



**Showcase Digital Media are proud to unveil the newest in technology and innovation to the events, promotion, exhibition and function markets. For an event to remember you need to maximise the impact of your message with clear and vibrant vision.**

**SHOWCASE**  
MEDIA POD



## **The Media Pod**

The Media Pod is only limited by your imagination. From corporate functions through to business breakfasts and sit down business dinners the Media Pod provides an avenue for marketing previously unexplored at events.

The Media Pod is a proven revenue stream for both new and existing sponsors, advertisers and business branding opportunities can be offered to your clients, sponsors and business associates to enable them to hit their target audience at the table with constant and consistent branding.

## **The Video Media Pod**

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With the additional function of video, the Video Media Pod is ideal for product launches, Hall of Fame dinners or Best and Fairest events. Awards nights, school gala balls, honorary dinners can all be personalised through short video clips and digital imagery.

With the Video Media Pod, you are able to reach other potential businesses, clients, sponsors, suppliers and associates with the information provided in an appealing, yet unobtrusive manner.

Ownership of your event through our Video Media Pod extends an invitation to your clients – your corporate image can be displayed on 300 or more screens at the one time, the whole room branded with your logo to 100 or 1000 people. Be seen, get known.

## **Unobtrusive yet effective**

On the table, yet not obtrusive, the Media Pod gets the message through to every participant, every guest and every member. At a height that allows for conversation without interruption, the Media Pod is present, yet not overpowering.



## Brand Awareness Increased

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## Data Management

Showcase will work closely with you to create a run sheet to reflect your event and promotion objectives, from images to logo loops, customised greetings to venue menu's, Showcase will give you the expert advice to effectively work the media pod for your next event. We will also assist you in providing the correct image/video specifications for the best screen results.

## An information portal

- Create your point of difference with your event
- Menus
- Guest lists
- Auction imagery and information
- Nominees/winners of awards
- Sponsors
- Special events

## Presence at every table with 100% exposure

- Collateral on tables significantly reduced
- Your carbon footprint reduced and printing costs lowered.

## Incidental exposure through photos, media coverage

- Reach further potential markets that may be in your audience
- Advantages of case branding
- Take ownership of your event
- Maximise your opportunities
- Dynamic visual marketing opportunities
- Value add for sponsors