may or may not be in attendance. Viewers will learn about your video via an aggressive e-delivery campaign both during and after Pittcon 2005. Your video will be deployed via a Pittcon 2005 E-Show Daily that is delivered to Reed Science Group’s network of subscribers via email, e-newsletters and websites.

Make an Impactful Statement After Pittcon 2005

Create a Targeted Message for a Qualified Audience
Your product demonstration will be delivered to scientists, researchers, chemists, laboratory managers, bioinformatics and information specialists, academic and government labs and many others.

How Does Live from Pittcon 2005 Work?
Prior to the show, your video spot will be pre-scheduled and pre-scripted as you craft a personalized 3-5 minute message to your key prospects.

Your engaging video message will be taped “live” in your booth at Pittcon 2005 in Orlando by our professional video team. A Reed Science Group spokesperson will conduct your interview or walk with you through your demonstration. Use your time to demonstrate your products, provide testimonials from customers or show attendees, conduct a Q&A session with your top technical people, or present an overview of your organization and its total capabilities. Videos are reserved on a first-come, first-served basis.

Within 24 hours, your streaming audio/video spot will be edited, encoded and posted on the Reed Science Group Pittcon 2005 Showcase site.

The player accompanying your video will include interactive features that will allow prospects to take the next step to becoming your customer:

- Direct Link to Your Website
- Request Product Information to a Selected Email
- Download Your Sales Literature (PDF)
- Send a Friend the Link to Your Video Showcase

Comprehensive reporting is available via a dedicated URL, which provides 24 hour, 7 day access.

Your customized video presentation will be available for placement on your company’s Website and for inclusion as a link in your own email.

For 6 months, your video will remain on the Reed Science Group Websites for on-demand viewing providing you with the greatest amount of exposure. The on-demand period is diligently promoted through a comprehensive integrated marketing campaign.

You will receive a master CD copy of your video segment for your ongoing marketing efforts.

Your Total Investment
Rate: $4,665 (gross)
$3,965 (net)
Maximize Your Tradeshow Investment with the Perfect Long-Term Marketing Companion – Your Customized Live From Pittcon 2005 Video Showcase

- Create a personalized message for thousands of key prospects.
- Reach a wider audience of critical decision-makers.
- Target important prospects who were unable to attend the show.
- Reinforce your message to this expanded audience well after the event and reconnect with show attendees.
- Demonstrate your latest product introductions.
- Provide testimonials from satisfied users of your technology.
- Conduct a virtual overview of your entire product line.
- Interview key technical staff via a focused Q&A session.
- Invite laboratory professionals to visit your Website for more detailed information on your company and products.
- Talk to your existing customers informing them of your latest technology enhancements.
- Develop an engaging video ad promoting your overall capabilities that will instill confidence in the minds of your top prospects.

“Live from Pittcon 2004” showcase featured numerous companies including:

- Barnstead
- BrandTech
- Caliper
- Dionex
- ERLab
- Hamilton Corp
- Harvard Apparatus
- Intermetro
- Labware
- Netzsch
- Newport
- Parker Instrumentation
- Rheodyne
- Smith’s Detection
- Spectro
- Thermo
- Jobin Yvon

Act Quickly and Reserve Your Package Now!
To reserve your Live From Pittcon 2005 video package or to see the 2004 videos, please contact your local representative.