



OCT 18

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**Be Visible. Create Excitement. Gain Exposure.
Sponsor the Variety Entertainment & Technology Summit**

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THE VARIETY ENTERTAINMENT & TECHNOLOGY SUMMIT

The *Variety* Technology Summit, co-produced by *Variety* and Digital Hollywood, is a jam-packed schedule of in-depth discussions and networking focusing on the top business issues impacting technology and entertainment today. The 1-day conference will include keynotes, one-on-one interviews, panels, technology demonstrations and product displays, a sponsored luncheon and an evening cocktail networking reception.

Bringing together the most prestigious group of innovators in the industry, the Summit's unique environment enables attendees to engage, debate and define the latest developments in the entertainment marketplace. With an unprecedented group of opinion leaders, the summit will focus on how companies can capitalize on innovations in technology.

This is a "must-attend" event for individuals and companies working at the intersection of content, technology and entertainment.





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RECENT SPEAKERS INCLUDE

JOE ROTH
 FOUNDER, REVOLUTION STUDIOS

ALLEN DEBEVOISE
 CHAIRMAN & CEO MACHINIMA, INC.

LLOYD BRAUN
 CO-OWNER, BERMANBRAUN

PETER TORTORICI
 CEO, GROUPEM
 ENTERTAINMENT WORLDWIDE

JOHN MCCARUS
 VP & BRAND DIRECTOR, DIGITAS

JORDAN LEVIN
 FOUNDING PARTNER & CEO, GENERATE

MICHAEL KASSAN
 CHAIRMAN & CEO, MEDIALINK, LLC

ILLEANA DOUGLAS
 ACTOR, "EASY TO ASSEMBLE"

KEVIN POLLAK
 ACTOR, "THE KEVIN POLLAK CHAT SHOW"

BRIAN FIRENZA
 ACTOR, 5 SECOND FILMS

CHRIS MCCALED
 ACTOR, BIG FANTASTIC

DANIEL SCHEINMAN
 SVP & GENERAL MANAGER,
 CISCO MEDIA SOLUTIONS GROUP

LIVIA TORTELLA
 GM & EVP, ATLANTIC RECORDS

CURT MARVIS
 PRESIDENT, LIONSGATE

BILL BRADFORD
 SVP, DIGITAL MEDIA, FOX BROADCASTING

DAN BLACK
 PARTNER, CO-CHAIR LA ENTERTAINMENT
 DEPARTMENT, GREENBERG TRAURIG

NEIL DAVIS
 HEAD OF GLOBAL CORPORATE &
 DIGITAL DEVELOPMENT, BLOCKBUSTER

MARC DEBEVOISE
 SVP OF DIGITAL MEDIA, BUSINESS
 DEVELOPMENT & STRATEGY, STARZ MEDIA

JEFF TURNER
 FOUNDER & CTO, NUMETRA

TODD JADWIN
 SENIOR MANAGING DIRECTOR,
 HOULIHAN, SMITH & CO.

JONATHAN FISCHER
 COO, GROUNDSWELL PRODUCTIONS

RANDY WAYNICK
 SVP, STRATEGY & ALLIANCES,
 CONSUMER OF AMERICA GROUP,
 SONY ELECTRONICS, INC.

DAVID POLTRACK
 CHIEF RESEARCH OFFICER CBS CORP;
 PRESIDENT, CBS VISION

MARC FINER
 TECHNICAL DIRECTOR, THE DIGITAL
 ENTERTAINMENT GROUP

KRIS BROWN
 VP, HIGH DEF MARKET EXPANSION,
 WARNER HOME VIDEO

BONNIE ARNOLD
 PRODUCER, "HOW TO TRAIN
 YOUR DRAGON"

KIM MOSES
 EXECUTIVE PRODUCER & DIRECTOR,
 "GHOST WHISPERER"

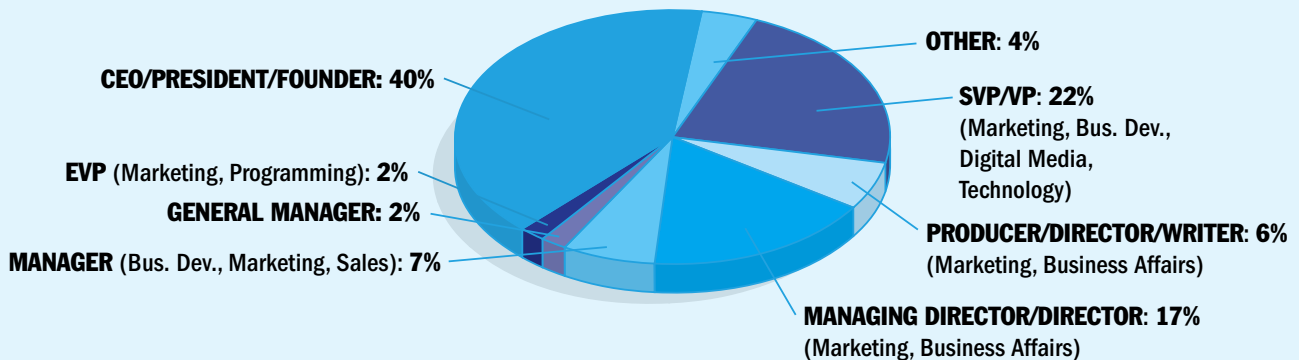
ANTHONY ZUIKER
 CREATOR/EXECUTIVE PRODUCER,
 CSI FRANCHISE

ED JONES
 CEO, BEDROCK STUDIOS

ERIK FEIG
 PRESIDENT WORLDWIDE PRODUCTION &
 ACQUISITIONS, SUMMIT ENTERTAINMENT

RECENT ATTENDEES INCLUDE EXECUTIVES FROM:

DIRECTORS GUILD OF AMERICA · MICROSOFT · BBC · YOU TUBE/GOOGLE · REAL SOFTWARE · MANDACY ENTERTAINMENT · RADIO DISNEY
 TECHNICOLOR · ABC ENTERTAINMENT GROUP · ACADEMY OF MOTION PICTURE ARTS AND SCIENCES · LUCASFILM · NBC/UNIVERSAL
 E! NEWS · FOOTBALL FILMS · NATPE · WARNER BROTHERS · SIEMENS · REVOLUTION STUDIOS · IMAGE
 ENTERTAINMENT OVERTURE FILMS · NEW LINE CINEMA · IMAX · INTEL CORPORATION · KEVIN POLLACK'S CHAT SHOW
 CISCO · 5 SECOND FILMS · BIG FANTASTIC · LIONSGATE · SUMMIT ENTERTAINMENT · WALT DISNEY STUDIOS HOME ENTERTAINMENT
 FOX BROADCASTING · USA NETWORK · DIGITAS · ATLANTIC RECORDS · SONY ELECTRONICS · WARNER HOME VIDEO
 CBS BEDROCK STUDIOS · NOKIA · STARZ MEDIA · BLOCKBUSTER · ENDGAME ENTERTAINMENT · BRITISH CONSULATE GENERAL
 FOX DIGITAL MEDIA · ORANGE · PANAMAX FILMS · ETC/USC





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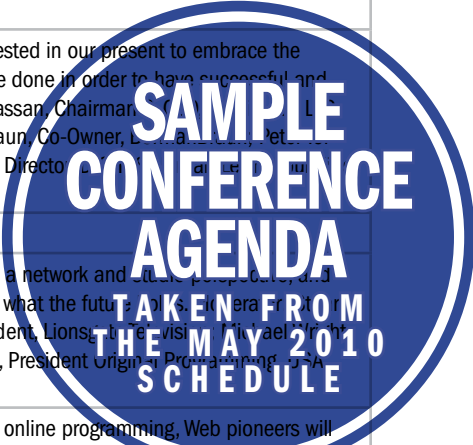
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9:00- 9:15	Welcome and Introduction, Brian Gott, Publisher, <i>Variety</i>
9:15 - 10:00	Keynote Conversation: Joe Roth, Founder, Revolution Studios interviewed by Steven Gaydos, Executive Editor, <i>Variety</i>
10:00 - 10:45	Global Advertising Power Roundtable: Agents of Change: Are we too invested in our present to embrace the future? Today's advertising leaders take a hard look at what needs to be done in order to have successful and profitable engagements on all sides of the desk. Moderator: Michael Kassan, Chairman, <i>Variety</i> . Panelists: Allen DeBevoise, Chairman & CEO, Machinima, Inc.; Lloyd Braun, Co-Owner, <i>Variety</i> ; Peter Torrici, CEO, GroupM Entertainment Worldwide; John McCarus, VP/Brand Director, <i>Variety</i> ; Partner & CEO, Generate
10:45- 11:15	Networking Break
11:15 - 12:00	State of the TV Business: An in-depth look at the TV business from both a network and advertiser perspective, analyzing the current business model – what's working, what's not and what the future holds. Moderator: Michael Levine, Assistant Managing Editor, <i>Variety</i> . Panelists: Kevin Beggs, President, Lionsgate Television; Michael Wright, EVP, Head of Programming TBS/TNT/Turner Classic Movies; Jeff Wachtel, President, Original Programming, USA Network; Ted Harbert, President & CEO, Comcast Entertainment Group
12:00 - 12:45	Web Video: The New Content Creators: In the Wild, Wild West of original online programming, Web pioneers will explain how they are breaking through the clutter with their series creations. Moderator: Dana Harris, Editor, Strategic Projects, <i>Variety</i> . Panelists: Illeana Douglas, "Easy to Assemble"; Kevin Pollak, "The Kevin Pollak Chat Show"; Brian Frenzi, 5 Second Films; Chris McCaleb, Big Fantastic; Jason Goldberg, Co-Founder, Katalyst
12:45 - 2:00	Networking Lunch
2:00- 2:45	Technology: What is the big picture? The most innovative and influential minds in the digital media industry discuss what is working and what is on the horizon, regarding content production and distribution. Moderator: Chris Morris, Reporter, <i>Variety</i> . Panelists: Daniel Scheinman, SVP & GM, Cisco Media Solutions Group, Livia Tortella, GM & EVP, Atlantic Records; Curt Marvis, President Digital Media, Lionsgate; Bill Bradford, SVP Digital Media, Fox Broadcasting Co.; Dan Black, Partner, Greenberg Traurig
2:45- 3:30	Hollywood, Finance and Strategy: Panelists will identify how best to finance new media initiatives – often untested with audiences – without hurting their current core business operations. Moderator: Peter Caranicas, Managing Editor, <i>Variety</i> . Panelists: Neil Davis, Head of Global Corporate & Digital Development, Blockbuster. Marc DeBevoise, SVP of Digital Media, Business Development & Strategy, Starz Media. Jeff Turner, Founder & CTO, nuMetra.
3:30-4:15	3D- The Consumer's Perspective: Theatrical stereoscopic 3D is all the rage. But how does this experience translate in regards to the latest trends in home entertainment? A closer look at initial findings from consumer research conducted by CBS, Sony and Warner Bros. Moderator: Marc Finer, Technical Director, DEG: The Digital Entertainment Group. Panelists: Randy Waynick, SVP, Strategy & Alliances, Consumer of America, Sony Electronics, Inc.; David Poltrack, Chief Research Officer, CBS Corporation & President, CBS Vision; Kris Brown, VP High Def Market Expansion, Warner Home Video.
4:15- 5:15	The Producers: Creating Hollywood's Hits and Blockbusters: Dynamic TV and film producers will reveal how they are creating hit projects for today's audiences, including strengthening and diversifying franchises over a variety of platforms. Moderator: Peter DeBruge, Features Editor, <i>Variety</i> . Panelists: Bonnie Arnold, Producer "How To Train Your Dragon"; Kim Moses, Executive Producer & Director, "Ghost Whisperer"; Anthony Zuiker, Creator/Executive Producer, CSI Franchise; Ed Jones, CEO, Bedrock Studios; Erik Feig, President of Worldwide Production & Acquisitions, Summit Entertainment
5:30 PM	Networking Cocktail Reception





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SPONSORSHIP OPPORTUNITIES*

SPONSORSHIP PROVIDES YOU AN OPPORTUNITY TO STANDOUT IN THE MARKET PLACE

Sponsoring the *Variety* Entertainment & Technology Summit ensures your company high-level exposure to senior business and strategy executives in the entertainment and technology industries.

Place prominent focus on your organization in front of its primary audience through high quality promotional literature, website, onsite signage and press releases that specifically showcase your products and services and increase your brand awareness.

THIS CONFERENCE IS YOUR PLATFORM TO:

- Make contact with a highly qualified group of industry decision makers
- Showcase and exhibit your company's products and services
- Enhance your position with a speaking opportunity
- Build relationships with other industry leaders and formulate potential business partnerships
- Solidify your company's position as a key player in the entertainment & technology industries.

DELIVERABLES	ASSOCIATE SPONSOR	COCKTAIL SPONSOR	LUNCH SPONSOR ¹	NAME BADGE SPONSOR	LANYARD SPONSOR ²	NETWORKING BREAK SPONSOR	BRANDING PACKAGE	TABLE TOP PACKAGE ³
Prominent Logo Placement in all Materials	●							
Sponsor mentions in Press & Publicity Efforts including: email promo, website and PR	●	●	●	●	●	●	●	
Demo/Display Area or Table	●	●	●				●	●
Promotional Signs (or Banner)	●	●	●	●	●	● (Break Area)	●	
Company Logo & Link on Conference Website	●	●	●	●	●	●	●	
Company Logo on Conference Program Cover	●	●	●	●	●	●	●	●
Variety eNewsletter Banners	2 (728x90)	1 (728x90)						
Welcome Remarks		●						
Provide branded gifts or handouts	●	●	●					
10 minute presentation			●					
Conference Program Ad	2-pg spread Premium Placement	2-pg spread Premium Placement	Full Page Premium Placement	Full Page	Full Page	½ Page	½ Page	
Complimentary Conference Registrations	10	6	6	6	5	5	4	2
Number of Sponsorships Available	1	1	1	1	1	1	unlimited	unlimited
PRICE	\$35,000	\$25,000	\$15,000	\$11,500	\$10,000	\$8,500	\$7,000	\$5,000

Sponsors Get Preferred Panel Consideration. Custom packages are available upon request. We can include media in *Variety* upon request and add to any of the packages above.

¹Cocktail Sponsor: Receives 20 additional passes to cocktail reception.

²Lanyard Sponsor: Lanyards need to be provided by sponsor.

³Table Top Sponsor: 7 ft table will be provided with 2 chairs. Power and additional A/V requirements are additional and need to be arranged with venue.



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“We (Cisco) had a great experience working with Variety on the Entertainment & Technology Summit. The team went above and beyond to make sure we achieved maximum business impact through our sponsorship, including generating custom activation concepts that fit very well with our brand. It has been one of our best conference experiences yet.”

— JEFF MARUSAK, CISCO

Joe Roth was absolutely amazing... He gave cutting edge information and gave an opportunity to think of a global way of delivering new media and content.

I thought it was a great show...I learned a great deal in particular on what's happening in the entertainment industry. The format of panels with live discussions on entertainment and digital media was exciting.

The producers panel was enlightening... nice to see the folks that have been doing traditional broadcast media and film warming up to media.

TESTIMONIALS

