

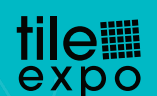
# PILOT LAUNCH

# TISE ONLINE TV

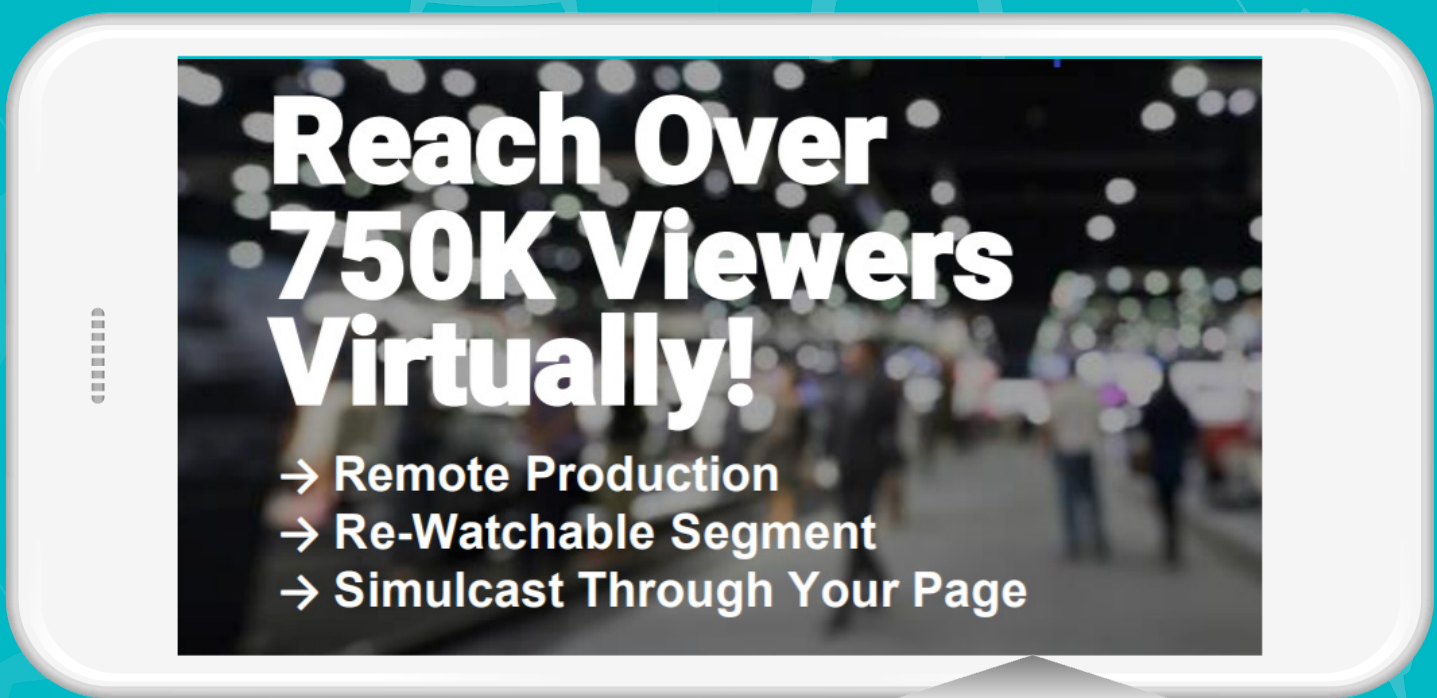
**THE INTERNATIONAL SURFACE EVENT**™

 SURFACES

 stonexpo  
MARMOMAC

 tile expo

The International Surface Event (TISE): SURFACES | StonExpo/Marmomac | TileExpo is partnering with the Live Broadcast Network (LBN) to bring the industry a whole new floor covering, stone, and tile shopping and product sourcing experience: the TISE TV Network, streaming on Facebook. Combining the power of simulcasting software on Facebook and the powerful sourcing databases through TISE and the LBN, TISE TV will offer your business exposure like never before for your products and services!



**Reach Over 750K Viewers Virtually!**

- Remote Production
- Re-Watchable Segment
- Simulcast Through Your Page

 LIVE  YouTube  in

**Sell products year-round with episodes on TISE TV.**

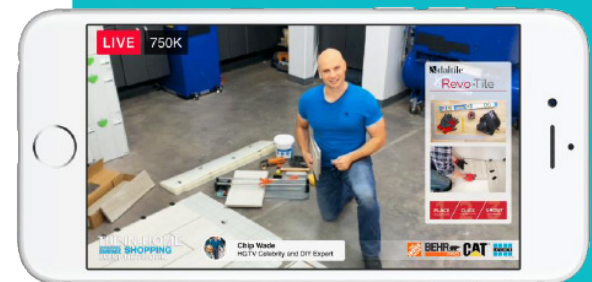
# Types of segments



## PRODUCT SALES & PITCH PRESENTATIONS



## PANEL DISCUSSIONS



## HOW-TO DEMONSTRATIONS



Scan to view example episode

TISE TV offers you the flexibility to present your product, service, and/or company in your own way... all to a LIVE and re-watchable audience, replicating the tradeshow exhibition experience.

- Sell product, communicate product innovations, product launches and availability
- Leverage the platform to communicate industry relevant discussions and conversations
- Create a thought-leader position through product knowledge or discussions
- Communicate the ease of use for products and services
- Educate to help inform on how a product is used or installed

# Benefits of the **TISE TV** experience

## ● **15-20 MINUTE PRODUCT PRESENTATION VIDEO EPISODE**

Replicating the ability to communicate information about product, supplies, inventory, benefits and sales rep info, the product presentation is what no other virtual platform can replace. Your episode is your opportunity to present your product, *your way*, and have it captured forever on video.

## ● **THE AUDIENCE, episodes have reached over 750,000 viewers!**

TISE TV will be visible to the entire historical TISE floor covering, stone, and tile industry database, the designer, sourcing and enthusiast database of the LBN, plus the additional audience through industry-targeted social promotion, online distribution and simulcasting.

## ● **ATTENDEE NETWORKING**

People attend trade shows and events to discover products and to network with each other. Social media comments have proven to provide a similar social engagement. You will be LIVE with attendees during your TISE TV episode when it airs to be able to interact, answer questions, and network with the audience.

## ● **TELEVISION-STYLE MARKETING OPPORTUNITIES**

TISE TV offers the opportunity for video commercials, panel sponsors, voice over sponsors, and lower third branding opportunities to add exposure beyond your episode. Want a guest host to produce your spot on your behalf? Visit the talent page for information at [www.intlsurfaceevent.com/en/tise-tv](http://www.intlsurfaceevent.com/en/tise-tv)

## ● **EXPANDED TRADE ONLY MARKETING BENEFITS**

In addition to the exposure from the episode airing, some TISE TV advertisers have the additional opportunity to provide a trade-only product offer or discount that will be included in a "TISE TV Exclusive Specials" email after the episode airs, distributed to the trade-only registered and full historical audience.

## ● **TISE TV STUDIO LIVE AT TISE 2021 IN LAS VEGAS**

Want the opportunity to film your segment LIVE from the TISE 2021 show floor? Sign up to have one of your episodes filmed LIVE in the TISE TV Studio. Grab attention, draw a crowd, and gain exposure on-site, plus your episode will air in a special edition on the TISE TV Network after the event concludes.

## ● **SIMPLE, FULLY REMOTE VIDEOGRAPHY**

With remote videography, you are able to present your products and services from the comfort of your facility, showroom, or home! This saves you time and expenses by reducing the overhead to participate. TISE TV will take your remote-filmed video segments and any provided product images, video or elements and produce your segment. Simply complete the video form, submit your information and elements, we do the rest.



# And the best part, the price!

## DON'T MISS THE PILOT LAUNCH INTRODUCTORY PRICING

The rates include remote filming, video editing, digital marketing, and more! TISE TV is offering discounted pilot launch pricing for this new program introduction. Buy blocks of episodes now for the best deals!

PACKAGE OPTIONS	PILOT PRICING* Single Segment	PILOT PRICING* Bundle 3+	Regular Pricing Single Segment	Regular Pricing Bundle 3+
Pitch Video Segment	\$2,000 / ea	\$1,750 / ea	\$3,500 / ea	\$3,250 / ea
Pitch Video Segment, filmed in the TISE TV Studio LIVE**	\$3,750 / ea	NA	\$4,250 / ea	NA
Branded Video Segment	\$3,500 / ea	\$3,250 / ea	\$5,000 / ea	\$4,750 / ea
Branded Video Segment, filmed in the TISE TV Studio LIVE**	\$4,250 / ea	NA	\$6,750 / ea	NA
Lower 3rds	\$1,500	NA	\$2,500	NA
Voice Over Sponsor	\$6,500	NA	\$7,500	NA
Panel Sponsor	\$6,000	NA	\$7,500	NA
Video Commercials	\$7,500	NA	\$10,000	NA

\* Pilot pricing valid only through September 30

\*\* This option of segment to be filmed LIVE on the show floor at TISE 2021. Also includes on-site marketing promotion.

### MOST EXCLUSIVE

#### HOST A PANEL

Call For More Info

~~\$7,500~~ **\$6,000** PILOT PRICE

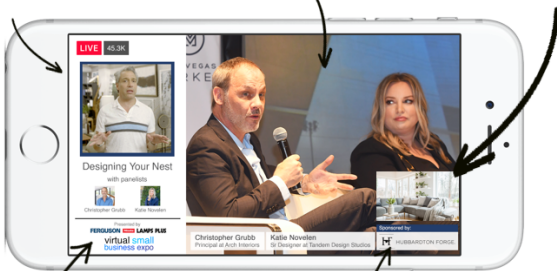
## Panel Discussions, Done Better

### Remote Panelists

Unlike other video conferencing programs, TISE TV offers completely customizable layouts, for more interesting and visually appealing panel discussions.

### Video Cutaways/Overlays

Video Cutaways and Overlays provide better context and branding opportunities for better product/segment story telling.



### Event Branding

Provides you as a sponsor with a valuable return on your investment.

### Animated Lower 3rds

Animated Lower Thirds, provides an elevated presentation in order to create multiple levels of perceived value.

**NOT ANOTHER ZOOM PANEL**

## Want a celebrity to film or guest host your TISE TV episode?

If you have your own brand representative, product trainer, or star on your team to host and film your episode, that's great! if not, TISE TV has negotiated special rates for some incredible television and industry celebrity talent interested in introducing or doing a demo for your products and services! You can add your talent selection to your order in the TISE TV online contract process, it's that simple! Check the TISE TV talent page for ongoing talent updates.

[intlsurfaceevent.com/en/tise-tv](http://intlsurfaceevent.com/en/tise-tv)

## MOST ECONOMICAL

# PITCH SEGMENT

Like you might pitch in a booth

~~\$3,500~~

**\$2,000** PILOT PRICE



Pitch Segments replicate the tradeshow booth experience. Giving brands the ability to present new products and unique selling features.

### INCLUDES:

Pre Recorded Episodes: Segment Length - 10-15 minutes

Remote Videography - All episodes are filmed remote and include up to 1/2 hour of remote filming

Video Editing - Minimum video editing and transitions

5 Product Feature - Allows you to feature up to 5 items and up to 4 color options

Product Graphic - Allows your company to display information to support the 5 Products featured in the episode

Contact Banner Displays a scrolling banner of contact information (website, phone or email)

Logo Display - Displays a scrolling banner of contact information (website, phone or email)

### Event Post:

Branded Event Post - A custom graphic posted to Facebook Events and shared to Instagram and LinkedIn

\$100.00 Boosted Event Post - Boosted Event Post ensures that the maximum audience notified of your upcoming broadcast.

### LIVE Broadcast/Distribution:

Live Stream - Up to a 1/2 Hour episode, Live Streamed on Facebook at a pre scheduled time slot

\$150.00 Boosted Post - Allows your video to be seen by a larger number of viewers through paid advertising over a 7-day period following the live broadcast.

## MOST POPULAR

# BRANDED SEGMENT

A higher level of video production

~~\$5,000~~

**\$3,500** PILOT PRICE



Branded Segments are great for brands who value a higher level of recognition and product awareness. Great for celebrity and brand ambassador presentations.

### INCLUDES:

Branded segment includes all pitch segment inclusions,

### PLUS...

Pre Recorded Episode Segment **Length is now 15-20 minutes**

Remote Videography - All episodes are filmed remote and **now include up to 45 minutes** of remote filming

Video Editing - **Video editing, transitions and branded video clips (intros, outros and stock video)**

Photo Overlay(s) - **Allows your company to display full screen images to support the on screen narrative**

### Event Post:

**Boosted Event Post is now \$200.00**

### LIVE Broadcast/Distribution:

**Boosted Post is now \$200.00**

### Trade-only Marketing

Opportunity to place a trade-only exclusive product discount offer into the TISE TV Exclusive Specials email distributed to up to 120,000 trade professionals after episode airs.

# SPONSORSHIPS

## LOWER 3RDS

Entry-Level Sponsor



~~\$2,500~~

**\$1,500** PILOT PRICE

Lower 3rds sponsorship is perfect for brands seeking to build brand recognition and awareness. Through logo placement, brands benefit from the cross marketing viewership.

### INCLUDES:

Brand Logos - Company logos must be supplied in png file format suitable for light and dark background applications.

2-Submissions Per Block - You can submit up to 2 Logos, to be included in the 10-episode block.

### Event Post:

Event Post URL - Your company URL will be included in Event Posts as a clickable link.

Event Post Tag - Your company will be tagged in Event Posts

\$150.00 Boosted Event Post - Boosted Event Post ensures that the maximum audience notified of your upcoming broadcast.

### LIVE Broadcast/Distribution:

Live Stream - Your commercial will air in 10 TISE TV episodes, Live Streamed on Facebook at a pre-scheduled time slot

Post Tag - Your company will be tagged in Live Streamed episodes, within your 10-segment block

\$150.00 Boosted Post - Allows your video to be seen by a larger number of viewers through paid advertising over a 7-day period following the Live broadcast

## VOICE OVER

Mid-Level Sponsor



~~\$7,500~~

**\$6,500** PILOT PRICE

Voice Over sponsorship is a great way to deliver your brand messaging and establish leadership within your market segment. Viewers are able to both hear and see your messaging.

### INCLUDES:

Voice Over with Brand Logo:

Voice Over Scripts – Scripts must meet Facebook content and other FCC guidelines. Ads are subject to approval.

Logo – Company logos must be supplied in png file format suitable for light and dark background applications.

4-Submissions Per Block - You can submit up to 4 Voice Over Scripts, to be included in the 10-Episode Block

### Event Post:

Event Post URL - Your company URL will be included in Event Posts as a clickable link.

Event Post Tag - Your company will be tagged in Event Posts.

\$150.00 Boosted Event Post - Boosted Event Post ensures that the maximum audience notified of your upcoming broadcast.

### LIVE Broadcast/Distribution:

Live Stream - Your commercial will air in 10 TISE TV episodes, Live Streamed on Facebook at a pre-scheduled time slot.

Post Tag - Your company will be tagged in Live Streamed episodes, within your 10-segment block

\$200.00 Boosted Post - Allows your video to be seen by a larger number of viewers through paid advertising over a 7-day period following the Live broadcast

### Trade-only Marketing

Opportunity to place a trade-only exclusive product discount offer into the TISE TV Exclusive Specials email distributed to up to 120,000 trade professionals after episode airs.

## 30-SEC VIDEO AD

High Level Sponsor



~~\$10,000~~

**\$7,500** PILOT PRICE

30-Second Video Ad Commercials are the best way to deliver your brands message and story directly to your audience base. Ad placement in front of a captive audience is golden.

### INCLUDES:

Video Ads:

30-Sec Commercial - You can run an approved 30-second video ad embedded in up to ten show segments. Video ads must meet Facebook content and other FCC guidelines. Ads are subject to review

4-Submissions Per Block - You can submit up to 4 Video Ads, to be included in the 10-Episode Block.

### Event Post:

Event Post URL - Your company URL will be included in Event Posts as a clickable link.

Event Post Tag - Your company will be tagged in Event Posts.

\$150.00 Boosted Event Post - Boosted Event Post ensures that the maximum audience notified of your upcoming broadcast.

### LIVE Broadcast/Distribution:

Live Stream - Your commercial will air in 10 TISE TV episodes, Live Streamed on Facebook at a pre-scheduled time slot.

Post Tag - Your company will be tagged in Live Streamed episodes, within your 10-segment block

\$250.00 Boosted Post - Allows your video to be seen by a larger number of viewers through paid advertising over a 7-day period following the Live broadcast

### Trade-only Marketing

Opportunity to place a trade-only exclusive product discount offer into the TISE TV Exclusive Specials email distributed to up to 120,000 trade professionals after episode airs.

# Who's watching?

Reach over  
**750,000**  
viewers  
virtually through  
TISE TV.



Architects | Specifiers  
Consultants | Inspectors  
Contractors | Builders  
Designers  
Design Enthusiasts (*non-trade*)  
Distributors | Importers  
Fabricators | Installers  
Kitchen & Bath Pros  
Remodelers  
Restoration & Cleaning Pros  
Retailers | Dealers | Reps  
Quarriers



52% Women | 47% Men  
80% Key Decision Makers  
83% Domestic | 17% Int'l



67% of trade  
audience has  
business volume  
over \$1,000,000



81% Viewer retention  
rate means active  
and engaged  
viewing audience

Ready to start selling your products  
year-round with episodes on **TISE TV**?

START A CONTRACT TODAY AT [www.intlsurfaceevent.com/en/tise-tv](http://www.intlsurfaceevent.com/en/tise-tv)  
sales@tisewest.com | 800.547.3477