



"The Summit is a great venue to exchange story ideas with smart, enthusiastic producers and broadcast execs. I heard some pitches that were perfect for my network and some that weren't but what I appreciated most was the conviction and passion behind the ideas."

Matt Hanna, Director of Development, VH1

SPONSORSHIP INVESTMENT MENU

SEVENTH ANNUAL
Real SCREEN
SUMMIT

THE INTERNATIONAL CONFERENCE ON THE
 BUSINESS OF NON-FICTION PROGRAMMING

FEBRUARY 7-9, 2005

TWO-DAY CONFERENCE + MASTER CLASSES

Renaissance Washington DC Hotel

www.realscreensummit.com

S E V E N T H A N N U A L
RealScreen
SUMMIT

RealScreen Summit is the must-attend annual event for the global nonfiction programming industry. The Summit is the place where your investment of time and money will ensure opportunities for business are maximized. Over the past six years, RealScreen Summit has grown to be the most important event on the nonfiction calendar, bringing together 4150 delegates in the past six years. Last year alone saw **953 delegates from 16 countries** - the biggest crowd ever for the RealScreen Summit. This year promises to be even better!

Delegates, representing production, distribution, broadcasting, technology and industry suppliers, come to RealScreen Summit for inspiration, insight and introductions that aid them in building a stronger business, expanding their network of contacts and motivating themselves and their teams to excel in the exciting factual TV business.

This is your opportunity to be a part of this incredible industry event. Sponsorship of the RealScreen Summit provides you with the unique opportunity of extensive exposure and core targeting to promote your company and services to an audience of leading decision-makers and influencers in the global factual programming industry.

Serious Professionals

RealScreen Summit is designed for those involved in the production, distribution and broadcast of nonfiction content, including:

- TV Programmers, Buyers & Acquisitions Executives
- Producers
- Distributors
- Equipment/Technology Manufacturers & Dealers
- Stock Footage/Archive Specialists
- And other suppliers to the industry



Why Sponsor?

- To reach the industry decision-makers you won't find gathered together anywhere else
- To enhance your company profile and position yourself as an industry leader
- To launch new products or services on a grand stage
- To broaden your exposure to new clients and partners from around the world
- To show support for your industry and help facilitate this one-of-a-kind networking and information-sharing opportunity
- To take advantage of special promotional ops available only to sponsors
- And most importantly, to generate business and revenue opportunities of course!

Book Early

- Logo recognition on pre-event publicity and marketing materials
- Ensure first choice in highly sought after Sponsorship Packages
- Confirm deadlines, register your staff & start enjoying the benefits of sponsorship early

Take a photo tour of the hotel venue at:
www.DCRenaissance.com

Call Today to Book Your Sponsorship

416-408-2300

RealScreen Summit Puts Your Company Front & Center

Delegate Profile – 953 delegates in 2004

- 18% of attendees were buyers (commissioning editors, programming, scheduling & acquisition execs)
- 24% of attendees were from outside of the U.S., from the following countries:

Australia
Austria
Canada
Columbia

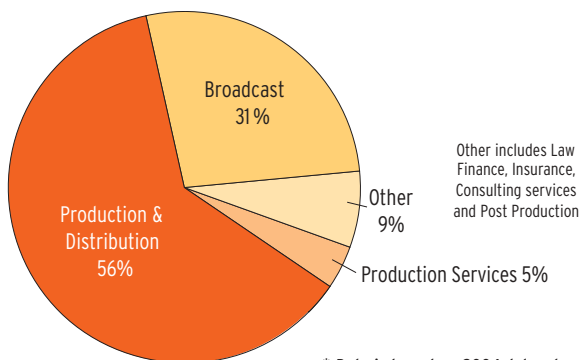
France
Germany
Holland
Ireland

Italy
Japan
Netherlands
Russia

New Zealand
United Kingdom
South Africa
Sweden



Sector Profile



* Data is based on 2004 delegates.

Delegate Feedback

- 95% of surveyed attendees would recommend this conference to others
- 90% of surveyed attendees had their reason for attending fulfilled

"The opportunities to present our latest projects, acquire good titles and close distribution deals - increase every year! In 2004, we finalized a deal with National Geographic to coproduce our upcoming project "King Tut Uncovered".

–Fred Burcksen, Vice President Distribution and Investments, ZDF Enterprises

"The networking is amazing! In the time it took to get from the hotel lobby to the conference floor, I met at least 3 broadcasters and was pitched a few great story ideas from producers. Later, over coffee with the head of a top Euro broadcaster - I pitched and funded our biggest production for the year."

–Carl Hall, Managing Director, Parthenon Entertainment Ltd.

Delegate List

A&E Television Networks-VP,
Documentary
Programming Development
ABC Television Network-VP & General Manager
American Public Television-President & CEO
Animal Planet-Executive Vice President & General Manager
ARTE G.E.I.E.-Commissioning Editor
BBC Worldwide Television-Director of Factual Learning
Bravo-Director, Acquisitions & Original Specials
CBS News Productions-Director of Production
Channel 4 International-Head of Factual Co-production
CNN Productions-Executive Director
Court TV-Vice President, Development & International Co-Production
Discovery Communications Inc-VP Programming & Operations
Discovery Networks International-VP, Production & Development
E! Entertainment Television-SVP, Programming
Food Network-SVP & GM
Fox Television Studios-Sr. VP Non Fiction Programming
France 5-Head of Acquisitions & International Coproductions
HBO-VP, Original Programming, Documentaries
HDNet-Director Program Acquisitions
Hearst Entertainment-EVP, Documentary & Reality Programming
Home & Garden TV Network-SVP of Programming
Ideas at Disney/MGM-Vice President of Entertainment
Mediatrade SPA-Head of Documentary Department
MICO - Media International Corporation-Senior Chief Manager
National Geographic Channels International-VP Development & Regional Production
NBC Entertainment-VP, Programming & Development
NHK-Senior Producer, Hi-Vision & Satellite Broadcasting Dept
Oregon Public Broadcasting-VP National TV Production
ORF Oesterreichischer Rundfunk-Head of Natural History Unit
Panasonic Broadcast & Television Systems Co.-Product Manager, HD/Cinema Systems
PBS-Public Broadcasting Service-Sr VP & Co-Chief Program Executive
S4C -Commissioning Editor, Factual Programs
Spike TV-VP News and Documentaries
SVT Sveriges Television -Rights Manager SVT
Tech TV-Vice President of Acquisitions & Commissions
Thirteen/WNET-Director, News & Public Affairs Programming
TLC-The Learning Channel-SVP & GM, TLC
ZDF Enterprises-Executive Producer, Department of Contemporary History

PLUS 960 others....

Sponsorship Opportunities 2004

Platinum Sponsorship at US\$19,995 net each

Principal Elements:

- Premium logo exposure on all event promotional material
- Four (4) full three (3) day conference passes
- Additional conference passes at discount rates of \$695 for two (2) days and \$995 for three (3) days
- Full-page 4/C ad in RealScreen February 2005 issue
- Your banner hung in main conference ballroom
- Opportunity to sponsor a lunch or breakfast on day one, day two or day three (first come first serve)
- Opportunity to sponsor one conference session
- Full-page profile in conference delegate book
- Opportunity to insert one (1) piece of promotional material into the delegate bag
- Preview access to conference delegate list
- Eight library entries into the High Definition Marketplace



Gold Sponsorship at US\$13,995 net each

- Logo exposure on all event promotional material
- Three (3) two (2) day conference passes
- Additional conference passes at discount rates of \$695 for two (2) days and \$995 for three (3) days
- Half-page 4/C ad in RealScreen February 2005 issue
- One (1) foam-core posters placed throughout conference venue
- Opportunity to sponsor one conference session
- Half-page profile in conference delegate book
- Opportunity to insert one (1) piece of promotional material into the delegate bag
- Preview access to conference delegate list
- Five library entries into the High Definition Marketplace

Platinum Sponsor A gets the following :

- Opportunity to host cocktail party for all delegates
- Exclusive sponsorship of the Conference Speakers Green Room and two "backstage passes" allowing access
- Three (3) foam-core posters placed throughout conference venue
- Opportunity to run a 15 second spot at opening remarks day one

Platinum Sponsor B gets the following :

- Opportunity to host cocktail party for all delegates
- Exclusive sponsorship of the VIP Leaders Breakfast
- Escalator sponsorship with branded logo
- One "backstage pass" allowing access to Conference Speakers Green Room & VIP Leaders Breakfast
- Opportunity to run a 15 second spot at opening remarks on day two

Platinum Sponsor C gets the following :

- Exclusive sponsorship of conference totebags with your logo
- One "backstage pass" allowing access to Conference Speakers Green Room & VIP Leaders Breakfast

Platinum Sponsor D gets the following :

- Exclusive ownership of the Summit Delegate Lounge
- One "backstage pass" allowing access to Conference Speakers Green Room & VIP Leaders Breakfast

Platinum Patron to Emerging Talent:

- 3 additional passes to full conference sessions plus master classes
- Exclusive ownership of lanyards with your logo and colours
- One "backstage pass" allowing access to Conference Speakers Green Room
- 5 invitations to the VIP Leaders breakfast

PLUS
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Gold Sponsor A gets the following :

- 8 x 10 Booth space in exhibit area

Gold Sponsor B gets the following :

- Coffee breaks/coffee station sponsorship

PLUS Gold Sponsor C gets the following :

- Exclusive banner ads on all pre-event promotional correspondence with registered delegates (including the advance electronic copy of the delegate list)
- banner hung in high traffic area (main ballroom reserved for platinum sponsors)

Gold Sponsor D gets the following :

- opportunity to provide seat-covers in main conference ballroom
- banner hung in high traffic

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Sponsorship Opportunities 2004

Silver Sponsorship at US\$8,995 net each

- Logo exposure on all promotional material, to include brochure mailers, website, advertising in RealScreen and other trade press
- Two (2) two (2) day conference passes
- Additional conference passes at discount rates of \$695 for two (2) days and \$995 for three (3) days
- Half-page 4/C ad in RealScreen February 2005 issue
- Half-page profile in conference delegate book
- Opportunity to insert one (1) piece of promotional material into the delegate bag
- Three library entries into the High Definition Marketplace

Booth Package at US\$5,995 net each

- 8 x 10 booth space in exhibit area
- Logo exposure on exhibit area signage
- Two (2) two (2) day conference passes
- Additional conference passes at discount rates of \$695 for two (2) days and \$995 for three (3) days
- Quarter-page 4/C product profile ad in RealScreen February 2005 issue
- Opportunity to host a cocktail party at your booth
- Three library entries into the High Definition Marketplace

Tech Sponsorship at US\$14,995 net each

- Premium logo exposure on all promotional material, to include brochure mailers, website, advertising in RealScreen and other trade press
- 8 x 10 booth space in exhibit area
- Two (2) hour window for an information session/ product demo that will be added to the conference agenda
- Two (2) full three (3) day conference passes
- Additional conference passes at discount rates of \$695 for two (2) days and \$995 for three (3) days
- Your banner hung in the exhibit area
- Opportunity to provide prizes/giveaways during day opening, closing or pitch session
- Opportunity to insert one (1) piece of promotional material into the delegate bag
- Full-page profile in conference delegate book
- Full-page 4/C ad in RealScreen February 2005 issue
- Preview access to conference delegate list



www.realscreensummit.com
www.realscreen.com

Additional Opportunities

Conference Coat Room—1 opportunity at US\$4,995 net

- Opportunity for you to brand the coat room with your logo and programmes
- Coat check tickets with your logo

Conference Binder – 1 opportunity at US\$5,995 net

- Exclusive ownership of the conference binder with your logo on the front cover, an ad on the back cover and a banner ad on each tab page

Looped Video – 2 opportunities at US\$2,495 net each or 1 opportunity at US\$4,495 net

- Opportunity to roll looped video during breaks on day one or day two OR breaks on both days

Delegate Bag Insert – US\$1,995 net each

- Opportunity to insert one (1) piece of promotional material into the delegate bag

Table Top – US\$995 net each

- Opportunity to display promotional literature on the shared table top area next to registration

Centerpieces – 1 opportunity at US\$4995

- Opportunity to display provided centerpieces in main ballroom on opening day

Badge Holder Tuck In – 1 opportunity at US\$2495

- Exclusive opportunity to insert a business card sized promotional piece into the delegate badge holders

Message Board – 1 opportunity at US\$2495

- Opportunity to brand the main conference message board

Meet & Greet Walkabout – 1 opportunity at US\$2495

- Opportunity to bring in on-air or program talent, celebrity partners, etc. for meet & greet and or photo opportunity with delegates.

Intermission/Segue Music – 1 opportunity at US\$2495

- Opportunity to provide music played during intro, intermissions and session segues

Sponsors Get Results At RealScreen Summit

Sponsor Testimonials

"There may be other conventions at which to buy or sell programs, but there's really only one to rub elbows with the movers and shakers in the reality and documentary programming business...If you're not there [at the Summit], believe me, you are NOT THERE!"

- Gary Lico, President & CEO, CABLEready
(Sponsor 2001-2004)

"Thanks to your help, our HD exhibition in the lounge was very successful. A lot of TV producers came and saw our HD exhibition... we look forward to collaborating with you again next year!"

- Akira Yoshizawa, Multimedia Development Department,
NHK (Sponsor 2002-2004)

"Panasonic Broadcast's participation in the RealScreen Summit has been quite rewarding in that it gives us an opportunity to communicate one-on-one with many of the best producers and cinematographers in the business."

- Jeff Merritt, Product Line Business Manager, HD Products,
Panasonic Broadcast (Sponsor 2003-2004)

Previous Sponsors

1-800-TV-CREWS, AAC Fact, ABC News Video Source, Academy of Television Arts & Sciences, Adler Media Inc., American Adventure Productions, American Movie Classics, Associated Production Music LLC, Atlantic Video Inc., Atlas Media Corp, Audio Plus Video International Inc., Banff Television Foundation, BBC Library Sales, BBC Worldwide, Beehive Inc., Berman-Bogdan Productions / footagefinders, BNNtv.com, C&S International Brokers Insurance, CABLEready, CameraPlanet, Channel 4 International, ClipSalesNow.com, CMJ Productions, CNN Productions, Corbis Motion, Court TV, Crawford Communications Inc., CTV Archives, Devillier Donegan Enterprises, Discovery Communications Inc., Discovery Networks Latin America/Iberia, Eastman Kodak Company, FremantleMedia, Getty Images, Globo TV International, Granada International, Granada Visual, Henninger Media Services, Home Planet Productions, ITN Archive Eastman Kodak Company, KPI, Lehmann Strobel PLC, MBS Direct, Media Central, Mitchell Silberberg & Knupp LLP, National Geographic Channel, National Geographic Film Library, National Geographic Television, NBC News, NHK, Panasonic, Partners in Motion, Public Broadcasting Service, Powersports.Powerdocs, Producers Library Service, Inc., Providence Pictures Inc., Qwest Digital Media, Rai Trade, Red Apple Entertainment, Rogers Cable Inc., Roland House Inc., Story House Productions, SVT Sveriges Television AB, Tapestry International, Towers Productions, Inc., TV France International, Video Central South Inc., Vista Nova Productions, WGBH Educational Foundation, Women in Film and Video DC, WPA Film Library, Writers Guild of America, ZDF Enterprises

2004 Sponsors Included:

BBC Worldwide



CREWS CONTROL
The World's Agency
for Video and Film Crews



Panasonic ideas for life



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