

HD EXPO September – New York, NY



September 17, 2009 | New York, NY

Returning to NYC for its second year, HD EXPO combines the leading innovators of entertainment technology with the artists who push it to its limit. Join HD EXPO at this great event in New York City, the creative hub for the advertising, filmmaking, corporate communications and broadcast industries. Communicate dynamically to your potential customer and re-engage your current customer through our active exposition floor or with one of our innovative sponsorship opportunities. A perfect blend of networking, technology, art and commerce.

"The HD EXPO staff was a pleasure to work with. Anything that I needed their help with, was taken care of in an efficient and timely manner."

- Janine Benjamin, Canon

HD EXPO September Demographics

Who Attends

(Sample Company Listing):

24/7 Communications, Inc.
 30 ROCK NBC
 360 Post
 Amorphous media Inc.
 Air Sea Land Productions
 Akamai
 Atlantic Television
 Aurora Multimedia Corp
 AVB Studio, Inc.
 Baylor University

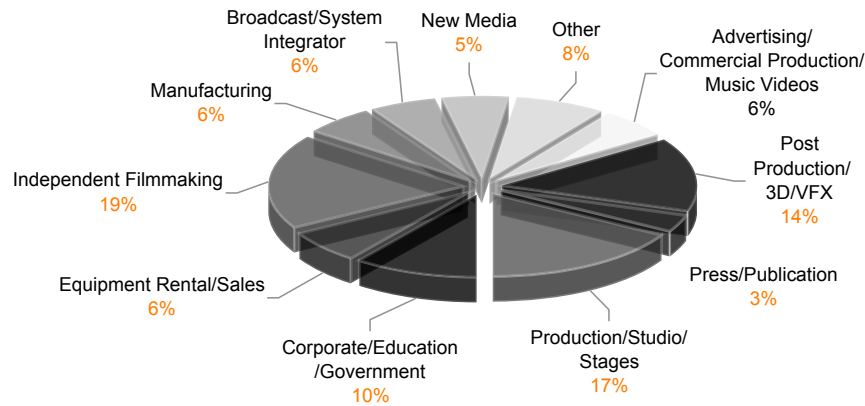
Black and White Films
 Brighton Entertainment
 CBS
 Click 3x
 Constellation Energy
 CT Public Affairs Network
 Disney ABC
 ESPN
 Esprit de Corps
 FOTOGRAFICA
 General Electric
 Goldcrest Post Production

Hasbro
 Hearst Digital Media
 Heifer Project International
 Hill Holliday
 Home Box Office, Inc (HBO)
 HSBC
 I/O Universal Technologies, Inc.
 Ideas in Motion
 Lenten Entertainment
 Limelight
 Metrovision
 Microsoft

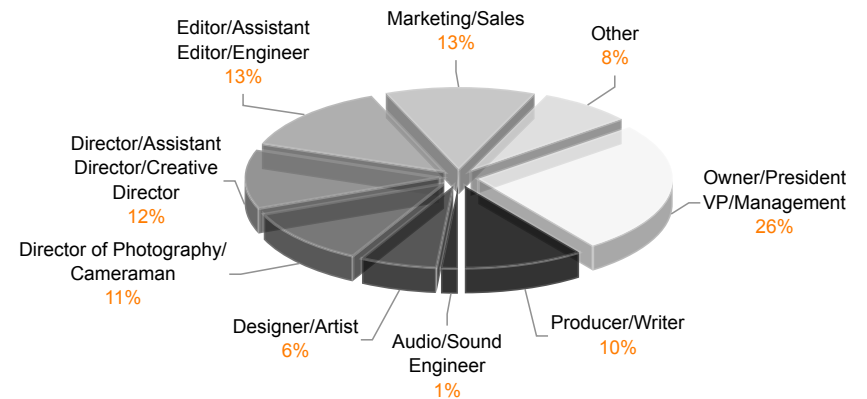
Mirage Productions, Inc.
 MTA New York City Transit
 MTV NETWORKS
 New York City Transit Authority
 National Broadcasting Company
 NBC News
 NBC Universal
 Negativespaces Production
 NFL Films
 Nice Shoes
 NYC Dept. of Education
 NYC Mayor's Office of Film

NYS Governors Office MP/TV
 NYU
 Pierce College
 Showtime Networks
 Suffolk County Film Commission
 Sunchaser Entertainment
 Sundance Digital, Inc.
 Tribeca Film Festival
 TVLand Digital
 USA Studios
 WABC-TV
 YES Network

Business/Media Type:



Job Title:



Exhibit/Sponsorship Opportunities

HD EXPO September Sponsorship

Platinum Sponsor

Cost: \$11,500

Sponsorship includes:

- One 8x30 booth at expo
- Website Button Ad on show specific pages (runs 3 months prior to show)
- Expo page logo with link
- Logo on all expo email blasts (160,000 impressions)
- Logo ID on theater screen
- eNewsletter - 100 word piece
- Logo on all print advertising
- A dedicated email to attendee database
- Three electrical drops per 8x30 (20amps each) OR 3 room nights at the host hotel (electrical form or hotel form must be completed)
- One Lead retrieval device
- Streaming product spotlight – TWO 5 minute product spotlights per year

Gold Sponsor

Cost: \$8,500

Sponsorship includes:

- One 8x20 booth at expo
- Website Button Ad on show specific pages (runs 3 months prior to show)
- Expo page logo with link
- Logo on all expo email blasts (160,000 impressions)

- One Lead retrieval device per expo
- One dedicated email to attendee database
- Two electrical drops per 8x20 (20amps each) OR 2 room nights at the host hotel (electrical form or hotel form must be completed)

Silver Sponsor

Cost: \$4,500

Sponsorship includes:

- One 8x10 booth
- Website Button Ad on show specific pages (runs 3 months prior to show)
- Expo page logo with link
- Logo on all expo email blasts (160,000 impressions)

Exhibition Booth

Cost: \$2,800

Exhibit Booth Includes:

- 8 x 10 booth
- Draped 8 foot table and one chair
- Pipe and Drape booth backdrop
- Listing in Show Guide and on hdexpo.net
- Listing on Floor Plan

Specialty Sponsorships

HD EXPO Main Theater Sponsorship

Cost: \$7,500

Gain premier recognition at HD EXPO by sponsoring the Main Theater for the entire event.

Educational Session Sponsorships

Cost: \$2,500

Align your brand with top industry experts by sponsoring a speaker, interview or panel in the HD EXPO Main Theater.

Intensives

Cost: \$6,000

Maximize the impact of your presence at HD EXPO by delivering a custom two hour training or informational intensive to event attendees on the day of the expo in one of our training rooms. Provide your customers a product or workflow-specific workshop. HD EXPO will work with you to produce the event and provide all operational details.

Reception Bar Sponsorship

Cost: \$4,500 (exclusive to each bar)

Be the proud sponsor of one of our specialty drink bars during the evening reception as we rename the bar with your company brand. Choose our Martini, Tequila, or Margarita bar and let the good times roll.



HD EXPO 2009

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Join us as HD EXPO enters the

