

# LAVNCH

## LOOKBOOK | 2025

**Connecting You to the Brightest in the AV Industry**



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# ABOUT LAVNCH

LAVNCH is a lead-generation and member-based platform, designed to deliver hybrid and virtual events to technology influencers, specifiers and enthusiasts.

Since debuting the LAVNCH Platform, we've partnered with nearly 100 major brands and associations to provide **integrators, consultants, manufacturers, designers and end users** a platform to build better relationships online.

LAVNCH is made up of an ecosystem of lead-generation-based systems, all working together to deliver new product launches, webinars, virtual and hybrid events and more.

On **LAVNCH.com**, attendees feel like they're a part of the event, not just sitting at home watching a video or a webinar.


 Customizable Options	 Interactive Features	 Downloadable Assets
 Responsive Website	 Turnkey Production Support	 Live Sessions

# LAVNCH PLATFORM PREVIEW



# LAVNCH MEMBERS

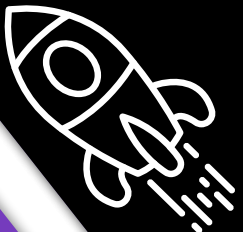
LAVNCH members include traditional AV/IT, Unified Communications and Experiential Signage professionals, event design professionals, architects, interior designers, experiential marketing planners and immersive production specialists. Members must log in for each event, allowing us to track exactly who is online and the content they find most engaging.

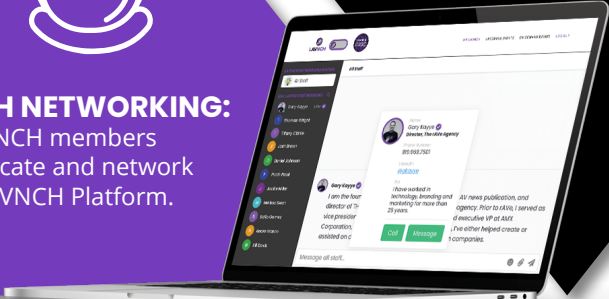


**LAVNCH NETWORKING:**  
How LAVNCH members communicate and network on the LAVNCH Platform.

Our hybrid and virtual events allow for meaningful connections between #AVtweeps and tech pros via our live NETWORKING platform. LAVNCH NETWORKING includes attendee-to-attendee private chats, group chats and themed rooms to segment your audience.

IT  
AV  
ARCHITECTS  
INTERIOR DESIGNERS  
UNIFIED COMMUNICATIONS  
EVENT DESIGN PROFESSIONALS  
EXPERIENTIAL MARKETING PLANNERS  
IMMERSIVE PRODUCTION SPECIALISTS  
EXPERIENTIAL SIGNAGE PROFESSIONALS





# LAVNCH & LEARN

Our webinar-style events allow you to present in a way that incorporates immersive features and interactive content without limiting your brand. All LAVNCH & LEARN events include tracking features to see what attendees engaged with during the event.

**It's like a webinar,  
only way, way  
better!**

Although similar to a webinar, LAVNCH & LEARNs allow you to customize the live features and upload additional content so users can join in for an engaging digital event all in one place! With our turnkey event-production service, we will build the page, populate the content, manage registration, promote the event via social media and eBlasts, produce the event, host it and archive it for future viewers.

**Starting at \$10,000**

- 

Customized Live Features
- 

Turnkey Service
- 

Interactive Elements
- 

Attendee Tracking
- 

Thought Leadership

Ask about any upcoming planned LAVNCH & LEARN events hosted by rAVE [PUBS] or let us design an event specific to your marketing goals and needs.

# #avIRL

## Bringing you AV case studies in REAL LIFE

Case studies are a great way to demonstrate how specific problems are solved with technology solutions and designs. But what about the real-life experiences — the ones that happen behind the scenes during the install process?

### Introducing #avIRL (AV in Real Life).

Host an #avIRL session to demo a recent project to a targeted audience of potential buyers, during which they can ask questions and have conversations directly with the designers and installers.



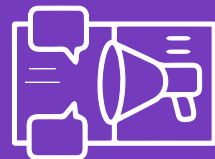
Interactive Sessions



Panel Discussions



Lead Generation



Brand Exposure

Starting at \$12,500

# LAVNCH WEEK

## A biannual virtual event hosted by rAve [PUBS]

LAVNCH WEEK is a week-long virtual event for the AV/IT, Unified Communications and Experiential Signage industries. Each LAVNCH WEEK offers educational sessions, product announcements and thought leadership panels, all focused on innovative tech solutions in AV/IT, Unified Communications, Experiential Signage and Emerging Technologies.

Sponsors gain exclusive access to our registration-gated platform with significant brand visibility throughout the week. Showcase your products, solutions and expertise to an attentive audience and directly connect with attendees through interactive polls, real-time Q&A sessions and one-on-one networking.

Sponsor a day or session to showcase new products, present your company as a thought leader and collect valuable AV industry leads.

### LAVNCH WEEK OFFERS:

- Livestreamed educational sessions
- Interactive audience participation
- Thought leadership opportunities
- Brand exposure & lead generation



All LAVNCH WEEK days will be CTS RU certified!



# LAVNCH DAY

## Host your own virtual event with our LAVNCH turnkey production services

Leverage the LAVNCH platform for your own LAVNCH DAY and host everything on one page that is easily accessible and logical for your audience. Each LAVNCH DAY UI/UX is customized to your event’s needs and goals.

RESPONSIVE WEBSITE

Events are hosted on the LAVNCH platform’s website and can be open or require gated registration, allowing for more or less precise engagement tracking.

CUSTOMIZABLE OPTIONS

LAVNCH DAY pages are your blank canvas! We can include your branding, logos, creative elements, resources, videos, downloadable assets, chat and more.

LIVE SESSIONS

Deliver high-quality, custom-branded content with keynotes, educational sessions, panel discussions and facility tours. Product debuts and more to your audience or our audience.

INTERACTIVE FEATURES

The LAVNCH platform can incorporate interactive integrations such as live audience polling, Q&A, attendee networking, sponsor collateral gamification and more.

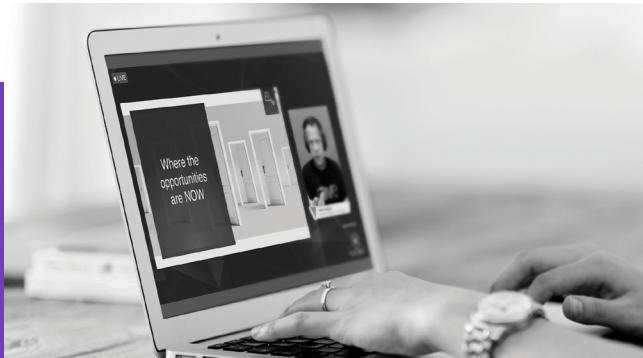
**Ideal for:** Product Announcements | Sales Meetings | Press Conferences | Panel Discussions | Product Demos | Keynotes



# LAVNCH HYBRID

Let us help you create an “event of the future” with LAVNCH HYBRID. We will curate your event with engaging experiences for your audience online, so they feel like a part of the event, not just a viewer.

Our LAVNCH HYBRID event services will give viewers unique opportunities for two-way communications between your digital audience and in-person attendees and presenters. We’ll manage all digital elements so you can focus on the live, in-person experience.



# LAVNCH VTS

Utilize the LAVNCH VTS platform to create custom virtual events or conferences with live presentations, product demos, trade show halls and more.

LAVNCH VTS creates a linear, seamless event with interactive elements. Based on your objectives, we prioritize the attendee experience by creating logical manufacturer highlights and interactions with vendor content that can be gated or open.

# LAVNCH EVENT BREAKDOWN

Which event is right for you?

The LAVNCH platform offers several different types of events, from one-hour sessions to multiple day-long events. All LAVNCH events are completely customizable and are designed using a familiar linear experience to keep attendees engaged and on the platform.

LAVNCH & LEARN	#avIRL	LAVNCH DAY	LAVNCH WEEK	LAVNCH VTS	LAVNCH HYBRID
<div>1 hour</div> <div>starting at</div> <div>\$10,000</div> <div>It's like a webinar, only way, way better! Present content in a unique way by engaging with attendees through our platform and using its interactive features. Oh and did we mention it's customized to meet your branding needs?</div>	<div>1 hour</div> <div>starting at</div> <div>\$12,500</div> <div>#avIRL (AV in Real Life), a virtual event where you can present your case study live to a targeted audience on the LAVNCH platform. Highlight your solutions, designs and products while keeping your brand front and center.</div>	<div>3-4 hours</div> <div>starting at</div> <div>\$20,000</div> <div>Host a virtual or hybrid event with our turnkey event-hosting and full-service production team. LAVNCH DAYS are interactive with live sessions and customizable options so your brand is the star of the show.</div>	<div>4 days</div> <div>starting at</div> <div>\$10,000</div> <div>A week-long virtual event for the AV industry offering education sessions, product announcements and panels. Sponsor a day or session to showcase new products, present your company as a thought leader and collect valuable industry leads.</div>	<div>1-3 days</div> <div>Inquire for pricing</div> <div>Create custom virtual trade shows and conferences with live presentations, product demos, trade show "halls" and more, all while incorporating a seamless attendee experience.</div>	<div>4+ hours</div> <div>Inquire for pricing</div> <div>Organically create more engaging experiences for your in-person event. Reach online attendees so they feel like they're a part of the event. We curate everything so attendees are not just a viewer.</div>



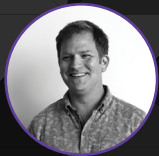
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For more information, connect with our sales team:



**Kirsten Sharpe**

Global Accounts Director  
kirsten@theraveagency.com  
Mobile: +1.704.682.7911



**Josh Gangway**

Accounts Manager  
josh@theraveagency.com  
Mobile: +1.919.270.9726