

# BroadcastEngineering®

PRESENTS



## Building Media Networks with IT Solutions

A Virtual Event for Broadcasters  
**SEPTEMBER 28, 2010**

# Connect with broadcast professionals and industry decision-makers in a convenient, cost-efficient and highly targeted online venue.

As travel budgets make it increasingly difficult to attend traditional large-scale conferences and tradeshows, *Broadcast Engineering* is offering a more advantageous solution to our readers that you can benefit from — a free-to-attend, in-depth day of learning, discussion and exhibitions for thought leaders, business professionals, and key vendors to share best practices, ask questions and find solutions.

## How does the event work?

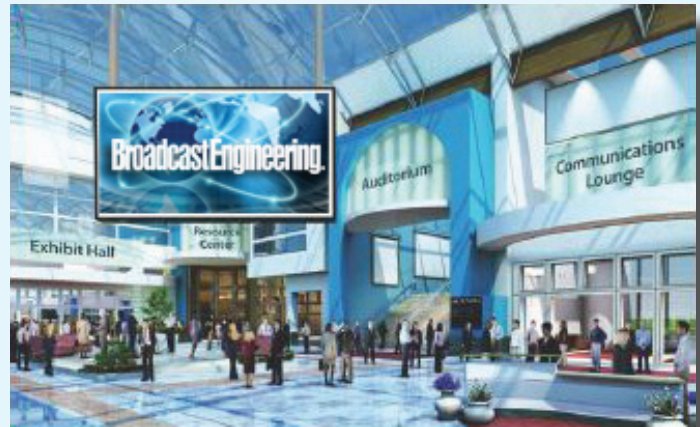
- Single day Web-based format
- Free-to-Attend
- Exhibit hall for attendees to interact with vendors
- Auditorium for viewing Webcasts and panels
- Live Q&A
- White papers, videos and more for download
- Exhibit booths available with various methods to drive traffic
- Multiple opportunities for sponsors to network with attendees

## How will we promote it?

*Broadcast Engineering* will execute a robust promotional campaign leading up to the event and during the 3 month on-demand period. Each Webcast will be promoted individually, as well as the event as a whole. Promotions will include:

- Full page advertisements in both *Broadcast Engineering* and *Broadcast Engineering World Edition*, reaching a total of 45,000 broadcast professionals
- Online banner advertising which receives over 133,000 page views a month
- HTML invites to our reader database of 135,000+
- E-Newsletter advertising reaching 138,000+
- Twitter and Facebook Announcements
- Cross promotions with sister publications and important industry associations and events

**Call your sales manager to reserve your space!**



By diving much deeper into topic-focused, technical content, *Broadcast Engineering's* Building Media Networks with IT Solutions virtual event will attract attendees who are actively seeking insight for their business and the latest product information. It's the ideal time and place for you to cost-effectively communicate your brand message to a captive, engaged audience.

## Benefits of Sponsorship:

- **More Leads, Better Leads:**  
You'll get detailed reports of attendee activity, content of interests, Webcast participation and more.
- **Stronger Brand Recognition:**  
Attendees and prospects are communicating and networking in an environment centered around your brand and products
- **Greater Solutions Awareness:**  
Educate attendees on key product launches and new technology solutions via live chat and document downloads.

## Who will Attend:

*Broadcast Engineering's* virtual event is created for television and radio broadcast, cable, satellite and content-production professions, including:

- Broadcast Management
- Engineers
- IT Professionals
- News and Production Personnel

# SPONSORSHIP OPTIONS

## ENTRY LEVEL \$3,000



Example of Exhibit Booth, multiple design options are available

### Sponsorship Features:

- One exhibit booth with choice of customizable design
- Opportunity to communicate your brand and products with attendees through live, interactive chat forums
- Positioning as an industry leader and a vital source of information and product knowledge
- Videos, product demos, white papers, case studies and more can be posted in exhibit booth
- Available post event for 12-months
- **All registration information from attendees who visit your exhibition booth, 150 guaranteed**

## UPGRADE OPTION #1: Add a Webcast, Only 6 Available

### Upgrade Features:

- 15- to 20-sec. commercial at beginning of Webcast
- Dedicated Power Point slide
- Branding/logo on all Webcast elements and promotions
- One exhibit booth, includes live chat and document downloads (white papers, case studies, etc.) and customizable design
- **Receive all leads from your Webcast and booth**

### Webcast Topics:

- Introduction to A/V Computer Networks
- Storage for Media Centers and A/V Applications
- Media Center Cabling: Wire and Fiber
- Building an End-to-End Digital Production Workflow
- Real-time Production Systems for Broadcast News and Sports
- The Modern Content Playout Facility

## UPGRADE OPTION #2: Be the premier event partner

### Upgrade Features:

- Recognition as exclusive, Premium Event Partner on all promotions and registration page
- One Webcast sponsorship which includes 15- to 20-second commercial at beginning of Webcast, dedicated Power Point slide and branding on all Webcast elements and promotions
- One exhibit booth which includes live chat with attendees, document downloads (white papers, case studies, etc.) and customizable design
- **All attendee registration information for entire event, including Webcasts, exhibit booths and document downloads**

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