



VidTrans 2026

February 24-26, 2026

Marriott Redondo Beach

New location – Marriott Redondo Beach/Torrance

- Close to LAX
- Room rate is \$229 – reservations are now being accepted vidtrans.org
- Entire conference is on one floor



VidTrans Opportunities

- Exhibition
 - Space is available – see vidtrans.org
 - Roundtable discussions will continue
 - Call for space selection early November
- Call for papers
 - Open and actively looking for submissions
- Registration
 - Early Bird discount is now available (\$100 off)
 - Register via the website



New for 2026- www.vidtrans.org

- Speaker bios and pics
- Exhibitor descriptions and logos
- Progressive demos – reason to be onsite
- Coordinated marketing campaign

LinkedIn Marketing Strategy

- Pre-Launch: Save-the-date posts, sponsored ads, LinkedIn Event
- Mid-Campaign: Speaker reveals, polls, testimonials, early-bird push
- Final Push: Countdown posts, LinkedIn Live Q&A, retargeting ads
- Targeting: Broadcast engineers, media architects, integrators, End-users

Email Marketing Strategy

- Segments: past attendees, VSF list, partners, sponsors
- Campaign Flow:
 - Announcement: Save the Date
 - Early-Bird Launch
 - Venue Showcase
 - Speaker Spotlights
 - Reminders & Final Push
 - Post-event survey/thank you
- Content: Strong CTAs, visuals, personalization

Campaign Timeline (6-Month Overview)

- Months -9 to -6: Save-the-date posts, announcement email
- Months -6 to -4: Speaker intros, venue highlight emails, Exhibitor highlights
- Months -4 to -2: Testimonials, reminder emails
- Months -2 to 0: Countdown posts, retargeting ads, final reminders
- Post-event: Recap posts, thank-you email, 2027 teaser

Creative Assets

- Email banners: Save the Date, Early-Bird, Speaker Spotlight, Countdown
- LinkedIn posts: Organic, Sponsored Ads, Carousel Ads
- Consistent branding: VidTrans logo, event colors, hashtags
- Venue visuals, speaker headshots for engagement, Exhibitor highlights

Your call to action

- Submit papers as soon as possible
- Hotel reservations
- Register for conference
- Share on Linked In



Thank you

vsf.tv

