

THE STUDIO THAT SELLS

A showfloor video podcast studio that generates sponsorship revenue, exhibitor upsell opportunities and long-term content value.

Designed to be revenue-positive for event organisers.

Headline Sponsor

Funding the cost of the studio.

A Branded Centrepiece

A sellable sponsorship asset.

Content Stage

Programmed sessions to create upsell opportunities.



A Magnet for Speakers and Influencers

Boosts participation, dwell time, and programme value.

Built-in Audience Growth

Established podcasts bring their audience to your event.

Long-Term Content Value

Recorded sessions become reusable assets for marketing future events.

How it Pays for Itself

 **Headline Sponsor**

 **Post-Event Content**

 **Sponsored Sessions**

 **Exhibitor Appearances**

**FIRST
SIGHT
MEDIA** 
video • streaming • events

STUDIOS DESIGNED TO GENERATE RETURN NOT JUST ATTENTION

How our studio models work

The organiser sells the opportunity

You control and monetise sponsorship, session and exhibitor involvement.

First Sight Media delivers

We design, build and run the studio, and manage the full content production end-to-end, including scheduling and production.

The content lives on

We create a bank of post-event video and audio content for year-round promotion

Proven at Live Events

We've delivered live podcast studios for major exhibitions and conferences, creating new sponsorship inventory, exhibitor upsell opportunities and long-term content value.

Revenue Opportunities

Headline Sponsorship

A premium, show-floor brand position that typically covers the full cost of the studio.



Sponsored Sessions

Sell individual recordings aligned to key themes or audiences.



Exhibitor Appearances

Offer exhibitors paid opportunities to appear as contributors, not advertisers.



Post-Event Content

Your event lives on with valuable content perfect for a 365 marketing plan.



See it in Action

Watch how Event Tech Live harnessed First Sight Media's complete event production solutions to amplify their content with stage filming, highlights videos and two showpiece studios.



Let's talk about your event

If you're exploring new sponsorship formats, exhibitor upsells or content-led features, we'd love to show you how a studio could work for your show.

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