

**NewsTECHForum**  
New York Hilton Midtown  
Co-Located with SVG Summit  
Dec. 10-11, 2018

**Agenda:**

**Monday, December 10**

1:00 – 1:45 p.m.: Scene-setter: Attracting Younger News Audiences with Technology

1:45 – 2:00 p.m.: Case Study

2:00 – 2:45 p.m.: Day One Keynote

2:45 – 3:00 p.m.: Networking Break

3:00 – 3:30 p.m.: Live News Production over IP

3:30 – 3:45 p.m.: Case Study

3:45 – 4:00 p.m.: Networking Break

4:00 – 5:00 p.m.: Technology & The Next Generation of Broadcast Storytelling

5:00 p.m.: Cocktails with SVG

**Tuesday, December 11**

9:00 – 9:45 a.m.: OTT & the News: Technology, Content, Monetization

9:45 – 10:00 a.m.: Case Study

10:00 – 10:30 a.m.: Day Two Keynote

10:30 – 10:45 a.m.: Networking Break

10:45 – 11:30 a.m.: Communicating with Remote News Teams

11:30 – 11:45 a.m.: Case Study

11:45 a.m. – 12:30 p.m.: Top Technologists on the Bleeding Edge - IP, AI, AR, News Personalization; Future Workflows

**Admission Fees:**

Qualified End-Users: Free

SVG Sponsors / TVNewsCheck Advertisers: \$999

Others: \$1499

NewsTECHForum Sponsors with additional personnel: \$299

## 2018 Sponsorship Opportunities

### **Title Sponsorship - \$15,000 – (SOLD)**

- 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 - \$8500 – 4 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 – 3 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 - \$4000**

- 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
- Logo on Social Media Sharing reminder slides on conference slide presentation
- Two complimentary registrations to conference
- Registration list with contacts

**Networking Break (2) \$3500**

- 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 contacts

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