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Monthly News & Updates



May 2021

As Conferences Resume, Video Brochures are a Winning Room Drop Piece



The highlights of the year for many industries are their conferences: a chance to break from routine, to explore new concepts, and to network more personally. The last year challenged every industry, and robbed many companies of the chance for networking and professional growth. However, there's a sense of optimism across the country as in-person conferences are slated to resume in the second half of 2021.

Nevada and Florida have already scheduled the return of conferences in 2021 across industries, booking events like the MER Pulmonology & Cardiology Conference in Las Vegas in June, and the Data Center World Conference in Orlando in August. Some conferences that found success online in 2020 are meeting their 2021 events with a blend of in-person and virtual meetings, like the AICPA Engage Conference for finance industry professionals.

As companies prepare for conference attendance after a year of lost opportunity, they are wondering how they can make an impact. Companies like yours have spent the last 14 months honing their crafts and streamlining their products, and they're ready to unveil what they have to

offer. How do you make sure prospective clients see your work; how do you make a meaningful in-person connection after so much time apart? There's only one answer: use MediaFast's [video brochures](#) as a room drop piece.

When you attend conferences, MediaFast's [video brochures](#) are the crucial hotel room drop piece to make the necessary impact. Greet your hottest potential clients with hospitality from the moment they enter their hotel room with amenities and a video brochure. At the conference, your name and your product will be what they remember. A video brochure gives them something to watch time and again, and paired with the right amenity, you'll be a fan-favorite before you ever meet in person.

This Month's Case Study: RadianFlex

"Thank you for all of your help on these. They're starting to arrive to customers and we already have meetings setup to discuss the product. Some comments we've received: 'I've received RadianFlex amazing brochure with built in mini display. Is that because I've attended the Webinar? Do I need to return it or that's for me to keep? It's really neat.'"

-Joshua Sellers, of RadianFlex

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