

## TABLETOP LOGISTICS

### SHOWCASE LOCATION

[New York Hilton Midtown](#)

1335 Avenue of Americas  
New York, New York 10019

Rhineland Gallery, 2nd Floor **(NEW FLOOR!)**

### SHOWCASE HOURS

#### MONDAY, DECEMBER 13

12:30 PM – 6:30 PM

#### TUESDAY, DECEMBER 14

8:30 AM – 1:00 PM

#### SETUP

Monday, December 13 – 9:00 AM – 12:00 PM

#### TEARDOWN

Tuesday, December 14 – 1:00 PM – 3:00 PM

### TABLETOP EXHIBIT DETAILS

**New!** 8 x 10 ft Tabletop Showcase Includes:

- 8 ft Backdrop & 3 ft Side Drape
- 6 ft Black-Draped Table with 2 Chairs
- 5 Amps of Power

**Please Note:** Backdrops are permitted for 2021

### SECURITY

SVG cannot guarantee against loss or damage of any kind, but will endeavor to protect exhibitors by providing general security on a 24 hour basis from the beginning of move-in to the end of move-out. We recommend all smaller items not be left behind on tabletop overnight.

### SVG SUMMIT COVID-19 VACCINATION POLICY

The Sports Video Group has taken enhanced health and safety measures—  
for you, other attendees, exhibitors, and staff. **ALL ATTENDEES MUST SHOW PROOF OF VACCINATION.**

[CLICK HERE FOR DETAILS](#)

### EXHIBITOR SAFETY RECOMMENDATIONS

Please consider following safety suggestions for your Summit Showcase:

- Consider touchless alternatives (electronic or digital) for engagement and/or materials
- Limiting size of display
- Limiting attendee handling of any products
- Leaving time between breaks to clean and sanitize your display

*Subject to change*



# SUMMIT

DEC 13-14 NEW YORK HILTON

**PLAN YOUR SCHEDULE  
IN ADVANCE!**

## MONDAY AT-A-GLANCE

**MORNING**

	Future of Remote Production	Cloud Tools & Services	Social Sports	DTV Audio	SPiRiT Career Development Track
9:30 a.m.					9:30 – 10:30 a.m. Apprenticeships and Internships: What's Next?
10:30 a.m.					10:30 – 11:30 a.m. Developing the Freelancer Community
11:00 a.m.	11:00 – 11:30 a.m. Pandemic Production: How Tech Makes a Difference	11:00 – 11:15 a.m. Technology Case Study	11:00 – 11:30 a.m. Deep-Rooted Rivalries: Creatives Develop Content to Fire Up a Fanbase	11:00 – 11:30 a.m. The Premium Audio Challenge	11:30 a.m. – 12:30 p.m. Let's Get Mentoring! Women in Sports Industry Initiative
11:05 a.m.					
11:10 a.m.					
11:15 a.m.		11:15 – 11:30 a.m. Technology Case Study			
11:20 a.m.					
11:25 a.m.					
11:30 a.m.	11:30 – 11:45 a.m. Technology Case Study	11:30 – 11:45 a.m. Technology Case Study	11:30 a.m. – 12:00 p.m. The Power of Social: How COVID-19 Information Is Shared Through Effective Posting	11:30 a.m. – 12:30 p.m. Efficiently Scaling-Up Atmos and Accessible Audio Production and Distribution	11:30 a.m. – 12:30 p.m. Let's Get Mentoring! Women in Sports Industry Initiative
11:35 a.m.					
11:40 a.m.					
11:45 a.m.	11:45 a.m. – 12:30 p.m. Decentralized Production Workflows	11:45 a.m. – 12:30 p.m. Production Workflows in the Cloud: What's Possible Today and What's Coming Tomorrow			
11:50 a.m.					
11:55 a.m.			12:00 – 12:30 p.m. Player Access: Technology Helps Teams Bypass In-House Restrictions		
12:00 p.m.					
12:05 p.m.					
12:10 p.m.					
12:15 p.m.					
12:20 p.m.					
12:25 p.m.					
12:30 - 1:30 p.m.	Networking Break in Exhibit Area				

**AFTERNOON**

	General Sessions	Production Truck & Facility Design	Sports Content Management	Streaming and OTT	DTV Audio	
1:30 p.m.	1:30 – 2:00 p.m. Hot Tech Showcase: 5G as a Production Tool	1:30 – 2:10 p.m. Future of Truck Design	1:30 – 2:15 p.m. The New Age of Remote Collaboration: Cloud, SaaS, and the Future of Postproduction	1:30 – 2:30 p.m. Leaders Speak Out: The State of Streaming and OTT	1:30 – 2:00 p.m. Streamlining Edit Workflows to Support Live Production in Atmos	
1:35 p.m.						
1:40 p.m.						
1:45 p.m.						
1:50 p.m.						
1:55 p.m.						
2:00 p.m.	2:00 – 2:15 p.m. Technology Case Study	2:10 – 2:25 p.m. Technology Case Study	2:15 – 2:30 p.m. Technology Case Study	2:30 – 3:00 p.m. OTT App Case Study	2:00 – 2:30 p.m. Applying AI to Live Immersive Audio Production	
2:05 p.m.						
2:10 p.m.						
2:15 p.m.	2:15 – 3:00 p.m. Hot Tech Showcase: Shallow Depth of Field Cameras					
2:20 p.m.						
2:25 p.m.		2:25 – 3:00 p.m. Future of Facility Design				
2:30 p.m.			2:30 – 3:00 p.m. The State of Storage: How Archiving Strategy and Technology Have Evolved Through the Pandemic		2:30 – 3:00 p.m. New Spectrum Challenges and Opportunities	
2:35 p.m.						
2:40 p.m.						
2:45 p.m.						
2:50 p.m.						
2:55 p.m.						
3:00 - 4:00 p.m.	Networking Break in Exhibit Area					
4:00 p.m.	4:00 – 4:30 p.m. Hot Tech Showcase: Drones and Aerial Cameras		4:00 – 4:30 p.m. Industry M&A: The Impacts on Archiving Technologies and the Road Forward	4:00 – 4:30 p.m. The Cloud and Beyond: Trends in Encoding and Transcoding		
4:05 p.m.						
4:10 p.m.						
4:15 p.m.						
4:20 p.m.						
4:25 p.m.						
4:30 p.m.	4:30 – 5:00 p.m. Augmented Reality Graphics		4:30 – 4:45 p.m. Technology Case Study	4:30 – 4:45 p.m. Technology Case Study		
4:35 p.m.						
4:40 p.m.						
4:45 p.m.			4:45 – 5:30 p.m. Emerging From the Pandemic: How Has Media Management Changed and What's Ahead in 2022?	4:45 – 5:30 p.m. Next-Level Engagement: Low-Latency Streaming and the Foundation of Live Video Interaction		
4:50 p.m.						
4:55 p.m.						
5:00 p.m.	5:00 – 5:30 p.m. HDR					
5:05 p.m.						
5:10 p.m.						
5:15 p.m.						
5:20 p.m.						
5:25 p.m.						
5:30 - 6:30 p.m.	Networking Reception in Exhibit Area					



**SUMMIT**  
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**TUESDAY AT-A-GLANCE**

**MAIN  
STAGE**

# GENERAL SESSIONS

## **8:30 – 9:30 a.m. Networking Breakfast in Exhibit Area**

### **9:30 – 10:15 a.m. State of the Industry**

It's been two difficult years since SVG members and sponsors came together for our annual SVG Summit. Leaders from the sports production community discuss how the pandemic has changed sports production, what it will take to recover economically, and much more.

### **10:15 – 10:30 a.m. Technology Case Study**

### **10:30 – 11:15 a.m. National Network Perspectives**

The national networks were a bastion of innovation during the pandemic. Top executives from the national networks discuss their accomplishments, challenges, and look forward to what promises to be a very busy 2022.

### **11:15 – 11:30 a.m. Technology Case Study**

## **11:30 a.m. – 1:00 p.m. Networking Break in Exhibit Area**

### **1:00 – 1:45 p.m. Regional Network Perspectives**

When the national leagues shut down, it was the regional networks, their production partners, and their employees and freelancers who suffered the most. They also had to come up with new ways of working, deal with carriage issues, and embrace new ways of keeping connected with fans. Leaders in the RSN community take to the stage to discuss the future of RSN production and distribution.

### **1:45 – 2:00 p.m. Technology Case Study**

### **2:00 – 2:40 p.m. Digital Leader Perspectives**

OTT, D2C, and social media is transforming the nature of sports content delivery. What is the ripple effect on the content creation side? How are leagues, teams, and broadcasters taking advantage of the digital landscape to give new life to content that otherwise would have gone unseen?

### **2:40 – 2:50 p.m. Networking Break**

### **2:50 – 3:30 p.m. League Perspectives**

The pandemic had a big impact on how leagues approach content creation and delivery. World feeds became a necessity. Apps and digital experiences gave them reach to nearly every corner of the world. And they all continue to look to broadcasters to help their brand look as great as it can in terms of image quality, sound quality, and more. Leaders from sports leagues discuss top trends and challenges as they look to build new audiences.

### **3:30 – 4:15 p.m. Front Bench Perspectives**

Directors and producers are the king and queen makers of new technologies that help them tell stories in new ways. What are some of the innovations they think are making a difference? And what are they looking for out of next-generation tools?

[CLICK HERE](#) to view sponsorship opportunities at the SVG Summit

*Agenda subject to change*



## **BEFORE THE SHOW**

### **1. Let the editorial team know what you plan to show**

Showing new gear? Highlighting a special solution? Email the SVG Editorial Team & let us know so we can promote!

### **2. Update your branding on [www.sportsvideo.org](http://www.sportsvideo.org)**

Create a new web banner or customize your url to highlight your Technology Showcase tabletop.

### **3. Share on social media**

Tag every post with #SVGSummit to maximize your exposure, & use your SVG social graphics across your platforms.

### **4. Set up appointments**

Schedule meetings with your customers & top prospects before you get to the show.

### **5. Keep an eye on [www.theSVGSummit.com](http://www.theSVGSummit.com)**

Identify the key workshops & panels that for your company & plan to have someone sit in & network.

## **AT THE SHOW**

### **1. Attend workshops & panels**

Make sure a member of your team is in on every conversation that's relevant to your company.

### **2. Split up & have a game plan**

While one person works the table, send everyone else to network and encourage attendees to visit the table.

### **3. Be a part of the social conversation**

Keep an eye on SVG's social channels for relevant posts to share, and remember to post your own using #SVGSummit

### **4. Engage attendees**

Encourage your team working the table to be present & actively engage with attendees as they walk by.

### **5. Think long term**

The SVG Summit is about building relationships, identifying prospects, & learning about industry trends.

## **AFTER THE SHOW**

### **1. Follow up with SVG Summit attendees!**

### **2. Watch SVG's social channels for post-event videos, photos, & more!**

### **3. Have a comment or suggestion for Team SVG? Let us know!**

As part of your SVG Summit experience, here are some handy guidelines to maximize your reach before, during, & after the show using social media platforms. As an SVG Summit sponsor, you can be a huge driver of the social conversation surrounding the event & leverage that conversation to put your brand front & center for those attending the show.

## SOCIAL MEDIA GUIDE

### GENERAL TIPS

Use #SVGSummit on all your posts relating to the SVG Summit to ensure everyone attending will see your content.

Remember, social is visual! We encourage you to post photos of the event, your booth, your products, etc.

And don't forget to let attendees know where they can find your company at the show: at your booth, in a workshop room, or on a panel!

### BEFORE

Promote your presence at the show and spread the awareness of the event throughout your social community by dedicating posts on your company's social media channels to #SVGSummit.

We have provided you with an SVG social graphic spotlighting your sponsorship of the SVG Summit — use it in your pre-show promotion!

### DURING

SVG will be sharing video clips, photos, and quotes from panels and workshops. We encourage you to share content posted by SVG on Twitter, Facebook, and Instagram, as well as your own favorite moments.

Share what's going on at your Tech Showcase through pictures, video, and more. Have fun with it, and remember to include your location!

### AFTER

Keep the buzz of the SVG Summit alive by sharing your own experiences through text, pictures, video, and more. Keep tagging #SVGSummit!

SVG will be sharing content across our social channels in the weeks following the SVG Summit — make sure to like, favorite, retweet, and share your favorite posts!

### SVG SOCIAL



@sportsvideo



Sports Video Group



@sportsvideogroup



Sports Video Group

### SAMPLE POSTS

Who's headed to NYC for the #SVGSummit? We're excited to be part of the biggest sports broadcast tech conference of the year! Register today!

We'll be at the #SVGSummit. Will you? Come see us at [Booth #]. Register today!

Want to check out the newest high-speed lenses in the business? Stop by @CompanyA to check out what we've got! #SVGSummit

It's been a great show so far! The next networking break is coming up, so come see @CompanyB. #SVGSummit

Looking to learn the latest in HDR? Stop by @CompanyC - experts are standing by! #SVGSummit