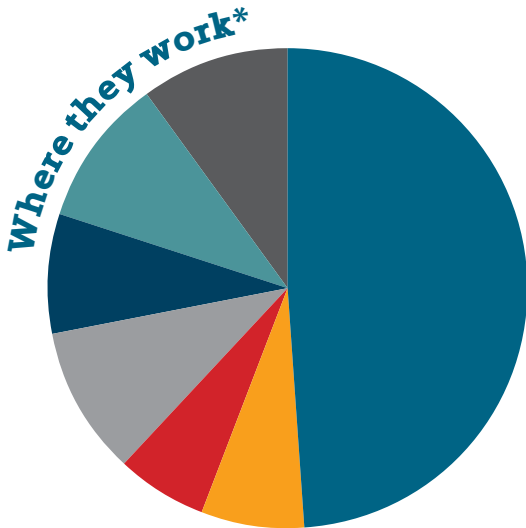


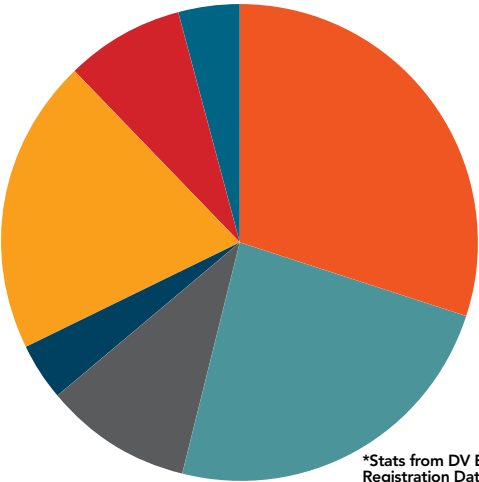
DV Expo is the leading West Coast event for buyers of production, post, AV, broadcast, and multimedia technology. Exhibit here and meet facility owners and managers, producers, directors, videographers, cinematographers, editors, graphics and effects pros, audio specialists, engineers, web developers, and more.



- 49% Independent Producers, Production Companies
- 7% TV Stations, Broadband TV, Cable, and Media Outlets
- 6% Government Agencies, Prime Contractors, Manufacturers
- 10% Advertising/PR Firms, Corporate Media Departments, DVD Production, Web Development
- 8% Non-Profit Agencies, Houses of Worship, Equipment Rental Firms, Freelance Camera, Photographers, Multimedia Producers
- 10% Live Production, Engineering, Training & Education
- 10% Post Production Facilities

What they do*

- 30% Editor/Post Production Professional/Staff/Special Effects & Web Designers
- 24% Director/Producer/Videographer/Cinematographer
- 10% Engineering, Technical Director, IT Management or Staff, Audio Tech
- 4% News Management/Training & Education
- 20% Corporate Management
- 8% Sales/Marketing/PR/Corp. Communications
- 4% Other Includes: Freelance Photographer,Grip, Cameraman, Consultants



*Stats from DV Expo 2012 Registration Database

Who Attends?

(Sample of attendee titles from DV Expo 2012)

Animator, Audio Engineer, Archivist, Aerial Camera Operator, Art Director, AV Integrator, Cinematographer, Director of Photography, Designer, Digital Content Producer, Camera Assistant, Chief Technologist, Cinematographer, Colorist, Creative Director, Editor, Event Videographer, Field Producer, Filmmaker, Gaffer, Graphic Designer, Instructor, Lighting Designer, Media Specialist, Multimedia Designer, Post Production & Procurement, President, Producer, Production Manager, Project Director, Editor, Executive Director, Executive Producer, Sound Engineer, Sr. Engineer, Sr. Graphic & Interactive Media Designer, Supervisor of AV Media, Technical Director, Television Producer, VP Purchasing, Video Analyst, Videographer, Webmaster, and many more.

DigitalVideo
'13 Expo
Part of the Media Nation Expo series
28 East 28th Street
12th Floor
New York, NY 10016

INSPIRATION
AND INNOVATION
FOR DIGITAL MEDIA PROS



CONFERENCE September 24-26, 2013
EXHIBITS September 25-26, 2013
L.A. Convention Center | Los Angeles, CA

WWW.DVEXPO.COM
Part of the Media Nation Expo series





Grow WITH US!

We're giving customers and prospects more reasons than ever to attend DV Expo 2013. With the introduction of the LA Post Production Conference and Pro Media Conference inside DV Expo last year, the event experienced a 12% jump in attendance by post production professionals such as editors, producers, special effects artists, and content creators.

Hard-hitting training including the latest tips, tricks and effects in video production software and a new focus on content creation has more digital media pros than ever before attending DV Expo.



Move WITH US! NEW LOCATION!

We are moving DV Expo back into the heart of the action! Los Angeles continues to be the center of the digital media industry, and it just makes sense to be where your customers are!

The LA Convention Center provides easy access from all points in Los Angeles. And with revitalized surroundings such as LA Live, Nokia Theater and the Staples Center, more than 25 restaurants and hotspots are now within walking distance of the Convention Center.

Innovating GOING FORWARD

DV Expo is where video pros gather to train and get certified on the latest software and digital technologies, and to see and shop for new products.

As an exhibitor, you'll interact with attendees from all pro video market segments – production, post, TV stations and networks, cable, live events, advertising and corporate media, web video, and more.

Talk to us about your participation as an exhibitor or sponsor and we'll help you reach these customers before, during and after the show.

TO EXHIBIT OR SPONSOR AT DV EXPO 2013:

Jacqueline Gospodinoff,
Sales Director, Events
212-378-0493
jgospodinoff@nbmedia.com

Susan Shores, East Coast Sales
212-378-0400, x528
sshores@nbmedia.com

Jeff Victor, West Coast Sales
224-436-8044
jeffvictor@comcast.net

 NewBay Media

SPONSORSHIP LEVELS:

PLATINUM *(only four available)*

- Two 45-minute time slots at the Presentation Theatre
- Full-page, four-color ad in the Official Show Guide
- 200-word bonus description in Official Show Guide
- Custom e-mail blast to the DV Expo registration list
- 4 full conference passes to the DV Expo's conference program produced by Future Media Concepts (a \$1400 value!)
- Banner on DVexpo.com (468 x 60 px)
- Sponsor listing in DV Expo electronic newsletter
- Premium positioning of logo on dvexpo.com, event preview, postcard, show pass, and Official Show Guide; advertising in Digital Video magazine (placement subject to availability); and on-site signage.

Investment: \$25,000

GOLD *(only six available)*

- One 45-minute slot at the Presentation Theatre
- Half-page, four color ad in on-site Official Show Guide
- 100-word bonus description in on-site Official Show Guide
- Custom e-mail blast to the DV Expo registration list
- Premium positioning of logo on dvexpo.com, event preview, postcard, show pass, and event program
- Advertising in Digital Video magazine
- On-site signage (Placement subject to deadlines)
- 2 Full passes to the DV Expo Conference

Investment: \$15,000

VENDOR-SPONSORED PRESENTATIONS

Position your company as a technology thought-leader by grabbing a 45-minute presentation slot in the DV Expo Presentation Theater on the show floor. Share your vision of where technology is headed with DV Expo attendees; zoom in on your company's unique solutions; spotlight recent sales and customer applications; present a case study or white paper or whatever you want – this is your 45-minutes of fame in front of an audience hungry to learn. Your presentation will be promoted with signage on the show floor, loudspeaker announcements, fliers at registration, and via a listing in the Presentation Theater Schedule in the Official Show Guide.

Investment: \$2,000

OTHER MARKETING OPPORTUNITIES THAT REACH FAR AND WIDE INTO THE INDUSTRY, WITH NOMINAL COSTS:

Sponsored Attendee Breakfast, Lanyard Sponsorship, Conference Pens, Conference Bag, Badge Insert, Free Standing Billboard, Official Show Guide Advertising, Conference Notebooks, Official Show T-Shirt, Conference Bag Insert, Logo Blitz (logo on site & show guide next to listing), Lobby Literature Distribution, DV Expo Drawing Sponsorship. **Call for more details and pricing.**

1) RAW EXHIBIT SPACE:

\$37 per square foot (10x10 = \$3,700)

includes:

- Back and side wall drape
- Company ID sign
- Listing and description online and in Official Show Guide

2) TURNKEY SPACE 10X10:

\$41 per square foot (10x10 = \$4,100)

includes:

- Back and side wall drape
- Company ID sign
- Standard carpeting
- (2) plastic contour chairs
- 6ft draped table
- Wastebasket
- 500 watts electricity
- Listing and description online and in Official Show Guide

3) EXHIBITOR SPOTLIGHT SPECIAL

Only \$5,950 for this powerful package of exposure including:

- Complete 10x10 turnkey booth package as listed above
- (1) 45-minute spot in the DV Expo Presentation Theater
- Company Logo in the Official Show Guide and in your online description, plus a link to your site from within your online listing.
- An e-blast with your company information sent to the pre-registered attendees 2 weeks prior to the show promoting your participation.

**Exhibitor responsible for ordering any items not included in chosen option. Please note that internet connection is NOT included in either option. All booths MUST be carpeted.*



DVExpo

AT A GLANCE | SHOW FACTS

- **88%** of DV Expo attendees are influencers or direct decision makers about your product or service.
- **5,000+** registered attendees looking for information about your products and services
- **15 hours** of exhibit hall time
- **60%** of DV Expo attendees are searching for editing and graphics software.
- Your company will receive 15x more face to face time with your customers in two days than it might otherwise in an entire year.
- **68%** of attendees will refer DV Expo to a colleague.
- Free exhibit hall passes to all pre-registered attendees AND a free educational program in the hall means a steady flow of booth traffic!
- On-site association meetings keep attendees at the event until the doors close.
- **71%** of DV Expo attendees are planning to purchase a camera in the next year.
- **42%** of DV Expo attendees plan to make a purchase based on products/services they saw on the show floor.