

HDI 2012 - A Digital Experience

Discover a New World of Knowledge with HDI 2012 Digital

This April, all eyes will be on HDI 2012, the industry's leading IT service and technical support conference. Extend your presence long after the Expo Hall closes, and reach the thousands of potential customers who could not attend the physical event, by participating in HDI's inaugural digital expo.

HDI 2012 Digital, scheduled for May 22, 2012, is an innovative, robust digital event that is free and open to the public, featuring live broadcasts, a wide variety of sessions, two keynote video presentations, interactive chat groups, and more.

The web-based equivalent of a premium conference expo hall, a digital booth at HDI 2012 Digital provides unparalleled exposure to a highly qualified audience of industry professionals, and helps you capture targeted leads.

Stake your claim on a premium digital booth and take advantage of this unique approach to marketing your offerings. Screen an HDI Expocast video in your booth for even more exposure.



HDI Expocast

Capture the attention of your booth visitors with a professionally produced HDI Expocast video, shot right on the HDI 2012 Expo Hall floor, and let us broadcast it for you.

Featuring editorial interviews and product demonstrations, the Expocast helps extend your reach well beyond the Expo Hall floor. Increase your booth's reach even further by posting the video on your company's website. Ask an account manager about scheduling your HDI Expocast today!

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Why Go Digital?

Thousands of people attended digital events in 2011, and that number is sure to grow in 2012. Participating in HDI 2012 Digital extends your reach beyond the physical event by capturing two audiences:

- Those who couldn't attend the live event; and
- Those who attended the live event, but didn't have time to visit your booth.

Both audiences will want to take advantage of the live webinar, recorded material from the event, special keynote appearances, and more. And if you did not have a live booth at HDI 2012, this is a chance to capture some of the audience you missed!

HDI will market HDI 2012 Digital via:

- Promotion at the live event in Orlando;
- Promotion through social channels;
- Direct mail and email campaigns to thousands of industry professionals leading up to the digital event;
- Promotion in the bimonthly industry magazine *SupportWorld* and the biweekly Industry Insider eNewsletter; and
- Marketing through HDI's international partners for those overseas—in Brazil, Japan, Australia, Sweden, Finland, Nigeria, India, Poland, and Saudi Arabia—who could not attend the live event.

HDI 2012 Digital provides value by:

- Reinforcing your messaging and extending your audience reach and content lifespan;
- Generating new leads;
- Leveraging social media; and
- Providing measurable ROI and behavioral data reporting.

Promotional Plan	
Marketing Source	Impressions
<i>SupportWorld</i> Magazine (Full page ad in print and digital editions)	7,500
Industry Insider eNewsletter	100,000
HDI Email Marketing	100,000
HDI Direct Mail Marketing	8,000
HDI Social Marketing	4,000
Web Promotions	100,000

It's All About the Metrics!

Digital events track attendees' behavior:

- User profile data;
- Content accessed or downloaded;
- Time spent; and
- Social media activity.

Participating in HDI 2012 Digital provides you with information that will help you refine your message and better serve your target audience.

Grab hold of the future with HDI 2012 Digital.

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Digital Booth

Your digital booth will remain online for ninety days after the digital event, and we encourage you to use it for further promotion.

Standard booth offerings include:

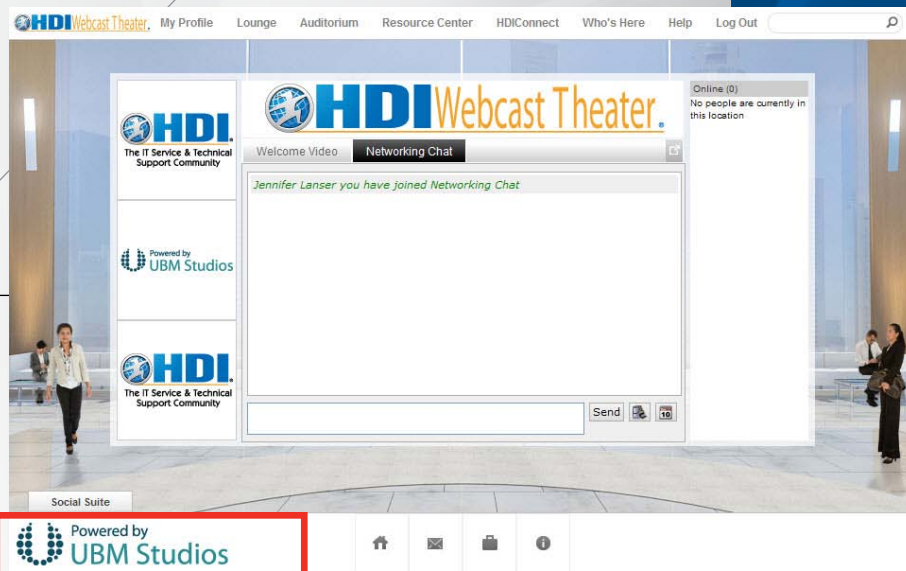
- Social media, one-on-one and group chats, and email/vCard exchange to keep in touch;
- Promotion of assets and materials like product slicks, case studies, and more, stored in your booth for easy access and distribution;
- Prize giveaways to encourage and drive attendee engagement; and
- Detailed activity reports, including contact information for all booth visitors and statistics on resource views and downloads.

In addition to the above, premier booth offerings include:

- Prime promotional space on an industry-wide webcast;
- A short (3-5 minute) opening presentation during a webcast; and
- Contact information for all event registrants.

Go with an Industry Leader

Marketing globally to over 110,000 people, and producing the industry's leading live event for over 20 years, HDI and UBM have a proven track record of success. By partnering with UBM Studios, which produces digital events that help its clients capture and keep an audience of thousands, we are now able to extend that quality and depth into the digital environment.



Sponsor Banner Ad

Sponsor Logo