

Statewide campaigns,

This memo is intended to prepare you for the campaign rehearsal on Wednesday, May 11 in Rochester preparing your team for the presentation at the Convention.

Each campaign will have 40 minutes of exclusive rehearsal time where other campaigns and non-essential staff are cleared from the arena for privacy.

At the rehearsal, please be prepared to communicate all content that you will want us to display or play during your presentation, this could include: videos, photos, music, audio tracks, PowerPoint, etc.

All content needs to be tested, reviewed, and approved at your campaign rehearsal prior to use at the Convention. Please note that we will not accept content after the rehearsal prior to the Convention.

Please remember to include "paid for disclaimers" on all ads and visual content that you are providing. You are also responsible for obtaining rights to any content that you are providing such as music and video.

At the rehearsal we will be creating a digital run of show (ROS) such as the attached example for you to sign off on prior to your presentation at the Convention. The production team will coordinate production cues exactly as we have mutually agreed-upon in the rehearsal. At the end of your rehearsal, you will be asked to sign off on the run of show that has been mutually created with the production team to ensure that everyone is on the same page.

Please understand that there are often multiple campaign contact points and it is important for the campaign to be on the same page with the production team therefore **the production team requires 1 primary campaign representative to communicate all production cues and run of show details** in order to assure alignment on planning and execution.

Please feel free to direct any questions to Paul Ridgeway or Kelsey Berwald

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Thank you!