



PROMOTE YOUR PRESENCE AT GSX 2018!
EXHIBITOR VIDEO CONTEST
Deadline: Friday, 17 August

If you had just 45 seconds to tell attendees why they should visit your booth, what would you say?

Now's your chance to do just that. Submit a video telling attendees why your booth should be **#1 on their list at GSX 2018 in Las Vegas**. The winning video will receive pre-event promotion across our social networks, on the GSX website, and an interview on ASIS TV onsite in Las Vegas. Don't miss this opportunity to promote your company and drive traffic to your booth.

Get creative and have fun! The deadline to submit your video is **Friday, 17 August**—get started now.

HOW TO ENTER

Submitting your video is easy:

- Create a video that includes your unique value proposition. Be sure to include event details, your company name, and booth number. We recommend including the GSX logo with dates, location, and URL.
- Videos must not exceed 45 seconds in length.
- Submit your video to marketing@asisonline.org with company name, contact name/email/phone. Then upload your video to YouTube **Unlisted (not public)** and send us the link.
- Once it has been reviewed and approved for contest requirements, it will be added to the ASIS YouTube Channel Playlist for voting. All videos will be posted on 22 August and voting will begin!
- ASIS will promote the contest to members and GSX attendees on the event site, across social networks, and via promotional emails. **We also encourage all entrants to promote your participation to customers and prospects across your networks and databases once voting opens.**
- The video with the most votes as of 5:00 pm ET on Friday, 14 September 2018 wins! ASIS will contact the winner via email no later than 19 September.
- ASIS will promote the contest to members and GSX attendees on the event site, across social networks, and via promotional emails. **We also encourage all entrants to promote your participation to customers and prospects across your networks and databases once voting opens.**
- Make sure you include the hashtag **#GSXvideocontest** on all social media channels.

IMPORANT DATES:

- Deadline to submit: Friday, 17 August
- Voting opens: Wednesday, 22 August
- Voting ends: Friday, 14 September
- Winner notified: on/before Wednesday, 19 September



TIPS FOR CREATING A WINNING VIDEO:

- Make your video stand out by adding a little flavor—make it funny, clever, visually interesting, and engaging.
- Focus on what you think will get buyers and prospects excited to visit your booth. Include any show discounts, giveaways, or contests you'll be offering at your booth.
- Don't worry, you don't need fancy camera gear to enter. Cell phone videos work perfectly!
- Include your company's name and URL in the video. And don't forget to mention GSX 2018 and your booth number!
- Once voting opens, encourage your customers and prospects to vote for your submission with promotions to your databases and across your own social channels.

ELIGIBILITY

All paid-in-full GSX 2018 exhibitors can participate. Only one video per exhibitor will be accepted.

ORIGINALITY & PERMISSION

Your video must be your original work and must not contain any third-party content or other materials (such as text, graphics, music, artwork, or logos) that you do not have the right or license to use. The video will become the property of ASIS International to be used for promotional purposes. Furthermore, ASIS International reserves the right to refuse to display videos we deem inappropriate.

QUESTIONS?

Contact GSX Marketing Manager, Jessie Wolfe at marketing@asisonline.org.