



**AV  
Experience  
Awards**

# BE INSPIRED

AVIXA AV Experience Awards  
Partnership and Sponsorship Opportunities

 [avxawards.avixa.org/sponsorship](https://avxawards.avixa.org/sponsorship)



# A PROGRAM BASED ON **TOTAL EXPERIENCE**



## THE AV EXPERIENCE AWARDS

The global AV Experience Award program (AVX) recognizes the innovative integration of content, space, and technology to create or enhance an environment. The program seeks to find excellence where the enhanced in-real-life experience or almost-real-life experience could only be achieved through the integrated and innovative use of audiovisual technology.

Unlike any other awards program in the world of AV, the AVX awards rewards business outcomes and the unique needs of the customer. Not based on the biggest, brightest or newest technology, winners are chosen based on articulated buyer feedback, outcomes and the experiences created - placing your brand in front of decision makers who value both business ROI and ROO, not commodity.

Recognizing the innovative integration of content, space, and technology to create or enhance an experience.

### KEY DATES

ENTRIES OPEN  
25 JANUARY 2021

ENTRY DEADLINE  
13 AUGUST 2021

JUDGING  
16 AUGUST -  
17 SEPTEMBER 2021

SHORTLIST  
ANNOUNCEMENT  
28 SEPTEMBER 2021

AVX AWARDS  
(INFOCOMM 2021)  
VIRTUAL CEREMONY

# CONNECTIONS YOU WILL MAKE



## THE AVIXA BENEFIT

The buying power of over **20,000** partner organization members in education, hospitality and sports & venues



Access to over **30,000** End User Decision Makers



**integrated  
systems  
europe**

Access to over **10,000** End User Decision Makers

**infocomm**

Access to over **5,000** End User Decision Makers

## 2020 RECAP

**104**  
Total Entries

**47**  
International  
Projects

**18**  
Countries

2020 Total Media Audience Reach of over  
**500,000**

**MORE THAN 100**  
Media Mentions & Stories in 2020

## CO-MARKETING PARTNERS

**ALSD**

**htng**

**EUNIS**  
EUROPEAN UNIVERSITY  
INFORMATION SYSTEMS

## TARGETED AUDIENCE

End Users/Buyers

Decision Makers

Partner Organization Members

Influencers

Global Media

PLEASE GET IN TOUCH TO DISCUSS SPONSORSHIPS | MEGAN HERSHEY, SR SALES MANAGER [mhershey@avixa.org](mailto:mhershey@avixa.org)



# SPONSORSHIP



## WHY SPONSOR?

The AVX Awards present sponsors with a unique opportunity to demonstrate their commitment to full and robust experiences regardless of the bleeding-edge technology usage. Rather than simply focus on the bold and beautiful, the AVX awards and its rich content development program rewards value to those innovators who look at every angle, every user and create a unique integration of content, space and technology that meets the buyer's goals.

AVIXA® offers a wide range of sponsorships to match your company's specific needs that will enable the largest return on your investment. **Drawing on the deep-reaching audiences of both AVIXA membership and attendees of both InfoComm® and ISE, plus our co-marketing partnerships with like-minded industry organizations ALSD, HTNG and EUNIS, your company will have the eyes and ears of the pro AV market and beyond.**

### ▶ MEDIA AND MARKETING OPPORTUNITIES

Branding through the AVX Awards spans far beyond the ceremony event itself. Sponsors enjoy over 10 months of marketing opportunities that target audiences across the globe, showcasing your company's brand at the forefront of decision makers across vertical markets throughout the year.

### ▶ INCREASE BRAND AWARENESS

Associating your brand with AVIXA, the global audiovisual association generates measurable brand recognition within pro AV, across the globe and to the market sectors who purchase audio visual technology.

### ▶ THOUGHT LEADERSHIP

Through both speaking opportunities and written content, the AVX Awards establishes your brand as a thought leader in experiences and verticals around the globe. The AV Experience Awards puts your brand at the center of both pro AV and the markets that purchase audiovisual technology, helping you to stand out from the crowd.

### ▶ EXPANDING MARKETS

With the support of like-minded industry organizations across the globe, the AVX Awards provides your company with business opportunities in the markets with the largest areas of growth such as suites, venues & arenas, hospitality, education and more. Through content, virtual events and brand recognition, your sponsorship takes you far beyond the world of AVIXA and provides a tangible return on your investment.

### ▶ SPONSORSHIP BENEFITS

- Brand recognition across the globe
- Seen by more 135,000 decision makers and AV professionals
- Editorial & virtual content powered by AVIXA
- Shortlist and winners press releases
- ISE & InfoComm marketing exposure
- Recognition on stage at InfoComm, North America's largest pro AV show
- AV Experience Award website
- Email publicity via AVIXA, ISE, InfoComm and partner organizations
- Social media (Twitter, LinkedIn, Facebook and Instagram)



# AWARD CATEGORIES



The AVX Awards are categorized in ways that make sense to decision makers and influencers. Not focused on installs of any single type, nor bleeding edge technology, this program is one-of-a-kind in showcasing business outcomes and buyer experiences.



## BEST DYNAMIC ART EXPERIENCE

In many cases AV installations blur the line between stunning visual display or audio experience into the realm of art. This category celebrates AV as art, but for a purpose – whether it is to amaze, create a cultural centerpiece, energize people for their day, reinvigorate a functional space, or display information in a stimulating way – it is art and purpose in one application.



## BEST IN-PERSON EXPERIENCE

This category celebrates when AV is used strategically to motivate potential attendees to get out into the real world to experience something they can't see, do, or feel anywhere else. These are unique, typically temporary one-time or time-limited experiences that one must physically attend in order to experience.



## BEST INDIVIDUALIZED EXPERIENCE

This category highlights applications where technology gets personal and allows an experience or interaction to be tailored to the individual. Any applications of AV that enable the environment to connect to you as an individual, and therefore connects you better to your environment or the brand or experience you are having, will be considered. Examples of projects that might fit this category include personal greeting on a guest hotel room media, retail digital signage changing content based on personal demographic, a university classroom where technology responds to personal presets of an instructor.



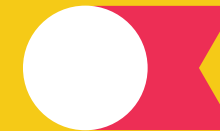
## BEST IMMERSIVE EXPERIENCE

This category recognizes illusionary or simulated environments that envelop individuals into an encompassing multi-sensory experience utilizing content, space, and technology.



## BEST FLEXIBLE SPACE EXPERIENCE

In this category, the judges are looking for applied AV that creates spaces that are constantly changing and adaptable, and facilitate the activities that happen within them, enabling a better experience. These spaces must be fit for multiple purposes, easily changed, and, in numerous configurations, optimize the activity happening within them.



## BEST COLLABORATIVE EXPERIENCE

The value of person-to-person connections and sharing is undisputed, and this category celebrates applications of AV that connect people physically or virtually via technology.

# SPONSORSHIP PACKAGES



## THE TOTAL EXPERIENCE PACKAGE *(one available)*

Our premium sponsorship package with maximum exposure throughout the year. This exclusive sponsorship enables you to align your brand with the targeted audiences of ISE, InfoComm and AVIXA all over the globe.

You will receive:

- Branding on all AVX Awards marketing
- Logo and company branding on AVX Awards website
- Logo and company branding on all AVX emails
- Up to 10 social media posts identifying the sponsor throughout the year
- Logo and company branding in advertising and press materials such as press releases for kicking off of 2021 program, shortlists, winners and templates for winners' use
- Company representative to moderate one IC21 session with AVX finalists discussing the value of experience business outcomes
- Company representative introduction and company branding in up to three AVIXA and Partner Organization webinars throughout the year. Webinar topics to be developed in partnership with sponsor to best fit business outcomes. Representative can also join as a panelist if they so choose
- Company branding and thought leadership quote in up to three AVIXA and Partner Organization articles throughout the year. Logo and quote will be used in all published materials both on AVIXA.org and on partner sites
- Company representative receives up to five minutes to speak at AVX Awards virtual event
- Logo on winners' trophies

**Investment: \$65,000**

## CATEGORY SPONSOR *(six available)*

- Logo and company branding on AVX Awards website
- Up to five social media posts identifying the sponsor throughout the year
- Logo and company branding in advertising and press materials such as press releases for winners and templates for winners' use
- Company representative introduction and company branding in one AVIXA and Partner Organization webinar throughout the year
- Company branding and thought leadership quote in one AVIXA and Partner Organization content development article throughout the year
- Company representative to introduce the category and announce winner at AVX Awards virtual event
- Logo on winner's trophy

**Investment: \$25,500**

## LIVESTREAM SPONSOR *(one available)*

- Logo and company branding on AVX Awards website
- Mentioned as the livestream sponsor in all social media posts and emails about the virtual awards ceremony

**Investment: \$15,500**



## I WANT TO BECOME A SPONSOR

For questions about sponsorships or to purchase a sponsorship please contact:

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For general questions about the AVX Awards please contact:

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