

NATPE 2010 Market & Conference

Content • Commerce • Connections

NATPE TV

The annual NATPE Market and Conference is the world's best multiplatform video conference. NATPEtv, news for and about the business of television, will cover trends and practices as well as profiles on the people making news, the companies leading the way and the technology, products and platforms that will get us there. Maximize your exposure by getting your company and brand on TV screens in hotel rooms, the market floor and the session rooms every day of the conference.

NATPEtv is...

The official television broadcast of NATPE 2010. Broadcast in hotel rooms and online starting Sunday evening, January 24, with a new 60-minute program delivered every day of the Market & Conference.

NATPEtv Covers...

- Current trends and best practices affecting the content industry
- Attendee reactions to top issues at the Market
- Interviews with key personalities
- Technology and new media updates

NATPEtv Viewed by...

- 5,000+ top media executives
- 1,500+ content buyers
- 350+ exhibiting companies
- 400+ technology & new media executives
- 250+ speakers, panelists and keynotes

NATPEtv Distributed...

- In-room at the Mandalay Bay and THEhotel
- On The NATPE Market floor
- Prior to the start of NATPE Conference sessions (Full Package Advertisers only)
- Online at NATPEmarket.com throughout 2010 (Full Package Advertisers only)

DEADLINES

On the Spot Advertising -
January 5, 2010

Full Package Advertising - Contact Kris
Sofley at kris@bridgemcg.com

Full Package Advertising

\$5,000

A three-minute, high quality, comprehensive video package produced by NATPE. The package includes an executive interview edited with promo segments or spot provided by you.

Additional benefits include:

- Your logo as an underwriter in every episode and in the official Program Guide
- Your logo and streaming link of your segment on NATPEmarket.com
- DVD copy of your complete segment and a streaming link to your website

On the Spot Advertising

\$2500

- One-Minute ad spot of your choice provided by you

DELIVERY INSTRUCTIONS FOR NATPEtv NEWS SPOTS:

File Format:

Deliver your spot as an uncompressed H264 Quicktime file

Upload Quicktime file to Bridge MCG idisk, accessible at:

<http://idisk.mac.com/bridgemcg-Public>

- Double click on the folder named NATPEtv Spots
- Then click on upload and follow prompts to upload your video file.

Once uploaded, you must send e-mail to Kris Sofley at kris@bridgemcg.com with the file information.

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MARKET & CONFERENCE
MONDAY – WEDNESDAY
1.25.10 – 1.27.10
MANDALAY BAY RESORT
LAS VEGAS NEVADA

NATPEtv is produced by
Bridge Media which is at
the forefront of producing
successful television
programs at major
conferences

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