

THE FUTURE OF BROADCASTING IS OUTSIDE THE BOX.

mediabistro.com presents

TVNEWSERTM ***SUMMIT***

**MARCH 10, 2009 • 92Y Tribeca
200 Hudson Street, New York City**

Sponsorship Contact:
Mediabistro Events
eventsales@mediabistro.com

TVNEWSETM SUMMIT is a half-day event focused on how technology is changing the television industry.

About TVNewser Blog:

With over 1.4 million page views per month, TVNewser is the premiere blog within the television industry. TVNewser covers ABC, CBS, NBC, CNN, Fox News, MSNBC, and other national news networks. The blog draws readers spanning the industry, from network executives to star anchors.

“The closest thing to the bible of what is going on in our industry.”
– **Brian Williams, NBC Nightly News, Anchor**

Why Mediabistro.com?

With over 1.9 million unique visitors last month, mediabistro.com is the largest online destination for media people today. We bring together the most influential leaders, thinkers, speakers, and brands across all media verticals.

Sponsors build relationships with hundreds of leaders in the broadcast and cable television industry, including network executives, CEOs, CMOs, digital media strategists, producers, marketers, ad agency professionals, publishers, media buyers, and advertising executives.

Sponsors reach our TVNewser audience in three formats:

- **Live:** at the summit
- **Online:** mediabistro.com and TVNewser.com
- **Email:** newsletters and invitations

Where?

92Y Tribeca

200 Hudson Street | New York, NY 10036

http://www.92y.org/about/tour/online_tour.asp?fl_tour=makor

92Y Tribeca is a brand new multimedia venue in downtown Manhattan with 15 foot-high ceilings and 15,800 square feet. Facilities include a main stage, lounge, screening room, wireless café, lecture halls, and seminar rooms.

TVNewser Summit Sessions:

- **2:00 PM -- Keynote: Alexis Glick (Fox Business News, VP)**
The Business of Television News, followed by an interview and Q&A
- **3:00 PM -- New Tools: Tammy Haddad (Haddad Media), Rick Klein (ABC News), Rachel Sterne (Ground Report), Jim Long (Verge New Media)**
How technology has changed the way reporters do their job and the way networks make money. Key topics include online video, mobile TV/video offerings, emerging business models, and targeted advertising. NOTE: Additional panelist information coming soon.
- **5:15 PM – The Digital Network: Jeff Misenti (Fox News Digital), Paul Slavin (ABC News Digital)**
Network executives discuss the strategies for expanding a traditional broadcast network into a digital network. NOTE: Additional panelist information coming soon.
- **6:30 PM -- Cocktail Reception:**
92Y Tribeca, 200 Hudson Street
Open Bar: 6:30-8:00 PM

TVNewser Attendees:

- ABC, Executive Producer
- CBS, Senior Producer
- CBS Evening News, Executive Producer
- CNN, Executive Producer, Program Development
- CNN, Senior Vice President
- Fox News, Executive Producer
- Good Morning America, Executive Producer
- MSNBC, Technical Production Manager
- NBC Nightly News, Anchor and Managing Editor
- NBC Universal, Executive Vice President
- Politico.com, Producer
- The Daily Show, Writer

* Program is subject to change.

Sponsorship Opportunities:

	Platinum	Gold	Silver
Number of Available Sponsorships	2	4	6
Sponsorship Fee: Commit by January 2, 2009	\$10,000	\$8,000	\$5,000
Pre-Event Marketing:			
Access to attendee: name, company, and title	•	•	--
Press release announcing sponsorship	•	•	--
Logo in marketing materials: email newsletters and invitations	•	•	•
Run-of-site ad units: February 9 – March 6	200,000 impressions	75,000 impressions	25,000 impressions
Logo visibility/promotion on TVNewser Summit website	•	•	•
Onsite Marketing:			
Signage: Logo projected onsite, gift bags, and program	•	•	•
VIP passes	6	4	2
Exhibit space: Includes table, 2 chairs, linens, electrical, and ethernet connection. Clients bring all other display items.	10x10 Premium	Table Top Premium	Table Top
Program guide inclusion: logo and company description	100 words	75 words	50 words
Inclusion in gift bag	•	•	--
Post-Event Marketing:			
List of all registered attendee names and titles	•	•	--
Customized Sponsorships:			
Sponsored Cocktail Reception: \$5,000 Sponsor can brand the cocktail reception with signage and table display. Sponsor welcome speech, and giveaway/raffle opportunity.			
Sponsored On-site Coffee/Snack Break: \$5,000 Sponsor can provide branded paper products (napkins, cups, etc.) Sponsor announcement before lunch.			
Provide Conference Gift Bags: \$2,500			
Gift Bag Sponsor: \$1,000			
Additional custom sponsorships available upon request. Please email eventsales@mediabistro.com for more information.			