

realscreen. summit™

The Non-fiction Industry Event
bringing the **best** in non-fiction together
January 29-31, 2007
Renaissance Hotel, Washington, DC

The Realscreen Summit is the most important non-fiction film & television industry event. Now in its 9th year, this highly anticipated, annual event is dedicated to the development of business and creative opportunities for those in non-fiction and factual programming and content creation. In partnership with *realscreen* magazine, the ongoing mandate is to identify the best new ideas, recognize top industry talent, offer a forum for discussion and debate, explore issues and uncover trends and ultimately create an international network of connected individuals leading to business growth and career development.

The Summit takes place January 29 - 31, 2007, at the Renaissance Washington Hotel in Washington, DC - the heart of the non-fiction industry in North America. With the headquarters of non-fiction powerhouse broadcasters like Discovery Communications Inc, National Geographic and the Public Broadcasting System in the local vicinity, it's the perfect location for the international industry to come together.

Who Attends

- ▶ Commissioning Editors & Programmers
- ▶ Acquisitions, Development & Scheduling Executives
- ▶ Producers & Creators of Non-fiction Content
- ▶ Broadcast Presidents/VPs
- ▶ Business & Creative Affairs Executives
- ▶ Distributors, Agents & Sales Representatives
- ▶ Footage Suppliers & Archivists
- ▶ Financiers & Foundations
- ▶ TV/Film Technology & Other Industry Suppliers

2006 Statistics

- ▶ 1000+ delegates
- ▶ 596 companies
- ▶ Attendees from 21 countries
- ▶ 134 speakers
- ▶ 200+ commissioning editors/programmers
- ▶ 97% recommendation rating

Book Early

- ▶ Maximize your exposure pre-event with logo recognition on pre-event publicity and marketing materials
- ▶ Ensure first choice in highly sought after and competitive sponsorship packages
- ▶ Confirm deadlines, register your staff & start enjoying the benefits of sponsorship early



Why Sponsor

- ▶ To generate business and revenue opportunities
- ▶ 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
- ▶ To have the caché of being a sponsor of one of the most important industry events

▶▶ **Sponsorship Opportunities 2007**

Platinum Sponsorship US\$22995 net each

- ▶ Premium logo exposure on all pre-event promotional material to include brochure mailers, website, advertising in *realscreen* and other trades
- ▶ Extensive onsite logo and branding exposure on conference signage and multimedia
- ▶ Four (4) general conference passes (workshops on January 29th \$200 extra per person)
- ▶ Full-page 4/C advertisement in the Jan/Feb 2007 issue of *realscreen*
- ▶ Two (2) banners hung in high traffic area
- ▶ One (1) Delegate Bag insert
- ▶ Table top space (one item)
- ▶ Full-page profile in conference delegate book
- ▶ Three (3) posters placed throughout the conference venue - you can provide original art
- ▶ 8x10 pipe & drape booth space
- ▶ Opportunity to sponsor a conference session on day one or day two
- ▶ Additional conference passes at discounted rate of \$895 for general conference and \$1095 with workshop
- ▶ Banner ad in rotation on www.realscreensummit.com
- ▶ Opportunity to sponsor a general delegate breakfast or lunch (first come first serve) does not include invite/private meals ie. Leaders Breakfast, Commissioning Editor's Lunch

PLUS one (1) choice of:

Sponsorship of the kick-off cocktail party for all delegates: Food & beverage covered by the event, logo exposure, opportunity to address the delegates

neat ideas: cocktail napkins, door prizes

Sponsorship of the day two Happy Hour - includes cocktails and bar snacks

neat ideas: add passed canapés, leaving gifts

Sponsorship of the delegate bag and "Speaker Gifts"

neat ideas: speaker gifts, luggage tags for around bag handles, starbucks gift cards, certificate for glass of wine in the hotel lounge

Sponsorship of the Delegate's Lounge - lounge set-up with furniture and meeting tables provided by event

neat ideas: snack/canapes on tables, bottled water (coffee and tea will be available already), screens with programme reels, etc., added decoration to further brand the lounge

Sponsorship of the Registration/Help Desk: includes banner across Registration Desk, 2x TV Screens on either side of Desk looping your programme/promo reel

neat ideas: registration staff wear branded buttons, welcome gift with greeters at registration area at first registration opening, etc.

Sponsorship of Hotel room key cards (given to all delegates staying in the hotel over the course of the Summit)

neat ideas: do a selection of key cards with different programme images, channel logos, etc.

Sponsorship of cocktail party on January 30th for all delegates: onsite promotion, signage, logo exposure, opportunity to address the delegates

neat ideas: cocktail napkins, door prizes

NOTE – neat ideas are at sponsor's expense.

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

For sponsorship opportunities contact Diane Rankin at drankin@brunico.com

Gold Sponsorship US\$15000 net each

- ▶ Logo exposure on all promotional material to include brochure mailers, website, conference signage, advertising in *realscreen* magazine and other trades
- ▶ Three (3) general conference passes (workshops on January 29th \$200 extra per person)
- ▶ Full page 4/C ad in the Jan/Feb 2007 issue of *realscreen* magazine
- ▶ One (1) foam core poster placed throughout the conference venue
- ▶ Opportunity to sponsor one conference session on day one or day two
- ▶ Full-page profile in the conference delegate book
- ▶ One (1) Delegate Bag insert
- ▶ Table top space (one item)
- ▶ Additional conference passes at the discounted sponsor rate of \$895 for general conference and \$1095 with workshop

PLUS one (1) choice of:

Sponsorship of the Coffee Station

- ▶ Includes basic signage

neat ideas – logo'd coffee cups, napkins, etc

Sponsorship of Delegate Banquets

- ▶ Realscreen Summit prepares banquets

Sponsorship of the Commissioning Editor's Lunch

- ▶ Includes basic signage

neat ideas – logo'd coffee cups, napkins, door-prize, etc

Sponsorship of Conference Delegate Book

- ▶ Inside front & back cover ad placement, recognition on contents page, a series of exclusive banner ads throughout the speaker biographies

Sponsorship of the Email Stations

- ▶ Includes basic signage & logo on wallpaper

neat ideas – logo'd mouse pads, home page set to your choice

Sponsorship of Networking Breaks on Day 1

- ▶ Includes basic signage

neat ideas – logo'd coffee cups, napkins, etc

Sponsorship of Networking Breaks on Day 2

- ▶ Includes basic signage

neat ideas – logo'd coffee cups, napkins, etc

NOTE – neat ideas are at sponsor's expense.

“The summit presents a rare pause and during this time, an annual opportunity to confer and commiserate with fellow producers, and reach out to network execs in a setting that is informal and collegial....”



Silver Sponsorship US\$10000 net each

- ▶ Logo exposure on all promotional material to include brochure mailers, website, conference signage, advertising in *realscreen* magazine and other trades.
- ▶ Two (2) general conference passes (workshops on January 29th \$200 extra per person)
- ▶ ½ page 4/C advertisement in the Jan/Feb 2006 issue of *realscreen* magazine (upgrade to a full-page ad for \$1000)
- ▶ ½ page profile in the conference delegate book
- ▶ One (1) Delegate bag insert
- ▶ Table top space (one piece)
- ▶ Additional conference passes at the discounted sponsor rate of \$895 for general conference and \$1095 with workshop

Plus one (1) choice of

Sponsorship of the “30 minutes with...” sessions

Includes signage at room doors

neat ideas: do a seat drop at each session – bagged candy, gum, pencils/pads, etc.

Sponsorship of the Master Class Series

Includes logo exposure on screens inside

neat ideas: hand out as leaving session, etc.

Sponsorship of The Realscreen Interview Series

Includes logo exposure on screens

neat ideas: hand out as leaving session, etc.

Sponsorship of January 29th Workshops

Includes signage at room doors

neat ideas: do a seat drop at each session – bagged candy, gum, pencils/pads, etc.

Sponsorship of the Peer-to-Peer Interest Group Meetings

Includes signage at room doors

neat ideas: do a seat drop at each session – bagged candy, gum, pencils/pads, etc.

Badge Insert

Insert to specs to be provided by client

neat ideas: create a contest, drive people to your booth, business card, etc.

NOTE – neat ideas are at sponsor’s expense.

Booth Package US\$6000 net each

- ▶ 8x10 pipe & drape booth space in exhibit area - exhibit area open from 9 - 5 Jan 29 -31 (with set-up on the evening of January 28)
- ▶ One table with with two meeting chairs
- ▶ Includes basic power with extension cord and power bar (any additional a/v requirements can be ordered through our a/v supplier)
- ▶ Access to shared wireless internet access through our hub (if a dedicated line with access to tech support is needed, it will have to be ordered through the hotel a/v team at their going rate)
- ▶ Logo exposure on exhibitor signage
- ▶ Logo exposure on exhibitor page in Delegate Book
- ▶ Two (2) general conference passes (workshops on January 29th \$200 extra per person)
- ▶ ¼ page ad in the Jan/Feb 2006 issue of *realscreen* magazine
- ▶ Additional conference passes at the discounted sponsor rate of \$895 for general conference and \$1095 with workshop

A la Carte Add-ons

Delegate bag insert: \$2000, additional items \$1250 each

Literature rack space: \$2000

Seat-drop in specific session: \$1750, additional session drops \$1250 each

Meeting Table in Delegate Lounge Annex: \$3250

- ▶ Reserved meeting table & chairs for 3 days
 - ▶ Includes one general registration
 - ▶ 8.5 x 11 table top sign
 - ▶ Notation in Delegate Book map
-

Business card advertisement in Delegate Book: \$350

- ▶ 1/6th page listing ad
 - ▶ Production included
 - ▶ Available only to registered companies
-

Wireless Access: \$4000

- ▶ Provide wireless internet access to all delegates who bring laptops
 - ▶ Signage included & acknowledgement in the Delegate Book
-

Coat room: \$3000

- ▶ Checked coat room for all out delegates not staying in the hotel
 - ▶ Signage included & acknowledgement in the Delegate Book
-

Foam-core signage: \$1500

- ▶ Only available as an add-on to an existing package
 - ▶ Includes 2 signs
-

Messaging Centre: \$4500

- ▶ Provision of mail boxes for registered delegates, area available for you to brand
- ▶ Signage included & acknowledgement in the Delegate Book

realscreen.
▶▶ **summit**

“I don’t need another conference... the benefit to me of realscreen summit is that you’ve attracted all the right people”

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