



VIDEO COVERAGE AT the DIA 2014 50th Annual Meeting

DIA has contracted The Segment Factory to provide video services for our exhibitors, supporters, and attendees.

The video crew will be on the exhibit floor filming on Monday, June 16 (9:30AM – 6:00PM) Tuesday, June 17 (9:00AM - 5:30PM) and Wednesday, June 18 (9:00AM-4:00PM) to interview companies at their booths and cover the activity generated live at the meeting. It's an opportunity to get your message and latest advancements covered by a professional video crew.

After your shoot, The Segment Factory will produce a packaged promotional segment for you to use however you like. Most companies post on their website and use their video as a marketing and sales tool, to send to investors, and to show at annual meetings. The video can include the DIA opening/closing visuals. We are happy to ask you questions that you have given us in advance, so that you can be assured that your spokesperson (president, marketing and sales executive, or anyone you choose for the interview) covers your most important messages. If you would like to own your footage and use it however you like, we can also provide the raw footage for a fee.

Our typical shoot is 15 minutes at the booth. It includes interviews with company representatives, footage of the booth and your participants, and coverage of visitors interacting with your team at the booth.

Also, we can interview any of your customers that are at the show, and then create a CUSTOMER VIDEO TESTIMONIAL for you.

The cost is \$2,500 for each video. **Your video will be edited and delivered within 60 days of the meeting close.**

We are excited to offer this service to you and are looking very forward to hearing about your company's success. Please fill out the form below with your preferred shoot date and time and return to:

Scott Long (scott@segmentfactory.com) or (919) 302-3932 for any questions.

SIGN UP FORM

Company Name:

Contact Person:

Phone Number:

Email:

Preferred Video Shoot Date/Time (June 16 9:30AM- 5:30PM and June 17 9:00AM - 5:30PM):

Name of Executive(s) to Interview:

Preferred Questions for the Interview (if any):

Number of Final Promotional Videos:

Number of Customer Testimonial Videos:

Other Comments and Requests: