



## Key Facts...

# 2006 Streaming Media West Conference & Exhibition *Official Internet Television Webcast*

***Webcast Live and Archived for one year with promotion on TV Worldwide's new Internet TV channel targeting the digital media industry!***

**Live from San Jose, California, Oct. 31 – Nov. 2, 2006**

**Take advantage of this marketing opportunity!**

**Sponsor companies will be featured in the live webcast, with a link on the conference webcast site!**

**Have your executives and business development team interviewed while discussing your company's products and services before a nationwide audience – all for a fraction of the cost of a television commercial.**

**BONUS, all sponsored interviews and product demonstrations will also be promoted as featured content on TV Worldwide's new digital media channel long after the event is over!**

Video recorded during the Conference will be accessible from your company's website - - instantly enhancing the professional quality of your website and associated marketing efforts.

**Example of Link Provided by TV Worldwide (with or without image):**

### News



**Your Company** Featured at Streaming Media West 2006

 [Watch the video](#)

As a part of the webcast, you will not only reach attendees of this special event, but will continue to reach industry professionals throughout the year through the webcast archives!

Each sponsorship package is negotiated individually, so sponsorships can be customized to suit sponsors' needs.

**For more information, please call Kevin Shively at (203) 653-1440.**

Streaming Media West features 33 sessions and two tracks covering a wide range of business, technology, and content topics about practical applications and business issues related to streaming and digital media in the B2B and B2C sectors.

Hear about the latest industry concerns, technology developments, and business challenges, and learn how digital media services and solutions can drive your business success and profitability.

**Who Will You Reach with this Webcast?**

*Fortune 1000 Company 'C' Level Executives  
Corporate Communications Executives  
Entertainment, Media and Sports Executives  
TV, Radio and Cable Broadcasters  
Cable and Satellite Companies  
Government Officials  
Leaders in Education, Distance Learning and Training  
Advertising Agencies  
Sales, Marketing and HR Professionals  
Content Owners and Developers  
IS and Network Managers  
ISP, CDN and Broadband Providers  
Wireless Industry Professionals  
Online Gaming Developers  
Online Retailers and eCommerce Professionals  
Health Care Technology Professionals  
Consumer Electronics Manufacturers  
VARs and VADs  
The Streaming Media Industry*

***Put the power of Internet TV to work for your Company!***



### **TV Worldwide is the Leading Webcasters of Conference Events**

Since 1999, TV Worldwide has produced thousands of conference and exhibition webcasts events, both live and archived on-demand. These webcasts have covered a wide array of industries, topics and current issues including advertising, digital media, health, education, security, science and many more. In 2006 alone, TV Worldwide has produced dozens of professionally targeted event webcasts, including:

[National Association of Broadcasters Annual Convention](#)

[The American Advertising Federation National Conference](#)

[Streaming Media East](#)

[U.S. Maritime Security Expo](#)

[GOVSEC – The Government Security Expo & Conference](#)

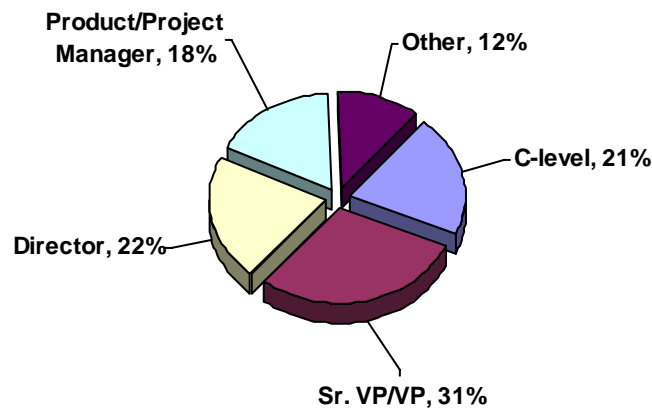
[The PGA Merchandise Show](#)

### **Who Watches These Webcasts?**

TV Worldwide has learned a lot over the years about the kinds of people who view these kinds of event webcasts. Typically, it mirrors the audience attending the event in person. Some of the details TV Worldwide has learned include:

- 86% of the audience is directly involved in making spending decisions for the kinds of products and services featured at the event.
- For U.S.-based events, 88% of all webcast viewers are based in the U.S.

Job descriptions for the typical event webcast audience show that the majority of viewers are senior management with the largest concentration being vice presidents of their companies:



While their departments vary depending on the specific event, they also follow closely with the live attendees for the event.

### **How many people will I reach with the webcast?**

Typically, conference event webcasts see their biggest spike in traffic immediately following the event. Continued promotion on the TV Worldwide network of Internet TV channels ensures that this traffic continues long after the event. The average conference event is seen over 25,000 times by a highly targeted professional audience in the first month after an event and another 25,000 times over the course of the following year in the on-demand archives.

**The webcast provides an opportunity to take advantage of using your key people at the show to send your message out to the thousands of people in your industry not able to attend the event!**

## Sponsorship Packages

<b><u>Benefits of Sponsorship</u></b>	<b><u>Main Sponsor</u></b> <b>\$3,000</b>	<b><u>Supporting Sponsor</u></b> <b>\$2,000</b>	<b><u>Patron Sponsor</u></b> <b>\$1,000</b>
As a Webcast Sponsor your company's logo will be featured on the website for the official Conference Internet television webcast which will remain accessible for one year following the end of the Conference.	<b>Four Slots Available</b>	Eight Slots Available	Twelve Slots Available
Your company's website will be accessible via links on the website for the official Conference Internet television webcast.	<b>Yes</b>	Yes	Yes
Sponsors will have their logo projected prominently on a 6' x 8' projection screen located on the main floor of the exhibition hall. All logos will be cycled in order to maximize the logo's size and visibility.	<b>Cycled every Minute</b>	Cycled every five minutes	Cycled every fifteen minutes
Sponsors will be recognized by the webcast host.	<b>Announced at the beginning of each segment of the live webcast.</b>	Announced twice each day	Announced once each day
A webcast sponsor will be entitled to exclusive interviews, of up to ten minutes in duration, with the sponsor's senior executives and business development staff. In addition, the sponsor may be entitled to additional interviews, of up to five minutes in duration each, that will highlight the sponsor's product or service.	<b>2 exclusive interviews, of up to ten minutes in duration each.</b>	1 exclusive interview, of up to ten minutes in duration.	1 interview segment, of up to five minutes in duration.
Main webcast sponsors will receive a 10-second introduction mention before keynote speeches and other featured segments attached to the beginning of those segments in the on-demand archives.	<b>Yes</b>	--	--
Sponsors will receive broadcast-quality digital videotape or DVD containing the Sponsor's interviews. These videos can be used for promotional videos, broadcast commercials, or other corporate communications.	<b>Five broadcast-quality digital videotape or DVDs.</b>	Three broadcast-quality digital videotape or DVDs.	One broadcast-quality digital videotape or DVD.
Your company and its presence at the Conference will be featured in press releases distributed to over 2,500 media outlets in the U.S. and abroad.	<b>Yes</b>	--	--

## Special Opportunity – Presentation Theater

If your company is giving a presentation in the Presentation Theater during the conference, you can have your presentation recorded and included as part of the conference webcast by becoming a sponsor at any level.

At either the supporting or main sponsorship levels, you can include PowerPoint slides synchronized with your video presentation, as well.

As a Main sponsor, you will get your presentation featured in the showcase **and** get an additional interview with senior management included as a part of your sponsorship.

**Streaming Media West 2006**  
**Official Webcast Sponsorship Reservation Form**

Yes, we would like to sponsor the official webcast of the Streaming Media West 2006 Conference. Our sponsorship option and payment method is indicated below.

- Main Webcast Sponsorship - \$3,000
- Supporting Webcast Sponsorship - \$2,000
- Patron Webcast Sponsorship - \$1,000

Total amount due upon agreement.

Please sign and fax to TV Worldwide at 703-961-9255.

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Sponsor Signature

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Printed Name and Title

Method of Payment:

- Check or money order (made payable to TV Worldwide)
- Credit Card
  - Visa
  - MasterCard
  - American Express

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Credit Card Number

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Expiration Date

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Name as it appears on card

Contact Kevin Shively at TV Worldwide at (203) 653-1440 or [kshively@tvworldwide.com](mailto:kshively@tvworldwide.com) with any questions.