



As an HD EXPO INTENSIVE sponsor, the following guidelines will give you the parameters of what HD EXPO will be providing and outline the operations of an INTENSIVE. This information is provided so that both you and HD EXPO can maximize the sponsorship opportunities as well as provide the most valuable experience for the attendee.

PRE-EXPO Guidelines

INTENSIVE Curriculum and Session Marketing:

- Prior to the opening of online HD EXPO registration, all INTENSIVE sponsors must submit a title and brief description of their INTENSIVE
- Session content must be approved and finalized no later than (4) weeks from Expo by HD EXPO Management.
- Buttons, banners, and HTML emails will be available to you to assist you in your parallel marketing efforts. These can be downloaded at http://www.hdexpo.net/exhibit_sponsor/banners.html.
- To aid in marketing your event, HD EXPO posts instructors' names, photos, and bios on the event's website. All INTENSIVE instructor names are due no later than (3) weeks prior to the Expo Intensive Management Team.
- Following Labor Day, the HD EXPO Intensive Management Team will contact you to advise you in your parallel marketing efforts

Seating & Size of INTENSIVES Theater:

HD EXPO will work closely with you to determine the optimum seating chart to accommodate both your expected equipment as well as the maximum number of seats.

- The INTENSIVE sponsor will be required to sign off on the proposed floorplan no less than (3) weeks prior to Expo.
- All proposed changes to an approved floorplan (change in workshop agenda, etc) must be reviewed and approved by HD EXPO in addition to the sponsor. Depending on change, there may be an additional charge to the sponsor for the revision.

Staging & A/V Equipment:

HD EXPO has designed two unique staging & A/V packages to accommodate all sponsors' needs. **ALL SPONSORS MUST PICK ONE PACKAGE. If no package is indicated, equipment package will automatically default to Package A.**

*Package A – Standard Equipment ***Cost included in Intensive Sponsorship****

6x8 Screen
Projector with stand (Resolution & lumens provided upon request)
2 lav microphones
10 channel mixer & EQ with speakers (no house tap available)
Switcher
Cassette Audio Archiving
Laptop – Mac unless otherwise specified
Stage
Podium
Two draped tables & four chairs
(2) 20 AMP electrical drops

PLEASE NOTE: Plasmas, 5.1 surround, additional projectors, playback decks, and other equipment are available at an additional cost to Package A. Please contact HD EXPO for more information on changing your A/V package specs no later than (4) weeks prior to your INTENSIVE session.

*Package B – Comprehensive Customized ***Fee in addition to Intensive Sponsorship****

In addition to all standard equipment of Package A, Package B allows sponsors to create a customized package to suit their needs. HD EXPO, in association with our official AV company, comprehensively handles all sourcing & ordering of all additional A/V & staging equipment necessary (projectors, switchers, additional screens, additional AV staff, etc) according to the specs provided for a fee determined by the equipment needed in addition to the Intensive sponsorship fee. Fee is

determined upon submission of A/V proposed spec sheet and will still require a signature of approval no later than (4) weeks prior to the INTENSIVE session.

INTENSIVE sponsors are welcome to provide their own A/V, however HD EXPO MUST be notified no later than (4) weeks prior to the INTENSIVE session and all equipment (makes, models) must be approved by both HD EXPO and official A/V vendor.

Approvals:

(3) weeks prior to INTENSIVE session, sponsors are required to submit a list of the following:

- Expected demo equipment
- Audio & video outputs
- A/V equipment provided by INTENSIVE sponsor
- desired electrical drops and locations of drops
- Number of speakers

Once this list is submitted and approved, any equipment changes on the part of the INTENSIVE sponsor that require changes to the staging or A/V equipment will be billed back to the INTENSIVE sponsor with an additional administrative fee of \$150.00 per change.

EXPO Guidelines

Signage & Display of Equipment at INTENSIVE Theater:

Sponsor signage may be displayed inside & outside of your INTENSIVE theater, space & time pending.

- Signage may not be displayed during another INTENSIVE sponsors' session
- Installation and removal of signage is the responsibility of the sponsor. Depending on the type/size, signage may be subject to the union regulations of the venue.

Set-up of your INTENSIVE equipment and scheduling may necessitate the storage of your equipment in the INTENSIVE room during another sponsor's INTENSIVE.

- If so, your equipment will be draped for the duration of the session.

Raffles, Literature, & Giveaways:

INTENSIVE sponsors are encouraged to give away product & literature to their session attendees. All product & literature cannot be distributed prior to the start of the session and must be removed promptly at the conclusion.

Rehearsals Schedule:

We recognize that demo equipment may require set-up and rehearsal time. We encourage all Intensive sponsors to use the following tips to optimize your INTENSIVE experience:

- You are required to load-in, set-up, and test all equipment on the Load-in day prior to the Expo unless alternative plans have been approved by HD EXPO
- For rooms where more than one sponsor is conducting an INTENSIVE, a rehearsal schedule will be distributed and strictly adhered to.
- Give yourself ample time to test equipment and make adjustments prior to the presentation
- Make sure that additional gear is available, set-up and tested in the event that the your demo technology malfunctions

All INTENSIVES must be fully prepared to present (meaning doors may be opened) no later than (30) minutes before the scheduled session.

Attendee Management:

We have learned by producing and hosting more than 20 INTENSIVES in the last year, that on average 50% of the pre-RSVPed attendees will actually show to claim their seat. With this information, we cut off the pre-registered list when we feel that the 50% will fill the INTENSIVE Theater. In addition, we then open up a "stand by" registration and direct these late registered attendees to check-in 15 minutes prior to the start of the INTENSIVE to see if there are any open seats. We are also prepared that in the case that there are any open seats, we will take walk-ins the day of at the theater and at the HD EXPO main registration tables.

HD EXPO also works closely with registration to alert attendees arriving of the seating status for the INTENSIVES. Using this formula allows us to ensure that your theater is filled and that we serve the attendees that pre-RSVPed as well as the walk-ins.

Post-EXPO Guidelines

Databases of Attendees:

INTENSIVE sponsors will be provided with the full list of pre-registered attendees as well as a list of actual session attendees. This information will be provided in a digital format within two weeks following the conclusion of the EXPO.

Surveying of INTENSIVE Attendees:

After the HD EXPO, we will send a digital survey to the entire INTENSIVE database querying why they participated and what was of value. You will receive the survey results within one month of the HD EXPO in a digital form.

Staging & A/V Package: (circle one) Package A – Standard Package B – Comprehensive Customized

Primary Technical Contact: _____ Title: _____

Phone: _____ Email: _____

Primary Technical Contact: _____ Title: _____

Phone: _____ Email: _____

I, the undersigned, am a duly authorized representative of the company so noted. I have read and agree to the above guidelines and terms.

Authorized Signature: _____ Date: _____

Printed Name: _____ Title: _____

Please fax this signed guideline to: 818-842-6624

For any additional questions, please call: 818-842-6611