EVENT SPONSORSHIP DETAILS

WHEN: Monday, December 11, 1:00 - 4:30 p.m.
WHAT: Industry leaders take the main stage to discuss production workflows, tools, and technologies.
WHO: Open to all SVG members and sponsors. Sponsorship opportunities on page 5

WHEN: Tuesday, December 12, 9:00 a.m. - 4:15 p.m.
WHAT: Featuring operational, production, & digital executives related to the nation’s top professional leagues.
WHO: Open to all SVG members and sponsors. Sponsorship opportunities on page 5

WHEN: Monday, December 11, 10:00 a.m. - 4:30 p.m.
WHAT: Sports Content Management & Storage, IP Remote Production, Cloud Workshop
WHO: Open to all SVG members and sponsors

WHEN: Monday, December 11, 10:00 a.m. - 4:00 p.m.
WHAT: Leaders in sports digital media will converge over social media and live social video, over-the-top (OTT) distribution strategies, and much more.
WHO: Open to all SVG members and sponsors

WHEN: Tuesday, December 12: Cocktail Reception, 5:30 p.m.; Ceremony, 7:00 p.m.
WHAT: Honoring leaders in sports production and television: Chris Berman, Stan Honey, Brent Musburger, Bill Raftery, Linda Rheinstein, Allan “Bud” Selig, Jack Simmons, Lesley Visser, John A. Walsh, and Michael Weisman
WHO: Requires separate, paid registration. Space is extremely limited.

WHEN: Monday, December 11, 1:00 - 5:15 p.m.; Tuesday, December 12, 9:00 a.m. - 12:15 p.m.
WHAT: Advances in news technology, produced by TVNewsCheck and SVG
KEYNOTE: Monday: Campbell Brown, Facebook, Head of News Partnership; Tuesday: Micah Gelman, The Washington Post, Director of Video and Senior Editor
WHO: Open to all SVG members. SVG sponsors require separate registration.
Monday’s General Sessions track is designed to put production workflows, tools, and technologies front and center, with leaders from across the industry taking part in exclusive keynote conversations, presentations, panel discussions, and debates. What new technologies are changing the nature of remote production truck and flypack design? Attend this informative afternoon and learn about the latest trends in front-bench design, IP signal transport, replay devices, and more.

AGENDA (subject to change)

1:00–1:45 p.m. Front Bench Tech
The front bench area is a beehive of activity during a live sports production. What technologies are being deployed to make a difference and improve the way the team works? Learn about new developments in production switchers, multiviewers, intercom systems, and monitors that can help your team work better and smarter.

1:45–2:00 p.m. Case Study: Remote Production Technology in Action!
Join us for a series of informative remote production case studies that will give you new insights into technology and remote production workflows. What’s next for this growing area of interest and what will be the ripple effect on providers of traditional remote production services and facilities?

2:00–2:30 p.m. Replay Operations: Video Is Served
The replay area of production trucks continue to grow in complexity as they look to meet ever-expanding needs of not only the team on the front bench but ancillary services that make use of highlights and replays. Learn about the latest advances in replay devices, servers, and related devices.

2:30–2:45 p.m. Networking Break

2:45–3:30 p.m. At-Home Productions: What’s Next?
At-home production workflows continue to be an area of interest, especially for smaller events where every dollar counts. Those who have embraced at-home workflows discuss some of the pros and cons of working remotely and what technical areas are most in need.

3:30–3:45 p.m. Case Study: Remote Production Technology in Action!
Join us for a series of informative remote production case studies that will give you new insights into technology and new remote production workflows.

3:45–4:15 p.m. Lessons Learned in the Move to IP Routing
More and more remote production engineering teams are making the move to IP! How has it changed the way they work compared to baseband operations? What are the pros and the cons? And what do they want out of next-generation routing systems?

4:15–5:00 p.m. Focus on Imaging: Lenses, Cameras, and Slo-Mo Replay
Providers of remote production facilities face a number of challenges, including purchasing cameras and lenses that are as future proof as possible while also making financial sense today. Leaders in camera and lens development discuss some of the newest developments as they look to ready their offerings for next-generation needs that include UHD, HDR, super slo-mo, and more.

5:00 p.m. Technology Exhibits/Networking Reception
On Tuesday, the SVG Summit focuses on the Trianon Ballroom where a series of “State of the Industry” panel discussions and keynote conversations will feature operational, production, and digital executives related to the nation’s top professional leagues sharing their thoughts and expertise.

AGENDA (subject to change)

9:00-9:30 a.m. Opening Keynote Conversation
9:30-10:15 a.m. State of the Game: NFL
NFL coverage continues to be a bastion of technical innovation and ratings success. Content creation and distribution experts from across the NFL take to the stage to share their thoughts on the current state of NFL production, what they want to see out of next-generation developments, and much more.

10:15-11:00 a.m. Networking Break

11:00-11:15 a.m. Case Study: Technology in Action!
Tuesday’s Technology in Action case studies will explore how new technologies are impacting the sports production community and changing the way people go about the challenging task of creating and distributing sports content.

11:15 a.m.—Noon State of the Game: MLB
Major League Baseball dominates the sports calendar for nearly nine months of the year and continues to use new technologies, new statistics, and new production techniques to ready the nation’s most traditional sport for the future. Where is America’s Pastime headed? How are production professionals improving the storytelling around the sport and growing a new fan base?

Noon-1:00 p.m. Networking Lunch

1:00-1:45 p.m. State of the Game: NBA
From the NBA Draft to the NBA All-Star game and the NBA Finals, the sport of professional basketball connects with fans in a way few sports are capable of. And the production of not only the games themselves but the pre-game, half-time, and OTT and streaming services continue to evolve to ensure that fans remain as connected to the sport as ever. Learn how the NBA, with its broadcast partners, continues to evolve its relationship with fans and what next-generation technologies will make a difference.

1:45-2:15 p.m. Afternoon Keynote

2:15-2:45 p.m. Networking Break

2:45-3:00 p.m. Case Study: Technology in Action!
Tuesday’s Technology in Action case studies will explore how new technologies are impacting the sports production community and changing the way people go about the challenging task of creating and distributing sports content.

3:00-3:45 p.m. The Esports Revolution: What Does It Mean to the Sports TV Industry?
Esports may seem like the latest thing but some esports leagues and competitions are more than 15 years old. Now those efforts are migrating from the small screen and websites to broadcast networks and channels. What are the challenges in producing esports for the big screen? Will younger viewers who are used to watching esports on digital devices make the transition to the living room? And can esports become an important piece of the sports fan’s daily diet of news and action?

3:45-4:15 p.m. Closing Keynote
### Monday/Tuesday General Session

#### SPONSORSHIP OPPORTUNITIES

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<th>SPONSORSHIP OPPORTUNITIES:</th>
<th>TITLE LEVEL $22,500</th>
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<td>Exclusive Lunch Sponsor (Tues)</td>
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<td>HALF PAGE</td>
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<tr>
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<td>Signage (Print/Digital)</td>
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#### OTHER SPONSORSHIPS:

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<th>SPONSORSHIP OPPORTUNITIES:</th>
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<td>$6,000</td>
<td>6ft table, 5 amps power, 2 chairs</td>
</tr>
<tr>
<td>Badges</td>
<td>$5,500</td>
<td>SVG produces w/ your logo</td>
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<tr>
<td>Lanyards</td>
<td>$5,500</td>
<td>SVG produces w/ your logo</td>
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<td>15 sec supplied promo video ad to run in-between sessions</td>
</tr>
<tr>
<td>Case Study</td>
<td>$6,500</td>
<td>2 available on Monday/2 available on Tuesday (10 minutes)</td>
</tr>
<tr>
<td>Networking Break</td>
<td>$3,500</td>
<td>2 available morning/afternoon</td>
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<td>Registration table sponsor w/ signage</td>
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<td>Padfolio</td>
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<td>SVG produces w/ your logo</td>
</tr>
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<td>Photographer Sponsorship</td>
<td>$3,500</td>
<td>You supply shirt w/ logo for photographer to wear</td>
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<tr>
<td>Charging Station with Logo</td>
<td>$3,500</td>
<td>Your logo branded as power sponsor</td>
</tr>
<tr>
<td>Social Hashtag Sponsor</td>
<td>$4,000</td>
<td>Your hashtag added to all SVG tweets, slide promo, website, win gift, customized logos</td>
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<td>Conference Bag Sponsor</td>
<td>$7,500</td>
<td>SVG produces conference bag distributed to members</td>
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<td>Speaker Gift Bag Distribution</td>
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<tr>
<td>Full-page Ad in Event Program</td>
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<td>Half-page Ad in Event Program</td>
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<td>Half page color ad</td>
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www.thesvgsummit.com  
#svgsummit
**Time:** 1:00–4:30 p.m.

**Sports Content Management & Storage Workshop** is designed for SVG members and sponsors looking to learn about the latest developments in media-asset-management (MAM) and storage technology and workflows. This afternoon workshop will feature MAM leaders from major broadcasters, leagues, teams, and vendors offering first-hand perspectives and behind-the-curtain looks at their respective workflows. The SCMS Forum is a can’t-miss event for anyone looking to build an efficient content-management and storage/archiving infrastructure, as well as to stay up-to-date on the latest technological developments in this vital industry sector.

The **IP Remote Production Workshop** is designed to provide a comprehensive overview of the state of the developments related to the SMPTE 2110 standard that promises to revolutionize the industry.

**AGENDA (subject to change)**

10:00–10:30 a.m. **SMPTE 2110: Why It Will Change Everything**

The SMPTE 2110 standard is set to transform IP-based production workflows. The SVG IP Remote Production Workshop kicks off with an overview that will help you understand what the standard is, why it is important, and what it will mean for your operations.

10:30–10:45 a.m. **Case Study: Technology in Action!**

Join us for the first in a series of informative remote production case studies that will give you new insights into technology and remote production workflows.

10:45–11:00 a.m. **Networking Break**

11:00–11:15 a.m. **Case Study: Technology in Action!**

A series of informative remote production case studies that will give you new insights into technology and remote production workflows.

11:15 a.m.– Noon **SMPTE 2110: Turning It Into Reality**

Establishing the 2110 standard is only the first step changing the way the industry handles IP signals. The next step is the hard one: turning promise into reality. What are the next steps will manufacturers, vendors, and end users need to take to embrace 2110?

**Time:** 10:00 a.m. – Noon

For the third consecutive year, the SVG Summit will feature the **Cloud Workshop**, which will focus on cloud-based production and media-asset-management workflows currently being deployed by sports-production organizations. This seminar aims to provide Summit attendees with insight into how the cloud technologies are changing the entire video-production ecosystem.

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**WORKSHOP SPONSORSHIP OPPORTUNITIES**

**TITLE SPONSORSHIP**
(1 available)

**COST:** $5,000

- 5 minute executive welcome remarks & PPT slides allowed
- Executive on panel
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

**CASE STUDY SPONSORSHIP**
(2 available per workshop)

**COST:** $4,500

- 10 minute presentation, on-screen logo
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

**SESSION SPONSORSHIP**
(based on availability)

**COST:** $3,000

- 2 minute session introduction with logo exposure on-screen
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage
DTV Audio Group Workshop

Mission is to help our industry meet the potential of digital television audio with consistency and efficiency through education and communication.

For sponsorship inquiries, contact:
Rob Payne, rob@sportsvideo.org or Andrew Gabel, agabel@sportsvideo.org

SVG's Women's Sports Media Initiative (WSMI) will host its annual meeting on Monday, December 11, in conjunction with the SVG Summit. WSMI is a networking group that aims to enhance the role of women in the creation, production, and distribution of sports content. WSMI members work for sports leagues, teams, television networks, technology companies, and start-ups where their focus is the business and technology behind sports production.

To reserve a spot, email Karen Hogan Ketchum at karen@sportsvideo.org.

For sponsorship inquiries, contact:
Rob Payne, rob@sportsvideo.org or Andrew Gabel, agabel@sportsvideo.org

The SVG Venue Initiative continues to serve the educational, informational, and networking needs of sports-venue personnel, including videoboard production, control room technology and infrastructure, engineering and IT, television broadcasting, and more. This year’s Venue Production Workshop will specifically address the current trends, challenges, and best practices in systems integration, and how control room technology and infrastructure support the game-day presentation. End users and SVG Venue Initiative sponsors are encouraged to attend this informative workshop to discuss their challenges and network with sports-venue professionals, broadcasters, systems integrators, and technology providers.

For Initiative sponsorship inquiries, contact:
Rob Payne, rob@sportsvideo.org
Andrew Gabel, agabel@sportsvideo.org
Leaders in sports digital media converge for this exciting event from SVG to work through the challenges and share best practices of engaging viewers in the new digital world. Social media and live social video, OTT, docket at the second-annual SVG Digital Summit! Join us!

**AGENDA (subject to change)**

10:00 – 10:45 a.m. **Linear Transformation vs. Digital Native: Building Video Experiences for a Multiplatform World**

In the new media world there’s a seemingly infinite amount of platforms and devices for which to deliver. Whether from a tradition linear broadcaster going digital or new age publishers who were born in a digital-ex-clusive model, leaders in the over-the-top (OTT) and direct-to-consumer spaces share their experiences in developing engaging platforms designed for live sports video consumption.

10:45 – 11:00 a.m. **Case Study: Technology in Action!**

11:00 – 11:30 a.m. **Keynote Conversation with Joe Inzerillo, BAMTECH Media, EVP and CTO**

11:30 a.m. – 12:00 p.m. **OTT Sound Off: What’s Facing Live Over-the-Top Sports Today?**


12:00 – 1:00 p.m. **Recess**

1:00 – 1:45 p.m. **Social Video Production: Tools, Tips, and Strategies for Sports Social Success**

Be it through Facebook, Instagram, Twitter, or Snapchat, social video has helped spread the consumption and engagement levels of videos to never before seen heights. Each platform has its own identity, so how are content creators using technology and creativity to truly test the boundaries and develop new ways to interact with and entertain viewers? What are their favorite pieces of technology to help them do it?

1:45 – 2:00 p.m. **Case Study: Technology in Action!**

2:00 – 2:30 p.m. **Case Study: Technology in Action!**

2:30 – 2:45 p.m. **Networking Break**

2:45 – 3:30 p.m. **VR/360: What’s Next in the Future of Social Video Engagement**

Streaming, social, and mobile platforms have seen an influx of virtual reality and 360-degree video and content creators of all shapes and sizes are getting into the mix. Each medium offers dramatically new and different opportunities to tell stories and interact with viewers. Professionals who have played in these spaces share their workflows and offer their tips for those looking to get started.

3:30 – 4:15 p.m. **The Team Life: Balancing Platforms While Serving Your Fans**

Professional sports franchises and collegiate athletic departments are now media companies; telling their own stories and engaging with their fans directly through the creation of a wealth of their own content. How are teams able to balance enhancing the fan experience on everything from Dot Com, to social, to mobile, to apps, to in-stadium, and anywhere else they may interact with their customers.

4:15 – 5:00 p.m. **Are We Entering A New Era of Artificial Intelligence (AI) as a Production Tool?**

Artificial intelligence and machine learning have the potential to transform sports event production and bring a higher level of production quality to social media publishing and OTT production. Automated highlight clipping, automated directing, audio mixing, and player-tracking cameras are just some of the new ways AI and machine learning could change everything. Experts discuss the current state of AI in a production environment and what the future holds.

**SVGdigital SPONSORSHIP OPPORTUNITIES**

**TITLE SPONSORSHIP**

(1 available)

**COST:** $5,000
- 5 minute executive welcome remarks
- PPT slides allowed
- Executive on panel
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

**CASE STUDY SPONSORSHIP**

**COST:** $4,000
- 10 minute presentation, on-screen logo
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

**SESSION SPONSORSHIP**

(based on availability)

**COST:** $3,000
- 2 minute session introduction with logo exposure on-screen
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage
To attend this special event please contact Carrie Bowden at: 917-446-4412 or via email at carrie@sportsvideo.org.

Individual tickets are $600 and round tables of 10 are $6,000. Available online at sportsvideo.org/halloffame

Please note that ALL proceeds from table sales will be donated to the Sports Broadcasting Fund and will help sports production professionals and their families who find themselves in financial difficulty due to illness, injury, or loss of life.

2017 INDUCTEES

Chris Berman
Stan Honey
Brent Musburger
Bill Raftery
Linda Rheinstein
Allan “Bud” Selig
Jack Simmons
Lesley Visser
John A. Walsh
Michael Weisman

To become a sponsor of the Hall of Fame ceremony, please contact Rob Payne, rob@sportsvideo.org
Andrew Gabel, agabel@sportsvideo.org

ADDITIONAL SPONSORSHIP OPPORTUNITIES AVAILABLE
Presented by TVNewsCheck and the SVG, the NewsTECHForum gathers leaders in news, technology, and digital media management to discuss cutting-edge issues unique to their sector of the media industry and to promote excellence in news production and distribution.

AGENDA (subject to change)

MONDAY, DECEMBER 11
1:00-1:45 p.m.  Integrating Digital + TV Production: Evolving to the Newsroom of the Future
Engineering, news, and digital executives talk about the challenge of streamlining news workflows, making it easier for TV and digital producers to keep up with how stories are evolving and being versioned for different media. How are Smart MAM, IP workflow, the cloud, and other technologies boosting efficiencies? Has the rise of the Multiplatform Managing Editor had an impact?

1:45-2:15 p.m.  Keynote: Campell Brown, Facebook, Head of News Partnerships

2:15-2:30 p.m.  Networking Break

2:30-3:15 p.m.  The Contribution Revolution — ENG, IP, Mesh Networks, Private LTE
Leading ENG experts compare notes on the latest innovations in field reporting, editing, collaboration, and transmission. How are newer technologies making it possible to break news faster, share it with sister newsrooms, and enhance social media sharing? What do the experts want to see next from contribution technology?

3:15-3:30 p.m.  Case Study

3:30-4:15 p.m.  Bits, Bots, Apps & More: Chasing Millennials in 2018
Cutting-edge news organizations are using bots, apps, and other technologies to serve younger audiences the way they want to be served: on their favorite devices, all day long. What have news organizations that specifically target younger audiences learned from using these technologies and strategies? Which bots get to whom? Which apps drive the most audience?

4:15-4:30 p.m.  Case Study

4:30-5:15 p.m.  Graphics State of the Art: Augmented Reality, Virtual Reality, the Rise of Metadata
How are the most advanced graphics communicators making an impact with AR and VR? This video-rich session will showcase as much of the best AR, VR, and state-of-the-art graphics that we were able to find.

5:15-7:00 p.m.  Cocktails with SVG Summit

TUESDAY, DECEMBER 12
8:00-9:00 a.m.  SVG Summit Exhibits Open/Continental Breakfast

9:00-9:45 a.m.  State of the Art: Drones & News Photography
Broadcasters are using drones to cover the news from a unique perspective. Experts in drone photography will review the challenges they face and the storytelling they’ve been able to accomplish in this video-rich session.

9:45-10:15 a.m.  Keynote: Micah Gelman, Washington Post, Director, Editorial Video

10:15-10:30 a.m.  Case Study: The Weather Company, an IBM Business

10:30-11:15 a.m.  Tech Leaders on the Future of Newsroom Technology
How will AI, big data, the cloud, and other technologies influence the way news stories are selected, interpreted, and produced? Will the cloud, MAM, and newsroom computer enhancements enable producers to excel in ways they haven’t been able to in the past? Leading technology futurists offer their predictions and talk about priorities at their organizations.

11:15-11:30 a.m.  Case Study

11:30 a.m.-12:15 p.m.  Digital Chiefs on the Multiplatform News Jungle
Digital producers follow a very different workflow than their colleagues producing TV news. How is technology helping or hindering them? What would they change about the newsrooms where they work, if they had the power? What advice do they have for news and technology management? What new technologies would help them do their jobs better?
**NewsTECH Forum**

**SPONSORSHIP OPPORTUNITIES**

**TITLE SPONSORSHIP - $15,000**
- Conference opening remarks - (sponsor representative will have an opportunity to speak for 2 minutes to open conference on Day 1 and Day 2)
- Opportunity to place literature on tables at conference
- 10-minute case study to be presented as part of the program and to be captured on video and covered in a sponsored story on TVNewsCheck.com
- Premium position logo on conference website
- Premium position logo on promotional emails
- Premium position advertising in TVNewsCheck’s coverage of NewsTECHForum
- Premium position logo on session screen as attendees enter and exit conference
- Four complimentary registrations to conference
- Registration list with contacts

**PLATINUM SPONSORSHIP - $10,000 – 2 available**
- 10-minute case study to be presented as part of the program and to be captured on video and covered in a sponsored story published on TVNewsCheck.com
- Logo on conference website
- Logo on promotional emails
- Advertising in TVNewsCheck’s coverage of NewsTECHForum
- Logo on session screen as attendees enter and exit conference
- Three complimentary registrations to conference
- Registration list with contacts

**GOLD SPONSORSHIP - $8,500 – 6 available**
- Speaking position on panel session of your choice (first come first served; one manufacturer speaker per panel)
- Panel will be covered in a story on TVNewsCheck and video will be available
- Logo on conference website
- Logo on promotional emails
- Advertising in TVNewsCheck’s coverage of NewsTECHForum
- Logo on session screen as attendees enter and exit conference
- Two complimentary registrations to conference
- Registration list with contacts

**SILVER SPONSORSHIP - $5,000 – 4 available**
- Table Top Exhibit in NewsTECHForum conference room
- Introduction and interview during conference. Interview to be conducted from conference floor by TVNewsCheck Publisher and Co-Founder Kathy Haley.
- Logo on conference website
- Logo on promotional emails
- Advertising in TVNewsCheck’s coverage of NewsTECHForum
- Logo on session screen as attendees enter and exit conference
- Two complimentary registrations to conference
- Registration list with contacts

**EVENT SPONSORSHIPS**

**Badge - $5,000**
- Logo on conference website
- Logo on promotional emails
- Advertising in TVNewsCheck’s coverage of NewsTECHForum
- Logo on session screen as attendees enter and exit conference
- Two complimentary registrations to conference
- Registration list with contacts

**Lanyard - $4,000**
- Logo on conference website
- Logo on promotional emails
- Logo on session screen as attendees enter and exit conference
- Two complimentary registrations to conference
- Registration list with contacts

**Registration Desk - $5,000**
- Logo on conference website
- Logo on promotional emails
- Logo on session screen as attendees enter and exit conference
- Two complimentary registrations to conference
- Registration list with contacts

**Social Media Sponsor - $4,000**
- Logo on conference website
- Logo on promotional emails
- Advertising in TVNewsCheck’s coverage of NewsTECHForum
- Logo on Social Media Sharing reminder slides on conference slide presentation
- Two complimentary registrations to conference
- Registration list with contacts

**2 Networking Breaks - $3,500**
- Logo on conference website
- Logo on promotional emails
- Advertising in TVNewsCheck’s coverage of NewsTECHForum
- Logo on session screen as attendees enter and exit conference
- One complimentary registration to conference
- Registration list with contact

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For NewsTechForum sponsorship inquiries, contact:  
Rob Payne, rob@sportsvideo.org or  
Andrew Gabel, agabel@sportsvideo.org
HERE’S WHO YOU’LL MEET AT THE SVG SUMMIT*

Percentage of End Users Who Attended the 2016 SVG Summit

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcasters/Regional Sports Networks</td>
<td>46%</td>
</tr>
<tr>
<td>Mobile Production Companies/Systems Integrators</td>
<td>23%</td>
</tr>
<tr>
<td>Digital Organizations</td>
<td>15%</td>
</tr>
<tr>
<td>Leagues &amp; Teams</td>
<td>12%</td>
</tr>
<tr>
<td>Colleges &amp; Collegiate Conferences</td>
<td>4%</td>
</tr>
</tbody>
</table>

Partial List of Attending Companies


- **Mobile Production Companies/Systems Integrators**: Alpha Video, All Mobile Video, Beckett, Burst, Cat Entertainment Services, CBT, CTV 08, Diversified, Dome Productions, F+P Productions, Filmwerks, Game Creek Video, Illumination Dynamics, Lyon Video, Mobile TV Group, NEP, NHK, VISTA WorldLink, WJHW


- **Colleges & Collegiate Conferences**: America East Conference, Columbia University, Florida State University, Ivy League, Mercer University, University of Notre Dame, Penn Athletics, Syracuse University, TCU, Yale University

*From a sampling of 1500 attendees at the 2016 SVG Summit*