MVPRO MEDIA
MACHINE VISION & IMAGE PROCESSING

CONTENT OPPORTUNITIES AT TRADE SHOWS

PRODUCT DEMOS · EXECUTIVE INTERVIEWS · COMPANY SPOTLIGHTS · SOCIAL SHORTS

www.mvpromedia.com

MACHINE VISION & IMAGE PROCESSING

TRADE SHOW
PARTNERSHIPS

CONTENT WITH PURPOSE

Every company attends trade shows with different objectives.

Some are launching products.
Some are strengthening customer relationships.
Some are introducing new technologies.
Some want to raise the profile of their leadership team.

Our role is to help you create content that supports those objectives: not just during trade shows, but long after the exhibition has ended.

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WHY MVPRO MEDIA?

Every company has a story.

Our role is to uncover the one that will resonate most with the machine vision community.

Whether you're launching a product, sharing technical expertise, raising executive visibility or reflecting on industry trends, we work with you to develop an editorial angle tailored to your objectives.

The result is editorial content that reflects your expertise and supports your wider marketing objectives long after the exhibition has ended.

Every company has a story. Our job is to help you tell the one your audience will remember.

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WHAT YOU CAN EXPECT

Editorially Led

We work with you before filming to shape the conversation and identify the strongest editorial angle.

Tailored to your objectives

Every conversation is planned around your business, objectives and key messages.

Flexible content formats

From product showcases and executive interviews to thought leadership,
Company Spotlights and customer success stories.

One interview, multiple assets

Video • Magazine • Website • Newsletter • Social Media

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CONTENT FORMATS

Choose the format that best supports your objectives:

Product Showcase

Launch a new product or demonstrate your technology in action.

Marketing objective

Launch a new product, demonstrate technology and generate awareness around new innovations.

Recommended interviewee

Product Manager • Application Engineer • Technical Specialist

Executive Interview

Share your company's vision, strategy or latest developments.

Marketing objective

Strengthen company positioning, increase executive visibility and communicate business strategy.

Recommended interviewee

CEO • President • Managing Director • CTO

Thought Leadership

Contribute to the industry's biggest conversations beyond product announcements.

Marketing objective

Build credibility, reinforce expertise and position your company at the centre of industry conversations.

Recommended interviewee

CEO • CTO • Technical Director • Innovation Lead

Company Spotlight

Tell the wider story behind your business and expertise.

Marketing objective

Increase brand awareness, communicate your company story and strengthen market positioning.

Recommended interviewee

CEO • Founder • Marketing Director

Customer Success

Show how your technology delivers real-world results.

Marketing objective

Build confidence through real-world applications and demonstrate measurable customer value.

Recommended interviewee

Application Engineer • Product Manager • Customer Success Manager • Sales Engineer

Show Insights

Share your key takeaways and observations from the show.

Marketing objective

Maintain visibility after the show and contribute to wider industry discussions.

Recommended interviewee

CEO • Sales Manager • Business Development Manager • Product Manager

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PACKAGES

Single Interview - starting at USD 1,695

One executive interview, product showcase or thought leadership feature

Multi-Interview Package - starting at USD 2,795

Two or more interviews captured during the show

Company Content Package - starting at USD 4,995

A tailored mix of interviews, product demonstrations and social content

Custom Campaign

Built around your objectives - contact us

Also available:

3 Questions Format - USD 595

A fast-paced, social-first interview format capturing expert opinions on the biggest trends, innovations and talking points from the show.

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MAGAZINE - SHOW SPECIAL ISSUE

Build awareness and help drive visitors to your booth through our show Special, distributed throughout the exhibition.

Executive Interview - starting at USD 1,095
An in-depth interview with your leadership team published online and featured in the show Special.

Company spotlight - starting at USD 595
Introduce your company, products and expertise through a dedicated editorial feature designed to build awareness before, during and after the show.

Partner article - starting at USD 895
Publish your company news, product launches or technical content through a branded article supplied by your team.

Exclusive Show Rates

Magazine Advertising

- Full Page

Maximise your visibility in the show Special
USD 2,195

- Half Page

A cost-effective way to promote your products and brand to attendees. - USD 995

MEDIA
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LET’S START THE CONVERSATION

Whether you're planning a product launch, executive interview or thought leadership campaign, we'd love to discuss how we can support your objectives.

Connect with the team

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