

Digital Video
DV
expo
E A S T

Secure
Exhibit Space
by **March 25**
and Save!

Leading the Digital Video Evolution

June 25 and 26, 2002

Jacob K. Javits Convention Center, New York, NY

DVexpo.com/east

Colocated with



TECHXNY

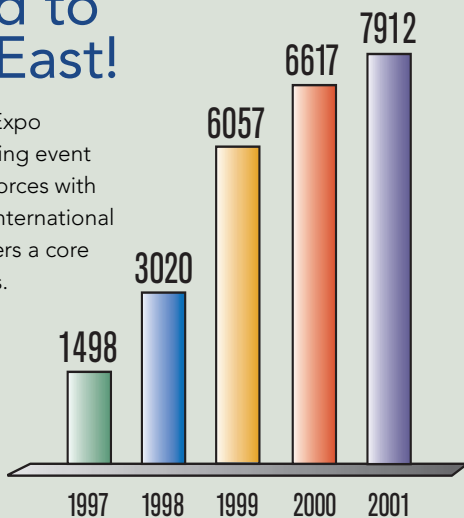
Presented by



You can't afford to miss DV Expo East!

With the launch of DV Expo East, DV Expo explodes into its sixth year as the leading event for the digital video industry. Joining forces with PC Expo and TechXNY to present an international technology event, DV Expo East delivers a core audience of digital video professionals.

Expo-only attendance increased by 48% in 2001!



*DV Expo West, December 2001

Digital Video is an expanding market

FACT

From production, postproduction, and delivery, the dynamic media market is poised for growth.

THE DYNAMIC MEDIA MARKET IS FORECASTED TO REACH \$34 BILLION BY 2004

Source: First Albany Corporation, January 2001

DV Expo East will attract more than 5,000 attendees through an aggressive marketing campaign

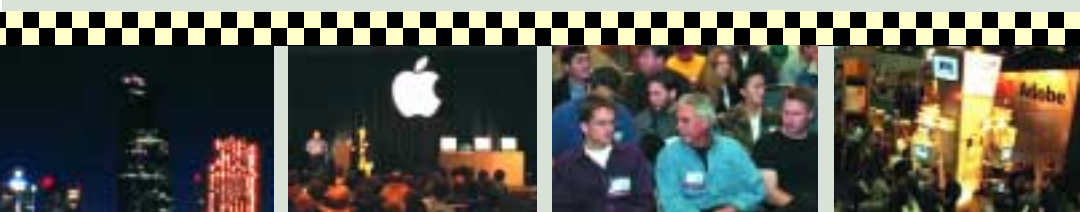
500,000+ Direct Mail Impressions

2,000,000+ Display Advertising Impressions

3,500,000+ E-Marketing Impressions

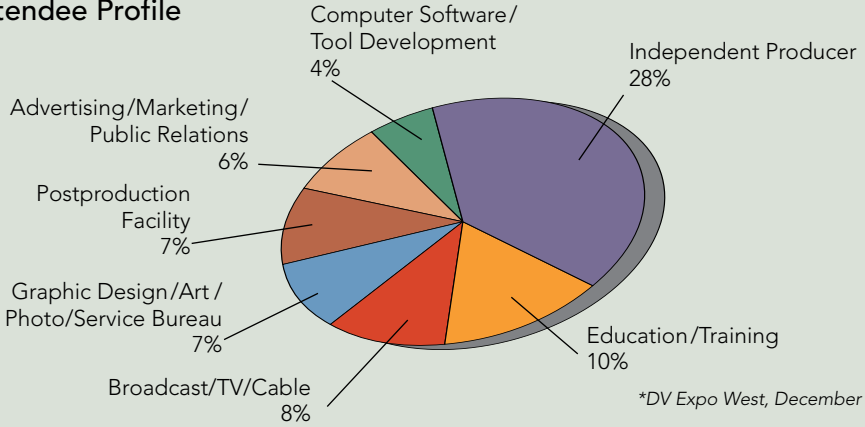
5,000,000+ PC Expo/TechXNY Impressions

Total Impressions: More than 11,000,000



Reach your target market at DV Expo East

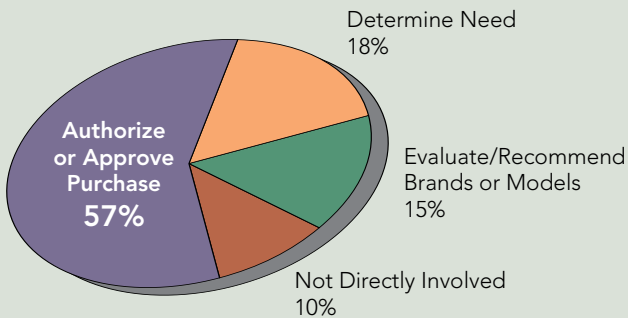
Attendee Profile



DV Expo draws in crowds that are the most crucial to the digital video industry

- Video Production and Postproduction **25%**
- Management **14%**
- Director **13%**
- Content Producer **9%**
- Graphic Design **6%**
- Sales and Marketing **6%**
- Education **4%**
- Web Designer and Developer **4%**
- 3D Animation **4%**
- Other Video Professionals **15%**

Spend time educating the people who call the shots when it comes to buying new gear



FACT

90% of DV Expo attendees are directly involved in the purchasing process

**DV Expo West, December 2001*



DV Expo has the experience and expertise to deliver an incomparable event

DV Expo offers a full spectrum of opportunities for your business success

Networking Opportunities	Network with vendors and attendees and spark strategic business relationships.
Meeting of the Minds	DV Expo inspires and empowers the creative minds of attending professionals, fueling the evolution of content creation and demand for new technology.
Product Launches	Vendors know how important it is to win the approval of the digital video community when launching a new product. Final Cut Pro 3.0, Canon XL1, Adobe Premiere 5.1, After Effects 5.5, and Commotion 4.1 were unveiled at DV Expo.
Press	The press attends DV Expo to cover the news, exhibitors' booths, attendees' reactions, product launches, and special events.

Maximize your presence at DV Expo

BOOTH RATES

EARLY BIRD RATE: \$33 per square foot.
Contract and deposit must be received by **March 25, 2002**

REGULAR RATE: \$35 per square foot.
Contract and deposit received **after March 25, 2002**

BOOTH SPACE INCLUDES

- Pipe and drape three-foot side walls and eight-foot backing in show colors for linear booths
- Unlimited amount of complimentary electronic show passes plus up to 3,000 printed passes
- Company listing on DVexpo.com with reciprocal hyperlink
- Company listing and description in the DV Expo on-site show guide and product cross-reference
- Discount on rental of show attendee lists
- Free attendance to all show activities

SPONSORSHIPS

Expand your brand; product; and marketing awareness to targeted buyers by becoming a DV Expo Sponsor! Receive more than 11 million advertising impressions through display advertising; direct mail; web; electronic newsletters; media partner and association partner comarketing; related industry events; public relations campaigning; and onsite signage.

PLATINUM SPONSOR

Limited to six exhibiting companies, 400-square-foot booth minimum.
Premium positioning of company logo to appear on the following (subject to deadlines):

- Cover of online catalog and printed catalog in *DV* magazine
- Front of show pass
- Cover of on-site show guide
- Postcard mailings
- Industry event flyers
- Front cover of exhibitor service manual
- Display advertising
- Exhibit hall floor plan printed in on-site show guide
- On-site show banners
- DVexpo.com exhibitor listing with hyperlink
- Tile listing on homepage of DVexpo.com with hyperlink
- Rotating banner on homepage of DVexpo.com with hyperlink
- Event Sponsors section of DVexpo.com with hyperlink

Bonus Offerings Include

- Sponsor listing in electronic newsletters
- Banner hung at DV Expo (sponsor to provide banner)
- Free 60-minute sponsored session
- Full-page, four-color show guide ad
- Free one-time use of post-show attendee list

COST: \$25,000

GOLD SPONSOR

Company logo to appear on the following (subject to deadlines):

- Cover of online catalog and printed catalog in *DV* magazine
- Front of show pass

- Cover of on-site show guide
- Postcard mailings
- Industry event flyers
- Front cover of exhibitor service manual
- Display advertising
- Exhibit hall floor plan printed in on-site show guide
- On-site show banners
- DVexpo.com exhibitor listing with hyperlink
- Tile listing on home page of DVexpo.com with hyperlink
- Event Sponsors section of DVexpo.com with hyperlink

Bonus Offerings Include

- Sponsor listing in electronic newsletters
- Banner hung at DV Expo (sponsor to provide banner)

COST: \$18,000

SILVER SPONSOR

Company logo to appear on the following (subject to press deadlines):

- Cover of online catalog and printed catalog in *DV* magazine
- Front of show pass
- Cover of on-site show guide
- Postcard mailings
- Industry event flyers
- Front cover of exhibitor service manual
- Display advertising
- Exhibit hall floor plan printed in on-site show guide
- On-site show banners
- DVexpo.com exhibitor listing with hyperlink
- Tile listing on home page of DVexpo.com with hyperlink
- Event Sponsors section of DVexpo.com with hyperlink

COST: \$12,000



Access the buyers core to your success at DV Expo East, this June in New York City.

Join the exhibiting companies, including Canon, Discreet, Matrox, Panasonic, Pinnacle Systems, Pioneer, Sony, and many more, in showcasing the latest products and solutions in the growing space of digital video technology.

Concurrent with the exhibits, DV Expo East will host specialized sessions for video professionals tailored towards production, postproduction, and delivery of dynamic media.

Additionally, PC Expo will host more than 45,000 attendees at the Jacob K. Javits Convention Center during TechXNY, allowing all attendees open admission to DV Expo.

The CMP DV Media Group inspires and empowers the digital video community through its informational resources: DV magazine, DV.com, DV Expo events.

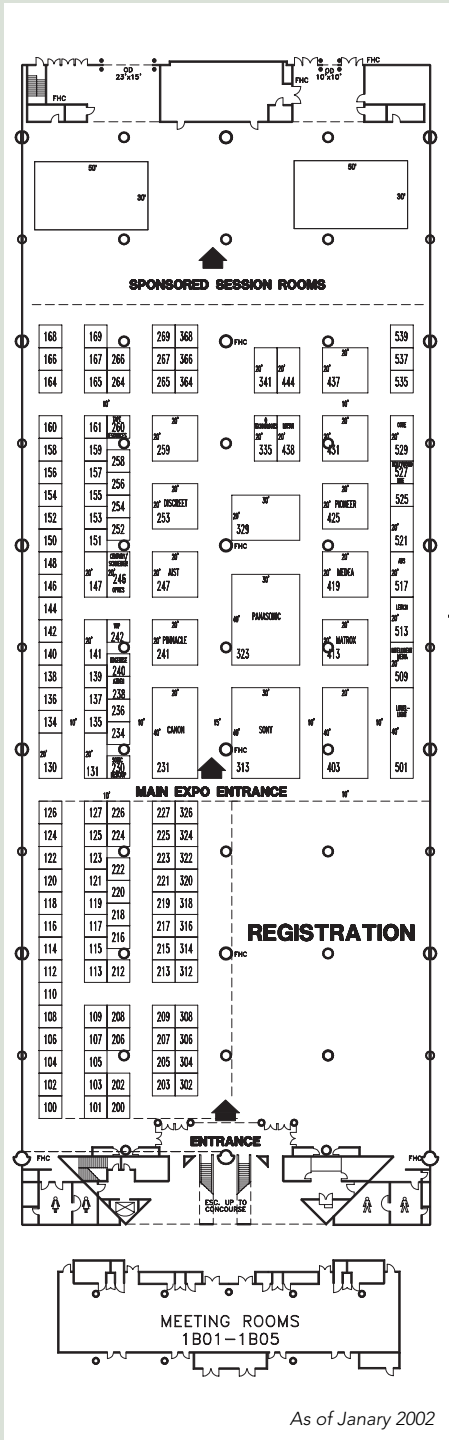
“The attendance at DV Expo has changed over the years. Currently, it's a very critical market for Sony's DVCAM professional video products. People are becoming very concerned where the industry is going and what products to buy. I am very pleased to find that we're (Sony's) able to provide answers to those questions through DV Expo.”

—Craig Yanagi
National Marketing Manager
Sony Electronics Inc.

DV Expo East • June 25 and 26, 2002

Jacob Javits Center • New York, NY

DVexpo.com/east



As of January 2002



Specialized marketing and promotional opportunities

For complete sponsorship, marketing, and promotional opportunities, contact:

Debra Barstad
phone: 415-947-6266
email: debra@dv.com

Jill Perretti
phone: 415-947-6287
email: jperretti@cmp.com

DVexpo.com/east

Capture the attention of the DV community

Take advantage of the enhanced marketing and promotional opportunities available to all exhibiting companies. Investing in added exposure at DV Expo East is an integral part of your show success.

- Aisle Signs
- Attendee List Rental
- Badge Package **EXCLUSIVE!**
- Lanyards
- Badgeholder Inserts
- Badge Logo
- Banners
- Conference Bags
- Conference Coffee and Beverage Breaks
- Conference Note Pads and Pens **EXCLUSIVE!**
- Conference Packet Insert
- Confirmation Letter Insert **EXCLUSIVE!**
- Customized Research **NEW!**
- Hospitality Suite
- Illuminated Billboards (Light Boxes)
- Lobby Signs
- Online Lounge
- Networking Lounge **NEW!**
- Party
- Press Center **EXCLUSIVE!**
- Press Kit Insert/Lounge Package
- Registration Sponsor
- Show Bag Insert
- Show Bag
- Show Floor Exhibitor Suite
- Show Guide Display Ad
- Show Guide Addendum **EXCLUSIVE!**
- Show Guide Belly Band Ad **EXCLUSIVE!**
- Show Guide Bookmark
- Show Guide Floorplan
- Sponsored Technical Session
- Speaker Lounge **NEW!**
- T-shirts
- Expo Newsletters **EXCLUSIVE!**
- DVexpo.com Ad
- Search Engine **EXCLUSIVE!**
- Enhanced Exhibitor Listing, Logo, and Hyperlink

Every dollar spent is crucial.
Measure your results with DV Expo.

