



techlicious

PRODUCT & MEDIA ADVISORY

Trade Show Advisory

*Expert advice to help your brand succeed:
CES, IFA, MWC & Beyond*

Who we are

- With decades of experience in tech media, PR, and marketing, Techlicious Advisory develops tailored strategies that effectively communicate your product's unique value to American journalists, influencers, and consumers.
- Techlicious operates its own website, newsletter, and social media channels, directly reaching millions of US consumers. *We know media because we are media.*
- *Founded: 2008*



Principals



Suzanne Kantra

Co-Founder

- 30+ years in consumer technology media
- Technology Editor for Martha Stewart Living Omnimedia
- Senior Technology Editor for Popular Science
- Member Consumer Technology Association Advisory Board



Josh Kirschner

Co-Founder

- 25+ years of experience in B2B and B2C media
- Has worked with hundreds of consumer technology brands to develop consumer and influencer outreach campaigns
- Expert at turning creative ideas into reality



Andrea Smith

Lead Media Strategist

- Award-winning technology reporter, producer, consultant, and speaker with 30+ years in consumer technology media – ABC-TV, NBC, Mashable
- Expert in media training, corporate PR workshops, and satellite media tour production
- Member Consumer Technology Association Advisory Board



The unique value we offer companies

Techlicious principals have collectively attended ***more than 70 major trade shows*** – ***CES, Computex, IFA, MWC*** – we have deep the expertise to help brands get optimal value from their attendance.

1. We are experts in consumer tech

- *We have seen tens of thousands of products from companies across the globe.*
- *We know how to avoid marketing hype and focus on real breakthroughs.*
- *We know if a product isn't ready for review and what needs to be done to get it ready.*

2. We know how to position products with media

- *We read hundreds of pitches every month and know what works.*
- *We know what US journalists need to sell a story to their editors.*
- *We know what brands can do to make it easy for journalists to cover a product or service.*

3. We bring extensive experience partnering with companies on media strategies

- *We have worked with hundreds of consumer tech brands to build online, social, and in-person media and influencer campaigns.*
- *We have decades of experience with the major tech tradeshow – CES, Computex, IFA, IHA, MWC – and have run events in over a dozen US cities.*



How we can help

We offer a package of core services that provide direct benefits for any participating company and can be tailored to your budget:

- Expert review of your media outreach materials
- Executive media training
- Development of event participation strategy

Working hand-in-hand with your in-house or external PR teams, our deep subject matter expertise will provide valuable insights to help make your show participation a success.

Fast turnaround times. No monthly retainer. Impactful ROI.



How to reach us

Interested in a conversation? We would love to learn more about your show plans and discuss how **Techlicious Product & Media Advisory** can help make your show a true success story.



Josh Kirschner

Founder, Techlicious

josh@techlicious.com

917-834-4193

