



WEBCAST SHOWCASE FEATURE OPPORTUNITY

TV Worldwide invites you to be a part of a Special Internet TV Event

LIVE WEBCAST COVERAGE from Streaming Media West 2008
and the 2008 Reader's Choice Awards

San Jose McEnery Convention Center, San Jose, CA – Sep. 23-25, 2008

This special live webcast will be featured on TV Mainstream, the Internet TV channel for the new media industry reaching over 30,000 industry professionals each month with the largest library of video content about digital media available online. This webcast will attract a lot of industry attention, as it will also include **feature coverage of the 2008 Reader's Choice Awards**.



- Join leading industry companies as we provide a **live demonstration** of streaming media technology and discuss successful business strategies.
- Have your company executives interviewed before a **highly targeted audience** of thousands of decision makers in the traditional and digital media industries.
- Feature your **company presentations** and speeches with professionally produced video that you can use on your own website after the event.

Have your executives and business development team interviewed while discussing or demonstrating your company's products and services before a worldwide and highly targeted audience of industry professionals – all for a fraction of the cost of a television commercial.

Who will be Watching?

TV Worldwide has webcast from Streaming Media East and West for the last 7 years! We've learned a lot about the people who've watched along the way, and just how many of them watch.

- ✓ 88% of the audience is directly involved in making spending decisions for the kinds of products and services featured at the event.
- ✓ Over 67% are C-level executives or senior management.
- ✓ Videos from Streaming Media East and West from the past year have been watched over 30,000 times in the on-demand archive after the live event!
- ✓ Videos from previous events that are featured on the TV Mainstream channel are seen **nearly three times as often** as videos that are not featured on the channel.

This webcast turns the 3-day event into 12 months of exposure for your company!

To get started, fill out the form on the next page and fax to TV Worldwide at (703) 961-9255 or contact Kevin Shively at (203) 502-8166 or kshively@tvworldwide.com with any questions.



Live and Archived
Sep 23-26, 2008
San Jose, CA



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What do you get with a Sponsorship?

Each sponsor receives significant exposure in the webcast and on-demand archive with post-event promotion on TV Worldwide. The amount of exposure depends on the level of sponsorship.

Custom sponsorship packages are also available upon request.

Benefits of Sponsorship	Main Sponsor \$4,000	Supporting Sponsor \$2,500	Patron Sponsor \$1,500
Your company's logo will be featured on-screen at the TV Worldwide booth on expo floor.	Two Slots Available	Six Slots Available	Twelve Slots Available
Your company's website will be accessible via links on the website for TV Worldwide's Internet TV coverage of Streaming Media East 2008 for a minimum of one year after the event.	Yes	Yes	Yes
Your company will be recognized by the webcast's on-air host.	Announced at the beginning of each segment of the live webcast.	Announced twice per day	Announced once per day
Your senior executives and business development staff will be featured in exclusive interviews highlighting your product or service. All of these interviews will be featured in the live webcast and archived on the website for the Internet television webcast coverage of Streaming Media West 2007.	2 exclusive interviews of up to ten minutes in duration each or one 20-minute feature demonstration or presentation.	1 exclusive interview of up to ten minutes in duration.	1 exclusive interview of up to five minutes in duration.
Your video(s) will be featured in the TV Mainstream opt-in email newsletter to several thousand subscribers after the event with a link to your website.	2 weekly newsletters	1 weekly newsletter	--
You will receive broadcast-quality digital videotape or DVD containing your employees' interviews. These videos can be used for promotional videos, broadcast commercials, or other corporate communications.	Yes	Yes	Yes
Your company and its presence at Streaming Media West 2007 will be featured in press releases distributed by TV Worldwide to over 2,500 media outlets in the U.S. and abroad.	Yes	--	--

Additional opportunities

- 👉 Sponsor recorded coverage of a specific session or presentation at Streaming Media East to be featured in the live and archived webcast for \$1,000.
- 👉 Have your company logo displayed on-screen at the TV Worldwide webcast booth and as a link on the webcast event site **for a full year** and featured on the TV Mainstream channel for only \$500.

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Sponsorship Reservation Form

Yes, we would like to be a featured sponsor of TV Mainstream's live and archived webcast coverage of Streaming Media East 2008. Our sponsorship option and payment method is indicated below.

- Main Sponsorship - \$4,000
- Supporting Sponsorship - \$2,500
- Patron Sponsorship - \$1,500
- Feature Session Sponsorship - \$1,000
- Company Logo/Link - \$500

***Custom sponsorship packages are also available upon request.
Total amount due upon agreement. Please sign and fax to TV Worldwide at (703) 961-9255.***

Sponsor Signature

Printed Name and Title

Method of Payment:

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

Credit Card Number

Expiration Date and Security Code

Name as it appears on card

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



INTERNET TV FOR SMART PEOPLE

A TV Worldwide Webcast Event

Kevin Shively ♦ EVP, Business Development ♦ TV Worldwide ♦ 203.502.8166 ♦ kshively@tvworldwide.com