



## 2007 SPONSORSHIP OPPORTUNITIES



For the past 7 years, Digital Media Wire has consistently produced the digital media industry's best-attended and most dynamic conferences and events.

Our events – which have been endorsed by such industry partners as the Consumer Electronics Association (who invested in Digital Media Wire in August 2006), VNU Business Media (who acquired our LA-based Billboard Digital Entertainment Conference & Awards in 2005 and continues to engage us as event producer and marketing partner), NYU's Stern School of Business (who has hosted our annual Future of Television Forum for 4 years standing) and many other leading organizations – have been described as “cutting edge”, “refreshingly balanced and well-attended by companies from all industry perspectives” and delivering the “best of the best in digital media”.

Here are a few testimonials from recent event attendees:

“...a confab of powerful communicators and content providers in the region” - **Washington Post**

“...a rare chance for competitors to gather in one place and collaborate on what's working and what's not in digital music” – **NY1 News**

“We should all thank the folks at Digital Media Wire for putting on these forums and keeping us informed through their daily email newsletter. When I read the daily newsletter and attend these events, I have begun to form the conclusion that we may actually be an industry.” - **Chris Gorog, Chairman and CEO, Napster**

“We enjoyed the lively discussion at the HDTV panel. And, many congrats to you and the entire team on a terrific conference.” - **John Taylor, VP, Public Affairs & Communications, LG Electronics USA**

“DMW conferences are great opportunities to meet new companies and hear about new opportunities. I recommend them highly.” - **Jonathan Potter, Executive Director, Digital Media Association**

Whether you are an established company or relatively new to the digital media space, we offer an array of sponsorship, exhibitor and advertising options (as well as integrated marketing plans covering online, newsletter and events) that provide you with a cost-effective way to promote your products and services, establish your brand, build new business contacts and secure your position as a leader in the digital media industry. Below is a list of our conferences for 2007 and associated sponsorship packages. We look forward to working with you.

### To reserve your sponsorship, please contact:

Ellen Gildersleeve at 1-310-855-0033 or [ellen@digitalmediawire.com](mailto:ellen@digitalmediawire.com)

Tinzar Than Sherman at 1-323-822-0936 or [tinzar@digitalmediawire.com](mailto:tinzar@digitalmediawire.com)

2006 Conference Photos



CBS Chairman Leslie Moonves keynotes at Future of Television.  
Dallas Mavericks Owner and HDNet Chairman Mark Cuban keynotes at **Future of Television**.



Actor **Vin Diesel** challenges Manny "Master" Rodriguez at DOA4 Tournament at **LA Games Conference**.  
Conference Founder Ned Sherman meets with **Actor Clancy Brown**, who represented SAG at the event.  
Pro-gamer **Jonathan "Fatal1ty" Wendel** speaks with guests after his keynote interview shot by CBS News.



500+ senior executives fill the house at the 2006 **Future of Television Forum** in New York City.



The Legendary Les Paul is interviewed by Frank Beacham at **Digital Music Forum East**.  
Paul performed a memorable set for attendees at the Iridium Jazz Club following the interview.  
Nettwerk CEO and mega manager Terry McBride is interviewed by Passalong Networks CEO Dave Jaworski.  
CREW jams at the Viper Room on the Sunset Strip at **Digital Music Forum West**.

## 2007 EVENTS SCHEDULE

Event	Description	Attendees	Past Speakers Include:
<b>Digital Music Forum East</b> Feb 27-28, 2007 New York City  <a href="http://www.digitalmusicforum.com/east07.html">www.digitalmusicforum.com/east07.html</a>	Digital Music Forum East – now in its 7 <sup>th</sup> year - is the premier event for music industry decision-makers focused on business models and legal issues impacting music. The annual event brings together senior executives from record labels, music publishers, producers and distributors, tech companies, wireless companies, rights organizations, radio, advertisers, attorneys, artists and investors to examine the role of digital technologies in the future of music.	450+ senior executives attended the 2006 event	Terry McBride, CEO, Nettwerk Productions; Shawn Fanning, Chief Strategy Officer, Snocap; Mike Conte, GM, MSN Marketplaces, Microsoft; Larry Kenswil, President, Universal Music Group – eLabs; Chris Gorog, CEO, Napster; Lyor Cohen, Chairman & CEO, Island Def Jam; The Legendary Les Paul;
<b>Future of Film</b> March 21, 2007 Los Angeles, CA  <a href="http://www.lafilmconference.com">www.lafilmconference.com</a>	The film business changing and the changes are coming fast. This Hollywood-based conference focuses on cutting-edge topics surrounding the future of film, including: Film Financing; Independent Films; Digital Cinema; Home Theatres; From the Small Screen to the Large Screen; Actors' Studio; Digital Production Techniques; HD Film; and Digital/Internet Marketing.	400 attendees expected	To be announced.
<b>The Millennials Conference</b> April 18, 2007 Los Angeles, CA  <a href="http://www.millennialsconference.com">www.millennialsconference.com</a>	By the year 2010, Millennials, born between 1980 and 2000, will outnumber both Baby Boomers and Gen-Xers and will be the most significant consumer sector for the media & entertainment industries. The Millennials Conference focuses on programming and marketing to this unique generation - one fully embracing a pervasively digital world. Participants will learn what makes this generation tick, and how to deliver the right message to today's teens.	300 attendees expected	To be announced.
<b>LA Games Conference</b> May 25-26, 2007 Los Angeles, CA  <a href="http://www.lagamesconference.com">www.lagamesconference.com</a>	The most influential decision-makers in the games industry gather at LA Games Conference to network, do deals, and share ideas about the future of online and mobile games. LA Games Conference – now in its 2 <sup>nd</sup> year – features lively debate on timely cutting-edge business topics, demos of newly released topics and a gamers tournament open to the public. Executives and leading professional gamers mingle together at this top industry event.	300+ attendees at 2006 event	Mika Salmi, President, Global Digital Media, MTV Networks; Doug Lowenstein, President, ESA; Andrew Katz, Partner, Corporate Group, MS&K; Johnathan "Fatal1ty" Wendel, Prof. Gamer, Auravision; "Rhoulette" Romine Morgan, Prof. Gamer, Ubisoft/Frag Dolls; Bill Kispert, VP, Interactive, NBC Universal; Peter Wanat, Exec. Producer, Vivendi Universal Games
<b>Digital Media Conference</b> June 14-15, 2007 Washington, D.C.  <a href="http://www.digitalmediaconference.com">www.digitalmediaconference.com</a>	Digital Media Conference – now in its 4 <sup>th</sup> year - is a must-attend event for media, entertainment and technology businesses, educational institutions and government agencies involved in the digital distribution of media, including information, education & entertainment products.	500+ senior executives attended the 2006 event	Caroline Little, CEO, Washingtonpost.Newsweek Interactive; Dawn McCall, President, Discovery Networks International; Hugh Panero, President & CEO, XM Satellite Radio; Michael J. Kelly, President, AOL Media Networks, AOL LLC

<p><b>Digital Music Forum West</b> October 3-4, 2007 Los Angeles, CA</p> <p><a href="http://www.digitalmusicforum.com/west">www.digitalmusicforum.com/west</a></p>	<p>Digital Music Forum West is the premier event for music industry decision-makers focused on business models and legal issues impacting music. The event brings together senior executives from record labels, music publishers, producers and distributors, tech companies, wireless companies, rights organizations, radio, advertisers, attorneys, artists and investors to examine the role of digital technologies in the future of music.</p>	<p>420+ senior executives attended the 2006 event</p>	<p>Thomas Hesse, President, Global Digital Bus., Sony BMG Nic Harcourt, Music Dir &amp; Host of <i>Morning Becomes Eclectic</i>, KCRW; Jim Griffin, Managing Director, OneHouse LLC, Co-Founder, Pho group; John T. Frankenheimer, Chair, Music Group, Partner and Co-Chair Loeb &amp; Loeb LLP</p>
<p><b>Future of Television Forum</b> November 15-16, 2007 New York City</p> <p><a href="http://www.televisionconference.com">www.televisionconference.com</a></p>	<p>Future of Television Forum – now in its 6<sup>th</sup> year – is presented by Digital Media Wire, CEA and NYU's Stern School of Business. The event brings together decision-makers from cable and broadcast networks, cable and satellite operators, high-tech and advertising to focus on the future of television. Includes three prominent industry keynotes and five discussion panels</p>	<p>450+ senior executives attended the 2006 event</p>	<p>Leslie Moonves, Chairman, CBS; Mark Cuban, Chairman, HDNet; Josh Sapan, President &amp; CEO, Rainbow Media; David Zaslav, President, NBC Cable; Jack Abernathy, CEO, Fox Television Stations; Andrew Heyward, President, CBS News</p>

**Sponsorships opportunities are as follows:**

**EXCLUSIVE "IN ASSOCIATION WITH" SPONSOR: \$35,000**

(Only 1 Package available per event)

This is the best way to gain and maintain brand visibility and develop new business contacts among event participants, panelists, sponsors and VIP's. As the top sponsor of the conference, you are sure to increase mindshare and strengthen your brand image within your target market. Sponsorship includes:

- Category exclusivity
- The event will be presented on the site and in all materials as "in association with [Sponsor Logo]":



- Sponsor mention in all press and publicity efforts for the event including:
  - Email promotions (estimated reach: 100,000+)
  - Event website (estimated reach: 25,000+)
  - Company listed as sponsor in press releases distributed nation-wide
- Highest priority on-site promotional opportunity (demo/display area or table provided in the exhibit hall)
- Opportunity for a speaking position either as a keynote, panelist or moderator (subject to DMW's approval) and/or opportunity to introduce one of the keynote speakers.
- Promotional sign or banner mounted in the reception area/exhibit hall
- Company logo on the program cover as described above and 50-word description in the event program with preferential placement
- Opportunity to include a collateral piece in the attendee deliverables
- Up to ten (10) forum registrations for your clients and staff



---

**EXCLUSIVE LUNCH SPONSORSHIP:** Starting at \$15,000  
(Only 1 Package Available per event)

This is a great opportunity to speak with attendees while they're in the thick of the event. Sponsorship includes:

- 15-minute presentation during lunch buffet
- Promotional sign mounted in the conference reception hall and at the reception
- Demo/display area or table provided in the exhibit hall
- Promotional materials distributed to all attendees
- Company logo and 100-word description in the event program
- Logo ad and link on the official event website
- Sponsorship recognition in all event press releases, promotion and advertising
- Up to eight (8) forum registrations for your clients and staff
- 50% off a three-month exclusive Digital Media Wire advertising package on the website and in the newsletter that reaches 10,000+ media executives (originally priced at \$3,000). Only redeemable if purchased at the same time as event sponsorship!

**EXCLUSIVE COCKTAIL RECEPTION SPONSOR:** \$10,000  
(Only 1 Package Available per event) (**SOLD OUT** for Digital Music Forum East 2007)

This is a terrific way to gain brand visibility and develop new business contacts amongst event participants, panelists, sponsors and VIP's. As the sponsor of a social networking event, you are sure to make a lasting impression on attendees. Sponsorship includes:

- Opportunity for company representative to give a short (2 minutes) address to attendees during the program and invitation for attendees to attend post-event reception
- Promotional sign mounted in the conference reception hall and at the reception
- Demo/display area or table provided in the exhibit hall
- Promotional materials distributed to all attendees
- Company logo and 100-word description in the event program
- Logo ad and link on the official event website
- Sponsorship recognition in all event press releases, promotion and advertising
- Up to six (6) forum registrations for your clients and staff
- 50% off a three-month exclusive Digital Media Wire advertising package on the website and in the newsletter that reaches 10,000+ media executives (originally priced at \$3,000). Only redeemable if purchased at the same time as event sponsorship!



---

**EXCLUSIVE "VIP SPEAKERS DINNER" SPONSOR:** Starting at \$12,000  
(Only 1 Package available per event) (**SOLD OUT** for Digital Music Forum East 2007)

This is a terrific way to gain brand visibility and develop new business contacts amongst speakers and VIP's. As the sponsor of a social networking event, you are sure to make a lasting impression. Sponsorship includes:

- Sponsor of Speakers/VIP Dinner  
A total of 30 guests will be invited including representatives of the sponsoring company. Digital Media Wire will make all arrangements (including inviting guests and selecting dinner venue and menu items).
- Promotional sign mounted in the conference reception hall and at the reception
- Demo/display area or table provided in the exhibit hall
- Promotional materials distributed to all attendees
- Company logo and 100-word description in the event program
- Logo ad and link on the official event website
- Sponsorship recognition in all event press releases, promotion and advertising
- Up to six (6) forum registrations for your clients and staff
- 50% off a three-month exclusive Digital Media Wire advertising package on the website and in the newsletter that reaches 10,000+ media executives (originally priced at \$3,000). Only redeemable if purchased at the same time as event sponsorship!

**EXCLUSIVE BREAKFAST SPONSOR:** \$7,000  
(Only 1 Package available per event)

This is a great opportunity to engage attendees at the start of the day as the exclusive breakfast sponsor. Sponsorship includes:

- Promotional sign mounted in the conference reception hall
- Promotional signs on the breakfast tables
- Demo/display area or table provided in the exhibit hall
- Promotional materials distributed to all attendees
- Company logo and 100-word description in the event program
- Logo ad and link on the official event website
- Sponsorship recognition in all event press releases, promotion and advertising
- Up to five (5) forum registrations for your clients and staff
- 50% off a three-month exclusive Digital Media Wire advertising package on the website and in the newsletter that reaches 10,000+ media executives (originally priced at \$3,000). Only redeemable if purchased at the same time as event sponsorship!



---

**EXCLUSIVE NETWORKING BREAK SPONSOR: \$6,000**

(Only 3 Packages available per event)

This is a great opportunity to engage attendees during the networking break as the exclusive break sponsor. Sponsorship includes:

- Promotional sign mounted in the conference reception hall
- Promotional signs during the networking break (coffee/break area)
- Demo/display area or table provided in the exhibit hall
- Promotional materials distributed to all attendees
- Company logo and 100-word description in the event program
- Logo ad and link on the official event website
- Sponsorship recognition in all event press releases, promotion and advertising
- Up to five (5) forum registrations for your clients and staff
- 50% off a three-month exclusive Digital Media Wire advertising package on the website and in the newsletter that reaches 10,000+ media executives (originally priced at \$3,000). Only redeemable if purchased at the same time as event sponsorship!

**BRANDING PACKAGE: \$5,500**

This is an effective way to deliver your message to a targeted audience while building and enhancing sponsor brand recognition. Sponsorship includes:

- Promotional sign or banner mounted in the main session room
- Demo/display area or table provided in the exhibit hall
- Promotional one-sheet or brochures included in attendee handouts
- Company logo and 100-word description in the event program
- Logo ad and link on the official event website
- Sponsorship recognition in all event press releases, promotion and advertising
- Up to four (4) forum registrations for your clients and staff
- 50% off a three-month exclusive Digital Media Wire advertising package on the website and in the newsletter that reaches 10,000+ media executives (originally priced at \$3,000). Only redeemable if purchased at the same time as event sponsorship!

**EXCLUSIVE NAME BADGE SPONSOR: \$10,000**

(name badges to be provided by sponsor)

This is a great way to enhance your branding recognition throughout the entire conference. Sponsorship includes:

- Promotional sign or banner mounted in the main session room
- Demo/display area or table provided in the exhibit hall
- Promotional one-sheet or brochures included in attendee handouts
- Company logo and 100-word description on the conference web site
- Company logo and 30-word description in the event program
- Logo ad and link on the official event website
- Sponsorship recognition in all event press releases, promotion and advertising
- Up to Seven (7) forum registrations for your clients and staff
- 50% off a three-month exclusive Digital Media Wire advertising package on the website and in the newsletter that reaches 10,000+ media executives (originally priced at \$3,000). Only redeemable if purchased at the same time as event sponsorship!



---

**EXCLUSIVE BAG SPONSOR: \$7,000**

(bags to be provided by sponsor)

This is a great way to enhance your branding recognition throughout the entire conference. Sponsorship includes:

- Promotional sign or banner mounted in the main session room
- Demo/display area or table provided in the exhibit hall
- Promotional one-sheet or brochures included in attendee handouts
- Company logo and 100-word description on the conference web site
- Company logo and 30-word description in the event program
- Logo ad and link on the official event website
- Sponsorship recognition in all event press releases, promotion and advertising
- Up to five (5) forum registrations for your clients and staff
- 50% off a three-month exclusive Digital Media Wire advertising package on the website and in the newsletter that reaches 10,000+ media executives (originally priced at \$3,000). Only redeemable if purchased at the same time as event sponsorship!

**EXCLUSIVE LANYARD SPONSOR: \$6,000**

(lanyards to be provided by sponsor)

This is a great way to enhance your branding recognition throughout the entire conference. Sponsorship includes:

- Promotional sign or banner mounted in the main session room
- Demo/display area or table provided in the exhibit hall
- Promotional one-sheet or brochures included in attendee handouts
- Company logo and 100-word description on the conference web site
- Company logo and 30-word description in the event program
- Logo ad and link on the official event website
- Sponsorship recognition in all event press releases, promotion and advertising
- Up to four (4) forum registrations for your clients and staff
- 50% off a three-month exclusive Digital Media Wire advertising package on the website and in the newsletter that reaches 10,000+ media executives (originally priced at \$3,000). Only redeemable if purchased at the same time as event sponsorship!

**Exclusive Blog Sponsor: \$3,000**

This is a great way to enhance your branding recognition to the conference attendees and our online community. Sponsorship includes:

- Animated Banner on top of the official conference blog on DigitalMediaWire.com
- Sponsorship logo on the right hand side of the Digital Media Wire newsletter that reaches over 10,000 media executives daily
- Branding on the official community site where conference attendees can go and network online
- 50% off a three-month exclusive Digital Media Wire advertising package on the website and in the newsletter that reaches 10,000+ media executives (originally priced at \$3,000). Only redeemable if purchased at the same time as event sponsorship!



---

To reserve your sponsorship, please contact:

Ellen Gildersleeve  
Director, Marketing & Events  
Digital Media Wire, Inc  
Tel. 323-855-0033  
Email: [ellen@digitalmediawire.com](mailto:ellen@digitalmediawire.com)

Tinzar Than Sherman  
Vice President of Marketing & Events  
Digital Media Wire, Inc.  
Tel: 323-822-0936  
Email: [tinzar@digitalmediawire.com](mailto:tinzar@digitalmediawire.com)

To learn more about Digital Media Wire, please visit [www.dmwwmedia.com](http://www.dmwwmedia.com)

For the latest updates on our conference schedules, please visit  
<http://www.dmwwmedia.com/events-calendar>