

**Broadband Policy Series**  
**Live Webcast**  
**Inside Voices on Critical Choices**  
*The Net Neutrality/Open Internet Debate –  
What's Next, What's the End Game?*



**Webcast Sponsorship Opportunities**

**May 27, 2010, Live from TV WORLDWIDE Studios near Washington, D.C.**

TV Worldwide, in partnership with Broadband US TV Internet TV Channel, ([www.broadbandus.tv](http://www.broadbandus.tv)), National League of Cities TV ([www.NLCTV.org](http://www.NLCTV.org)) and TV MainStream, the Internet TV Channel for the Digital Media industry ([www.TVMainStream.com](http://www.TVMainStream.com)) is pleased to present **Net Neutrality / Open Internet Debate – What's Next, What's the End Game?** with BroadbandUS TV hosts Jim Baller and Marty Stern.

**Austin Schlick, General Counsel of the Federal Communication Commission** will present the FCC's case for reclassification followed by a panel of experts facing off in a spirited debate on the political and legal ramifications of net neutrality. **Julius Knapp, Chief, FCC Office of Engineering and Technology** will introduce technical issues of the open Internet followed by another expert panel debating the economic and technical case for and against the new net neutrality rules.

**Who will be watching?**

TV Worldwide has produced over 5,000 Internet TV webcasts in the past decade! We've built the audiences on our Internet TV channels with the production of content on subject matter of keen interest to decision makers in their respective niche professional demographics.

- ✓ 88% of the audience is directly involved in making the purchasing decisions for the kinds of products and services featured at the event.
- ✓ Over 67% are C-Level executives or senior executive management in government and industry.
- ✓ Videos from similar events over the past year have been watched thousands of times in the on-demand archive after the live event!

**CONTACT MICHAEL ALLEN at (703) 961-9250 Ext. 232 or [mallen@tvworldwide.com](mailto:mallen@tvworldwide.com) for more info!**

**GOLD Sponsorship Includes:**

- ✓ **Feature pre-recorded interview** or demonstration (5-7 minutes) during the event webcast with unlimited rights to use in your organization's marketing.
- ✓ **Feature exposure** in pre-event marketing through the TV Worldwide Internet TV network, including the BroadbandUS.TV, NLCTV and TV MainStream channels, opt in email newsletters.
- ✓ **Mention in Press release** via wire service to over **2,500** media outlets worldwide.
- ✓ **Company Logo Link** on the webcast event site in static and click through placement and an additional link synchronized to the sponsor's feature interview video along with the now playing information in the on-demand archive for a minimum of 12 months after the event and anytime the video is viewed on BroadbandUS.TV, NLCTV and TV MainStream.
- ✓ **Company Logo** on-screen during the Live Town Hall Meeting for event branding and webcast event page.
- ✓ **Six (6) Sponsor Mentions** by the webcast host during the live webcast event.
- ✓ **6 Broadcast-quality DVD's** of your featured video interview.

**SILVER Sponsorship Includes:**

- ✓ **Feature pre-recorded interview** or demonstration (2-5 minutes) during the event webcast with unlimited rights to use in your organization’s marketing..
- ✓ **Company Logo Link** on the webcast event site in static and click through placement and an additional link synchronized to the sponsor’s feature interview video along with the now playing information in the on-demand archive for a minimum of 12 months after the event and anytime the video is viewed on BroadbandUS.TV, NLCTV and TV MainStream.
- ✓ **Three (3) Sponsor Mentions** by the webcast host during the live webcast event.
- ✓ **3 Broadcast-quality DVD** recording of your featured video interview.

**BRONZE Sponsorship Includes:**

- ✓ **Feature pre-recorded interview** or demonstration (1 minute) during the event webcast with unlimited rights to use in your organization’s marketing.
- ✓ **Company Logo Link** on the webcast event site in static and click through placement and an additional link synchronized to the sponsor’s feature interview video along with the now playing information in the on-demand archive for a minimum of 12 months after the event and anytime the video is viewed on BroadbandUS.TV, NLCTV and TV MainStream.
- ✓ **Two (2) Sponsor Mentions** by the webcast host during the live webcast event.
- ✓ **1 Broadcast-quality DVD** recording of your featured video interview.

Custom sponsorship opportunities also available...please contact CJ Adams at (703) 961-9250 Ext. 239 or [CJAdams@tvworldwide.com](mailto:CJAdams@tvworldwide.com) for more information.

**Sponsorship Reservation Form**

Yes, we would like to be a featured sponsor of the May 27, 2010 Broadband Policy Series Webcast *“The Net Neutrality/Open Internet Debate-What’s Next, What’s the End Game?”*. Our sponsorship option and payment method is indicated below.

- **Main Sponsorship** (5-7 minute featured video interview presentation) ----- **\$5,000**
- **Supporting Sponsorship** (2-5 minute featured video interview presentation) ----- **\$2,500**
- **Patron Sponsor** (1 minute featured video interview presentation) ----- **\$1,500**

**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 in advance (made payable to TV Worldwide)
- Credit Card:       Visa       MasterCard       American Express

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Credit Card Number

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Expiration Date and Security Code

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Name as it appears on card

