

Subject line: Are You Joining Us @ Borrell Miami?

Teaser: Here's What You'll Learn

Send Date: Mar 5, 2023

Audience: Borrell Attendees

**Discover The Power of Video for Digital Signage and OTT  
Visit [Company] at Borrell Miami**

Hello [NAME],

Interested in utilizing one of the hottest trends in digital media? If so, you're in luck!

It's time to embrace the sell-side of video content and digital signage. In our track sessions with top media and brand executives, we will cover how video creation plays a vital role in digital signage, programmatic advertising, and OTT (Over The Top Advertising).

You can also find us at **booth #16** from **March 5 - 7** to unlock new ways to increase your sales and your margins.

**Track 1: Streaming Video, OTT, CTV  
March 6th @ 2:00 pm - 4:15 pm**

***Session 1: Beyond OTT: How Advertisers View the Video Marketing Opportunity***

- **Moderator:** [John Doe], SVP of Channel Sales and Business Development
- **Panelists:** [John Doe] - Head of Business Development & Technical Alliances, Sony | [John Doe] - President, Perception Marketing | [John Doe] - CEO, Zutek

***Session 2: Selling Programmatic OTT***

- **Moderator:** [John Doe], Director of Sales Enablement
- **Panelists:** [John Doe] - CEO, Intrinsic Digital | Taylor Stavitsky - Senior AE, Simulmedia | Kristin Wnuk - SVP of Sales, Madhive

[\[View Detailed Agenda\]](#)

Best Regards,

[John Doe]

SVP, Channel Sales and Business Development