

AUDIO COLLABORATIVE

10TH – 11TH NOVEMBER 2021

VIRTUAL SPONSORSHIP

VIRTUAL EVENT OVERVIEW

As technology continues to accelerate in line with the need for high-quality, immersive audio, how are businesses utilising creativity to meet the demands of an ever-evolving industry? Join us for Audio Collaborative 2021, where we will explore the evolution of audio and embrace the creativity, strategy and development of technology across the entire space.

WHO ATTENDS?

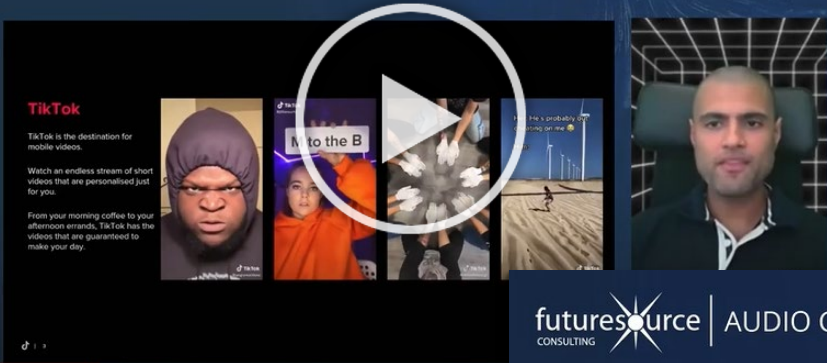


PREVIOUS SPONSORS



2020 EVENT HIGHLIGHTS

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Why is TikTok so much more than a social media platform?
- ByteDance

Selling Sound in an Increasingly Dominant Digital World
- Harman

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Millions of people have turned to music for comfort and support:



80%

81.5%

Of people feel that music has helped them cope with self-isolation during the pandemic



futuresource CONSULTING | AUDIO COLLABORATIVE 2020



Panel

Adam Cox
Senior Market Analyst - Futuresource Consulting

Martin Bodley
Director, Emerging Businesses - Bose

TJ Varghese
Product Manager - Google

Jason Goecke
VP and General Manager - Intel Unite

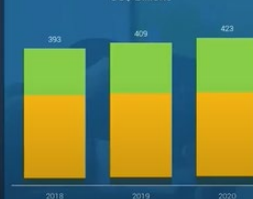
AV Collaboration Tools Turbocharged in Lockdown
- Bose, Google, Intel Unite

The Evolution of the Gamer
- Futuresource Insights

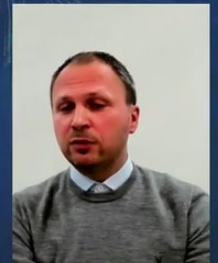
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The Share Of The Entertainment Wallet

Global Consumer Spend on Entertainment Content: US\$ Billions



Annual Growth Rate by Type



Carl Hibbert

Associate Director of Entertainment Content and Media
- Futuresource Consulting

2020 EVENT TESTIMONIALS

SONOS

"This Was My First Event With Futuresource, And I Must Say Of All The Virtual Conferences We Have Been To, Me And My Team Unanimously Agreed This Was The Best One We Have Attended."

Dayna Thibodeau – Insights & Analytics Associate



"I Got Wechat Compliments From Huawei Teams In China On The Keynote So That Shows Your Event Had Broad Geographical Reach – Well Done!"

Geir Skaaden – Chief Products & Services Officer

ROKU

"Loved The Audio Collaborative Event - It Being Virtual Was A Big Advantage In That It Saved A Great Deal Of Travel Time And Lowered The Barrier To Being Able To Attend."

Lu Silverstein – Product Management



"I Just Wanted To Offer My Congratulations On Making The Audio Collaborative Event Work Out So Well. Deeply Challenging, I Am Sure, But Very Effective And Valuable. Many Thanks To You And The Team."


Nick Graves - Ceo

POST EVENT SOCIAL SHARING

Futuresource Consulting
2,975 followers
2w · 📍

How has the #pandemic impacted #hearinghealth and brought to our attention the #hearingloss journey? Listen to **Tim Johnston** at **Starkey Hearing** below, and find out more about the latest developments for #hearingaids in our latest report | bit.ly/hearables-report

COVID-19 SOUND EXPOSURE AND THE HEARING LOSS JOURNEY




Tim Johnston
Vice President of Engineering - Starkey

“ We rely on facial expressions to make subtle distinctions between people who are wearing masks, more of us are aware of the fact we are on the same side of the mask.”

Tim Johnston - Starkey Hearing Who Will Win the Share
youtube.com

👍 26 · 2 comments


Reactions



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What role will #AI play once we return to the office? **TJ Varghese**, Group Product Manager at **Google** believes that AI will not only assist the end user with everyday tasks, but also help us to maintain #socialdistancing rules in the workplace. Watch the full clip below, or view our range of #proav reports available: bit.ly/proav-reports

LAVNCH EMEA
POWERED BY **rAVE** & **futuresource**




TJ Varghese
Group Product Manager / Co-Founder of Jamboard - Google

TJ Varghese - Product Manager - Google - Artificial intelligence and t...
youtube.com

👍 41 · 1 comment


Reactions



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The continued adoption of #voice interfaces will certainly be an area of growth for the future, with engagement models being created for a variety of voice-controlled use cases. **Dave Berol** at **Amazon** comments on the topic below. For data-driven insights around the future of #voice and #virtualassistants, view our latest report | bit.ly/va-market-tracker

AUDIO COLLABORATIVE | VIRTUAL EVENT 2020
The Next Decade of Audio Tech - What is Set to Fuel Innovation in the Audio Industry?



Dave Berol
Senior Solution Audio Engineer - Amazon

Panel Expert


“ Looking forward to 2030, what advances do you expect in audio tech? ”

LISTEN NOW!

Dave Berol, Senior Solutions Audio Engineer - Amazon
youtube.com

👍 35

Reactions



This will help me... This is a... Thanks for posting... Well said. >

TITLE SPONSOR OPPORTUNITY



- | Title event sponsor with speaker slot of choice
- | Headline logo on event homepage, interval slides, events banner & all promotional collateral
- | Company video promotion during event and within social media activity
- | Prime position for sponsored booth: company overview, downloadable content, video inclusion, online meeting booking & live chat
- | Ongoing 'shoutouts' to title sponsor throughout event
- | Tracked link back to website page of your choice – events page and promotional activity
- | Social promotion pre/during/post event, including edited video sessions as soundbites
- | Company mention in Futuresource press release
- | On demand content access post-event
- | Audience insights – opt-in data session attendees & booth visits
- | Bespoke email to Futuresource event database promoting product or service

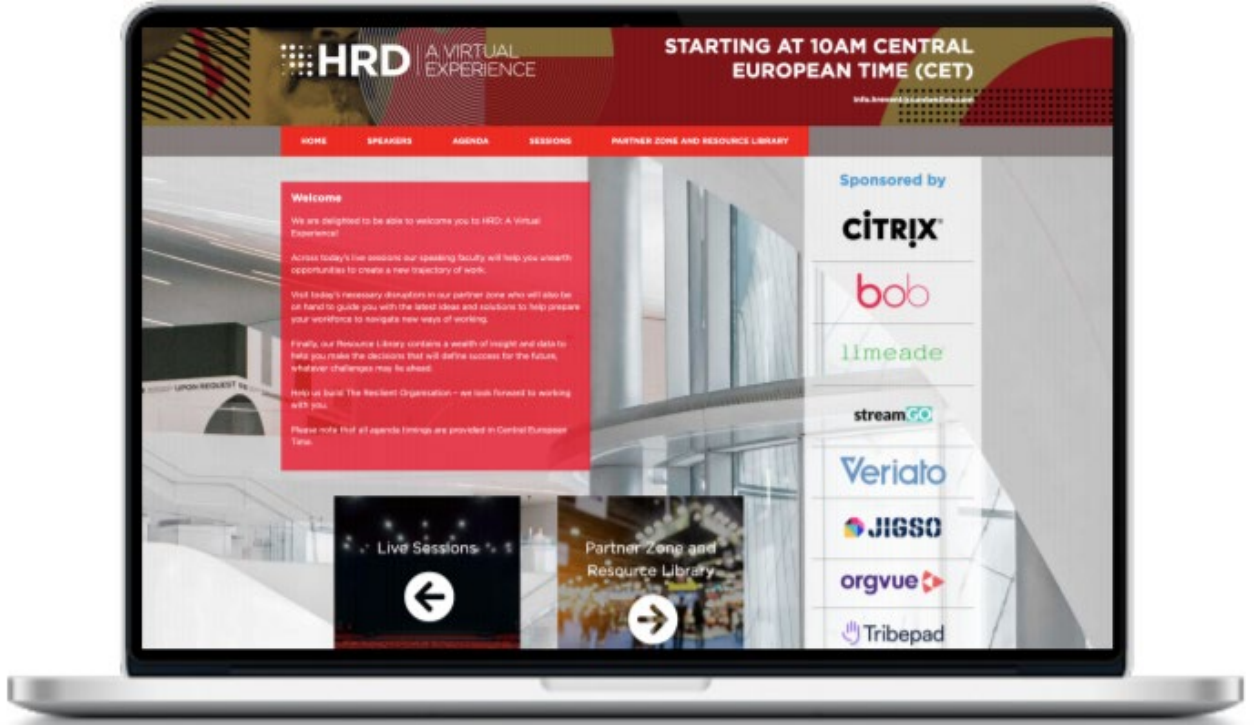
2021 VIRTUAL SPONSORSHIP PACKAGES

Sponsor Packages	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Session Sponsor	✓	Optional Extra	✗
Speaker Slot	✓	✓	✗
1 company video with your sponsored session (up to 2 mins)	✓	Optional Extra	✗
Sponsored Booth incl. company overview copy, downloadable content, video inclusion, online meeting booking & live chat	✓	✓	✓
Logo on event homepage	✓	✓	✓
Logo on interval slides	✓	✓	✓
Social promotion pre/during/post event, including edited video sessions as promotional soundbites	✓	✓	✓
Company mention in Futuresource press release	✓	✓	✓
On Demand Content Access Post-Event & Post Promotion Inclusion	✓	✓	✓
Audience Insights & opt-in data: Session attendees & booth visits	✓	✓	✓
Bespoke Email to Futuresource Event Database, promoting chosen product or service	✓	✗	✗

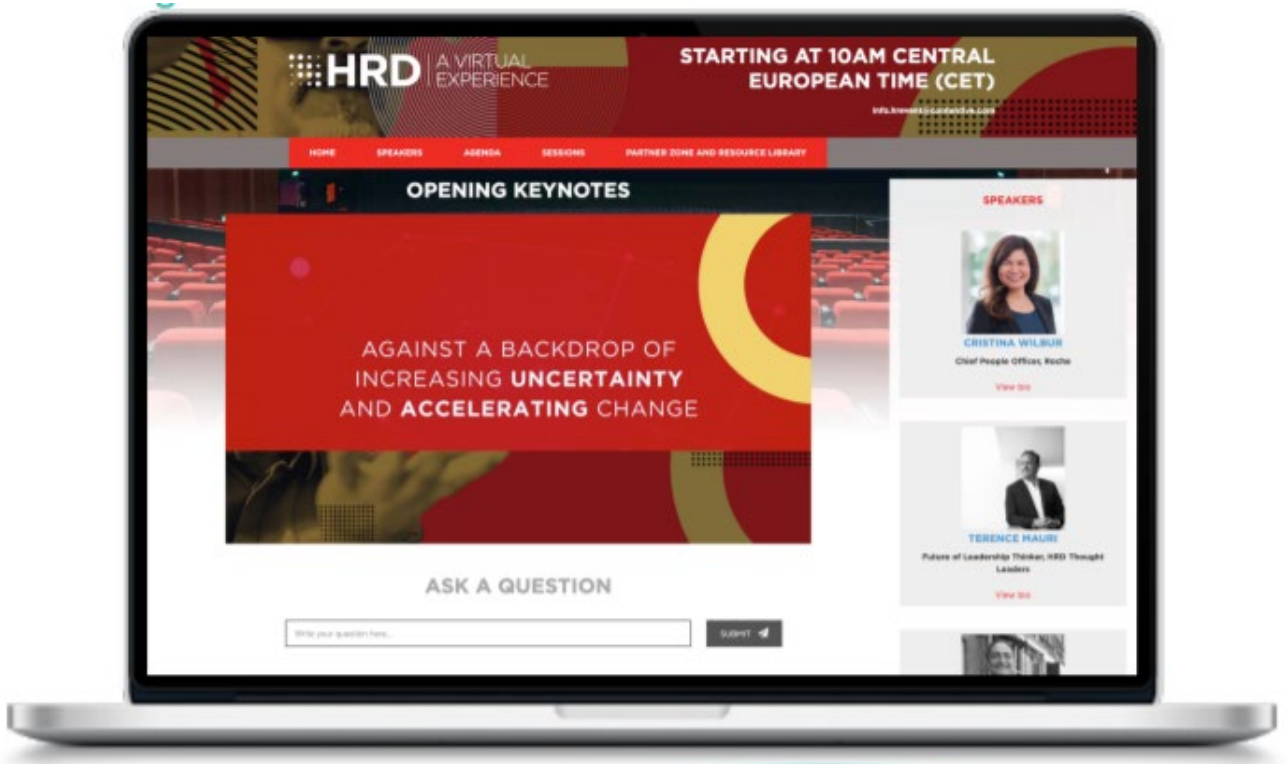
Note: Any materials required for your chosen sponsorship package must be supplied to Futuresource; excluding press release coverage and blog articles, no assistance is allocated for content production.

VISUAL EVENT EXAMPLES

Event Homepage Example

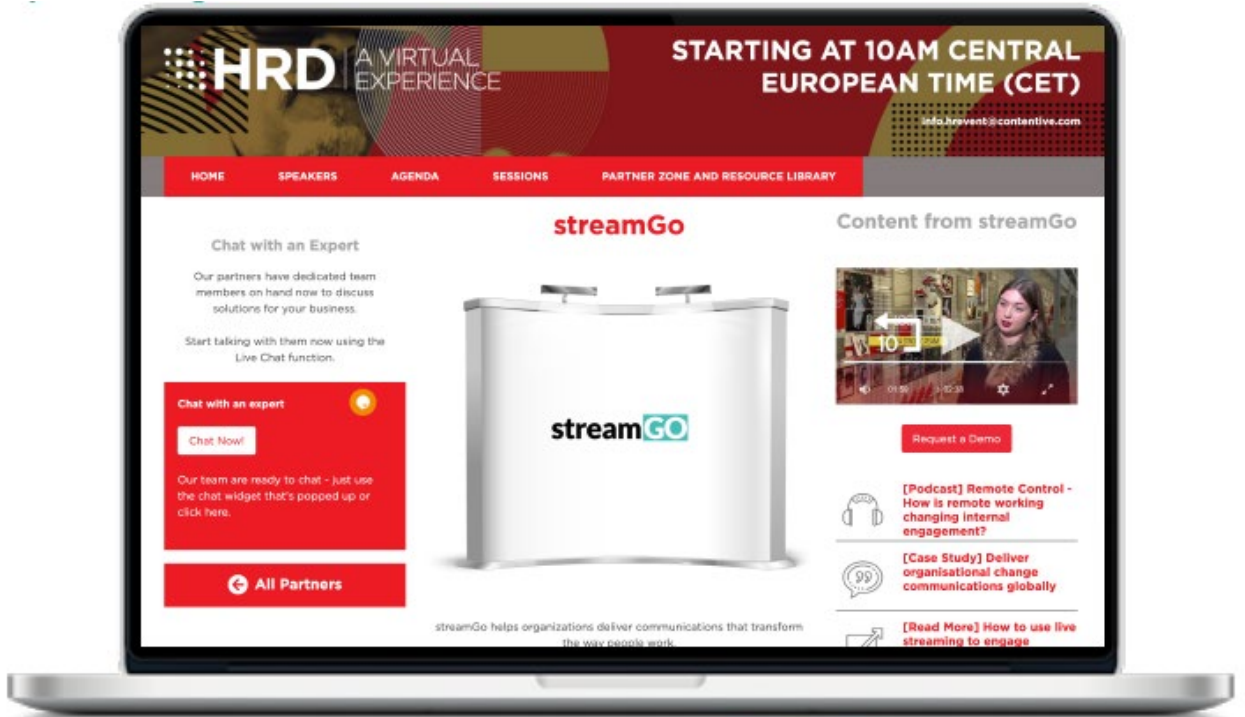


Event Session Example

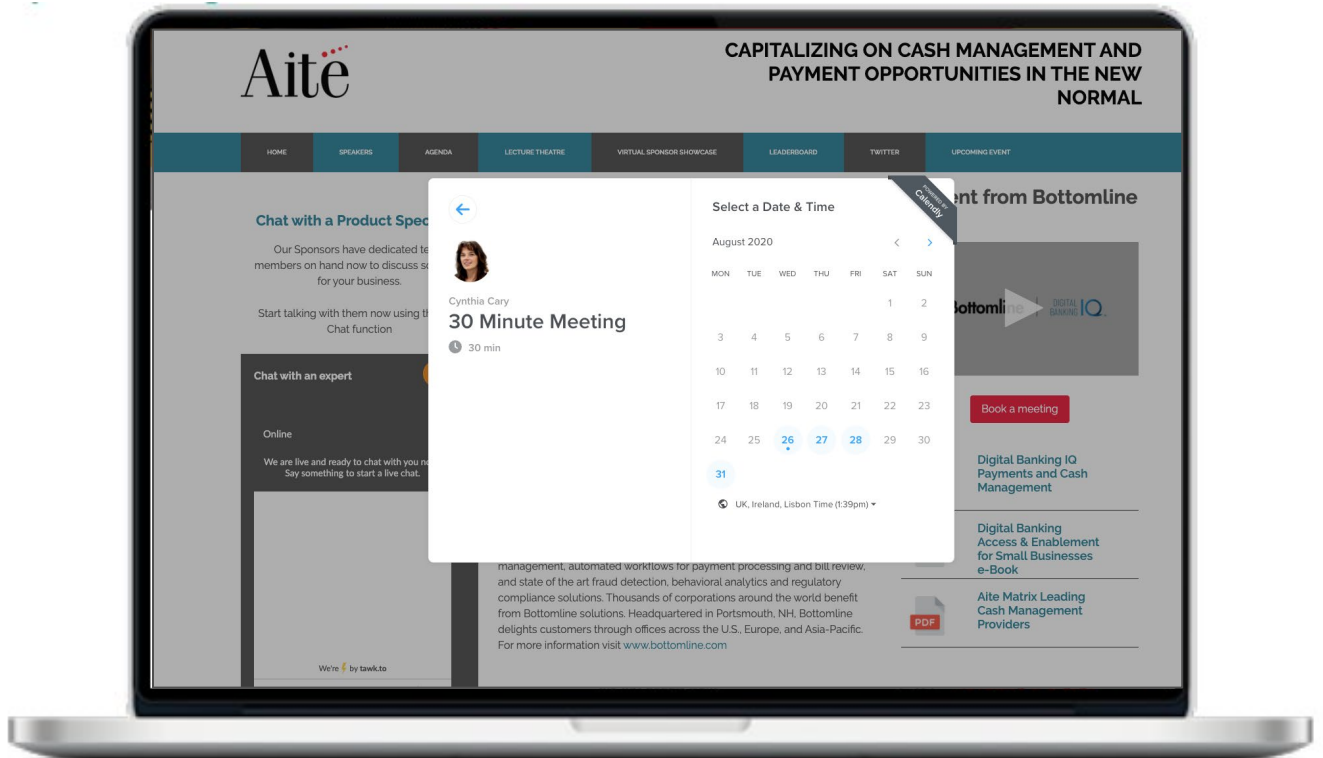


VISUAL EXAMPLES

Sponsored Booth Example



Calendar Invite from Booth



About Futuresource

Futuresource Consulting is a specialist research and knowledge-based consulting company with a heritage stretching back to the 1980s.

Its insight and global market coverage are based on informed regional expertise, ensuring its portfolio of world-class clients is fully supported in research, analysis, strategic planning and decision making.

- | Consumer Electronics
- | Print & Imaging
- | Media & Entertainment
- | Education Technology
- | Optical Disc Manufacturing
- | Broadcast Equipment
- | Professional Displays

Talk to us...

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