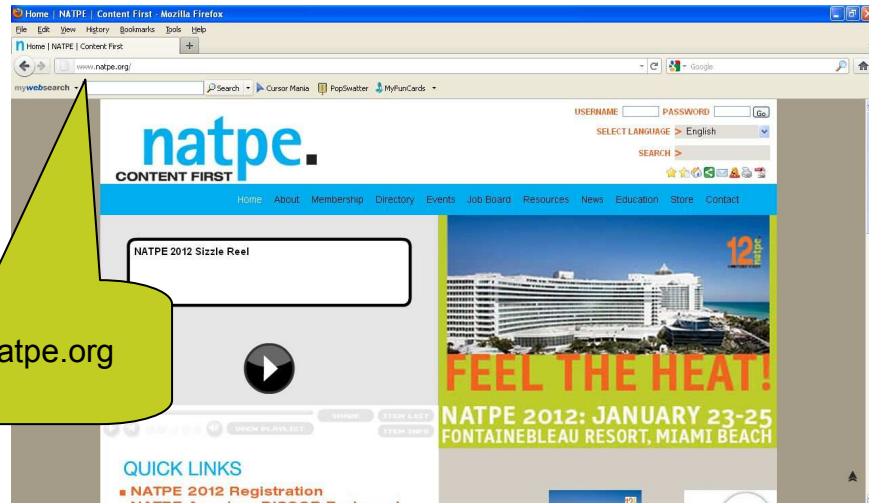


2012

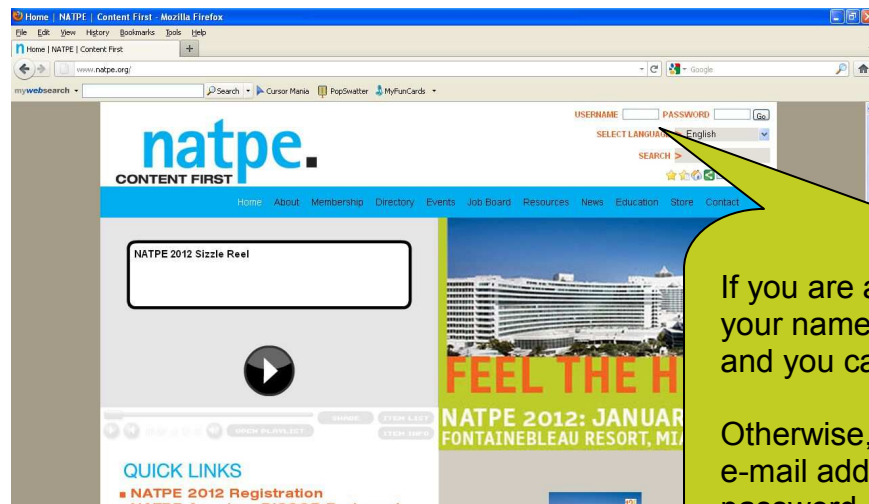
Market Guide & MyNATPE
Exhibitor Listing Tutorial

natpe.
CONTENT FIRST

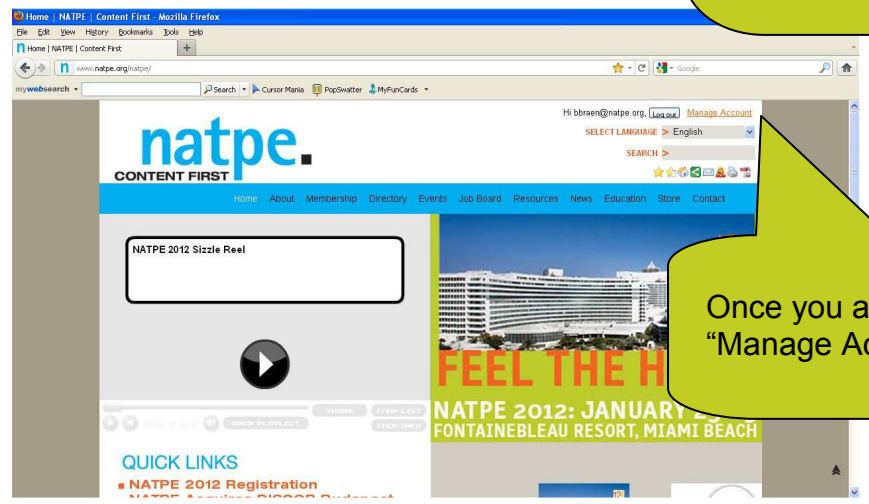
Update your NATPE '12 printed Market Guide and online MyNATPE Exhibitor Listing today. After December 8, 2011, all updates made will be reflected online only.



Begin at www.natpe.org



If you are already logged in, your name will appear here, and you can skip this step. Otherwise, enter your e-mail address and password, then click "Go."



Once you are logged in, click "Manage Account" to proceed.



Scroll down the site and click “Edit Your MyNATPE Online Resource Profile & printed MARKET GUIDE / Exhibitor Directory Listing.” If you don’t see this option, you are not authorized to make changes. Contact your company’s assigned editor.

If you don’t know who in your company was designated as editor, contact your NATPE sales rep, or NATPE Marketing (310-857-1615 or marketing@natpe.org).

Step 1: Edit Company Information

These fields were automatically generated, from the company information your exhibition contract lists.

Any changes made to these fields will be reflected in NATPE's printed Market Guide and online MyNATPE Exhibitor Listings. After December 8, 2011, all updates made will be reflected online only.

Step 1 of 3: Edit Company Information

Note: Changes made to the address on this page will only be reflected in your Listing. If you want to change the main Company address in the NATPE database please go to [Manage Account](#) and Edit Your Company Profile.

| | |
|---------------------------------------|---|
| Company Name | NATPE (Natl. Association of Television Program Execs) |
| Address Line 1 * | 5757 WILSHIRE BLVD PH 10 |
| Address Line 2 | |
| Address Line 3 | |
| City * | LOS ANGELES |
| State * | CA |
| Zip/Postal Code | 90036-3681 |
| Country * | USA |
| Main Phone | +1 310 453 4440 |
| Main Fax | +1 310 453 5258 |
| URL | http://www.natpe.org |
| General Email | info@natpe.org |
| Primary Company Type | Association/ Foundation/ Non-profit |
| Secondary Company Type | -- select -- |
| Listing Type | <input type="radio"/> Program Distributor - Click here if you would like to be able to list programs for sale <input checked="" type="radio"/> Products & Services(not programming) - Click here if you would like to be able to list available products and services <input type="radio"/> None - Click here if you do not wish to list any programs or products in your listing |
| [REQUIRED] Company Description | (Limited to 900 characters) 0/900 NATPE is a global, nonprofit organization committed to being a catalyst for the content revolution. Evolving to meet the needs of a changing media landscape, NATPE through its many activities including exclusive videos, live streaming events and vibrant annual market is at the |
| | <input type="button" value="CANCEL"/> <input type="button" value="SAVE AND CONTINUE"/> |

You must select one of three Listing Types.

Add Company Description

You are allowed 900 characters, and the counter will keep track for you.

After entering this information, click "SAVE AND CONTINUE."

Step 2: Edit Key Executives

Enter the first name, last name, title, and email address of each executive attending NATPE. We don't publish email info in the Market Guide. This info will only be used to allow each executive access to the MyNATPE Online Resource. It must be a unique email address.

Edit Your MyNATPE Online Resource Profile & printed MARKET GUIDE / Exhibitor Directory Listing

THE DEADLINE FOR LISTING IN THE NATPE 2012 PRINTED MARKET GUIDE IS THURSDAY, DECEMBER 8, 2011.

Step 2 of 3: Edit Key Executives

Please list names with titles (maximum of 100 characters) in the order you want them to appear on MyNATPE Online Resource and printed MARKET GUIDE / Exhibitor Directory. To reorganize the order that the executives will be listed, re-order the numbers in the listing sequence column on the left. By including email address the executive will receive a profile on MyNATPE and be able to fully use this valuable online resource to connect with prospects and clients.

Up to 20 names may be entered at no cost. Additional names can be added at a cost of \$10 per executive. If you wish to purchase additional names you can do so at the [NATPE Online Store](#). After your order is approved, you will be able to view your additional executive slots when you come back to this page.

Adding names below does not register Key Executives for NATPE 2012. The exhibitor contact for your company received a separate email with Exhibitor registration instructions. Please contact Eric Low with questions at registrationinfo@natpe.org or 310-453-4440 ext 253.

| Listing Sequence | First Name | Last Name | Title | Email |
|------------------|------------|-----------|---------------|-------------|
| 1 | Rick | Feldman | President & C | info@natpe. |
| 2 | Beth | Braen | SVP Marketi | bbraen@nat |
| 3 | | | | |
| | | | | |
| | | | | |

Executives' names appear in ascending order, depending on the order of your Listing Sequence. In our example, #1 Rick Feldman is first, then #2 Beth Braen. To re-order executives, simply re-number your Listing Sequence. Do not repeat or skip numbers.

Up to 20 FREE executive listings are included. You may purchase additional listings from the NATPE Store, by choosing its "Additional Executive Listing." Once a purchase is complete, please allow one business day for processing.

After receiving your confirmation e-mail, enter any additional names.

After entering this information, click "SAVE AND CONTINUE."

| Listing Sequence | First Name | Last Name |
|------------------|------------|-----------|
| 1 | Rick | Feldman |
| 2 | Beth | Braen |
| 3 | | |
| 4 | | |
| 5 | | |
| 6 | | |
| 7 | | |
| 8 | | |
| 9 | | |
| 10 | | |
| 11 | | |
| 12 | | |
| 13 | | |
| 14 | | |
| 15 | | |
| 16 | | |
| 17 | | |
| 18 | | |
| 19 | | |
| 20 | | |

CANCEL SAVE AND CONTINUE

General Email: info@natpe.org

Primary Company Type: Association/Foundation/Non-profit

Secondary Company Type: - select -

Listing Type:

- Program Distributor - Click here if you would like to be able to list programs for sale
- [REQUIRED]** Products & Services (not programming) - Click here if you would like to be able to list available products and services
- None - Click here if you do not wish to list any programs or products in your listing

Company Description (Limited to 900 characters):
 NATPE is a global, nonprofit organization committed to being a...

If in Step 1, you selected Listing Type: Program Distributor, continue to page 7 and Step 3A.

If in Step 1, you selected Listing Type: Products & Services, continue to page 9 and Step 3B.

General Email: info@natpe.org

Primary Company Type: Association/Foundation/Non-profit

Secondary Company Type: - select -

Listing Type:

- Program Distributor - Click here if you would like to be able to list programs for sale
- [REQUIRED]** Products & Services (not programming) - Click here if you would like to be able to list available products and services
- None - Click here if you do not wish to list any programs or products in your listing

Company Description (Limited to 900 characters):
 NATPE is a global, nonprofit organization committed to being a...

If in Step 1, you selected Listing Type: None, you don't have a Step 3. Continue to page 11.

General Email: info@natpe.org

Primary Company Type: Association/Foundation/Non-profit

Secondary Company Type: - select -

Listing Type:

- Program Distributor - Click here if you would like to be able to list programs for sale
- [REQUIRED]** Products & Services (not programming) - Click here if you would like to be able to list available products and services
- None - Click here if you do not wish to list any programs or products in your listing

Company Description (Limited to 900 characters):
 NATPE is a global, nonprofit organization committed to being a...

NOTE: This Step3A is only for those who selected in Step 1, Listing Type: Program Distributor. If you selected Products & Services, continue to page 9 and Step 3B. If you selected None, you don't have a Step 3 and can continue to page 11.

Step 3 of 3: Program Listings

Program titles will be listed in alphabetical order in our ONLINE SHOW GUIDE / Exhibitor Directory. Programs provided without a Program Type or Genre will NOT be included. Click on the Program Title to edit the description of that title. Click on "Add Another Program" to add a new program description.

Up to 10 programs may be entered at no cost. An additional five (5) program listings along with video links, links to marketing collateral and logo display with link can be purchased as the Enhanced Online Listing Package at the NATPE Online Store. After your order is approved, you will be sent a confirmation and instructions on how to complete your Enhanced Online Listing Package. You can learn more about this special package at <http://natpe.com/enhancedlisting>.

Programs will be sorted in alphabetical order by program type and then genre.

| No. | Program Title |
|-----|---------------------|
| 1 | Test |
| 2 | ADD ANOTHER PROGRAM |
| 3 | ADD ANOTHER PROGRAM |
| 4 | ADD ANOTHER PROGRAM |
| 5 | ADD ANOTHER PROGRAM |
| 6 | ADD ANOTHER PROGRAM |
| 7 | ADD ANOTHER PROGRAM |
| 8 | ADD ANOTHER PROGRAM |
| 9 | ADD ANOTHER PROGRAM |
| 10 | ADD ANOTHER PROGRAM |

Up to 10 programs may be entered at no cost. An additional five (5) program listings along with video links, links to marketing collateral and logo display with link can be purchased as the Enhanced Online Listing Package at the NATPE Online Store. After your order is approved, you will be sent a confirmation and instructions on how to complete your Enhanced Online Listing Package. You can learn more about this special package at <http://natpe.com/enhancedlisting>.

Programs will be sorted in alphabetical order by program type and then genre.

Step 3A: Program Listings

On this screen, programs are added and edited.

To add a program, click "ADD ANOTHER PROGRAM." You can enter up to 10.

To edit an existing program, click on the program's name. Program titles may not exceed 100 characters.

After entering this information, click "FINISH."

Edit Your NATPE ONLINE SHOW GUIDE & print MARKET GUIDE / Exhibitor Directory Listing

Add Program Listing

PROGRAM TITLE

ALTERNATE TITLE

PROGRAM TYPE DURATION OF EACH EPISODE MINUTES

GENRE # OF EPISODES

DO YOU OWN THE INTERNET RIGHTS TO THIS PROGRAM? YES NO UNKNOWN

IF NOT, WHO DOES?

LICENSE FEES

TERRITORIES AVAILABLE FOR LICENSE

COUNTRY OF ORIGIN

DO YOU OWN THE DVD RIGHTS TO THIS PROGRAM? YES NO UNKNOWN

IF NOT, WHO DOES?

(150 character limit)

SYNOPSIS

Add Program Listing

After clicking "ADD ANOTHER PROGRAM," enter your program's information here. Program titles may not exceed 100 characters.

You must select both a Program Type and Genre. Programs without them both will not be listed.

Also, complete the Duration of Episodes and Number of Episodes fields. Only numbers are accepted – no commas, colons, or other special characters.

After entering this information, click "SAVE."

Program Listings

Added programs will now appear, in alphabetical order.

To edit a program, click that program's title. Program titles may not exceed 100 characters.

To delete a program, check the "Delete" box.

Once satisfied with the 10 program listings you're allowed, click "FINISH." *

The information entered below will ONLY appear in the ONLINE SHOW GUIDE and mobile application. Information entered below will NOT appear in the printed MARKET GUIDE.

Step 1: Program Listings

Program titles listed in alphabetical order in our ONLINE SHOW GUIDE / Exhibitor Directory. Programs provided without a Program Type or Genre will NOT be included. Click on the Program Title to see the description of that title. Click on "Add Another Program" to add a new program description.

Up to 10 programs may be entered at no cost. An additional five (5) program listings along with video links, links to marketing collateral and logo display with link can be purchased as the Enhanced Online Listing Package at the NATPE Online Store. After your order is approved, you will be sent a confirmation and instructions on how to complete your Enhanced Online Listing Package. You can learn more about this special package at <http://natpemarket.com/enhancedlisting>.

Programs will be sorted in alphabetical order by program type and then genre.

| No. | Program Title | Description | Delete |
|-----|---------------------|-------------|--------------------------|
| 1 | Test | | <input type="checkbox"/> |
| 2 | TEST | | <input type="checkbox"/> |
| 3 | ADD ANOTHER PROGRAM | | |
| 4 | ADD ANOTHER PROGRAM | | |
| 5 | ADD ANOTHER PROGRAM | | |
| 6 | ADD ANOTHER PROGRAM | | |
| 7 | ADD ANOTHER PROGRAM | | |
| 8 | ADD ANOTHER PROGRAM | | |
| 9 | ADD ANOTHER PROGRAM | | |
| 10 | ADD ANOTHER PROGRAM | | |

CANCEL FINISH

Up to 10 programs may be entered at no cost. An additional five (5) program listings along with video links, links to marketing collateral and logo display with link can be purchased as the Enhanced Online Listing Package at the NATPE Online Store. After your order is approved, you will be sent a confirmation and instructions on how to complete your Enhanced Online Listing Package. You can learn more about this special package at <http://natpemarket.com/enhancedlisting>.

*** NOTE:** Up to 10 programs may be listed for FREE and will be published online on MyNATPE and on the Mobile Companion.

Also, each exhibitor can obtain a richer contact with attendees and upgrade to an enhanced listing package for \$45. This includes everything in the standard listing, plus a company logo; embedded video; and links to the exhibitor's LinkedIn, Facebook, Twitter, YouTube and MySpace accounts.

Not included in enhanced listings but available a la carte are: additional executives in attendance (\$10 per executive), additional programs (\$10 per item) or products/services (\$10 per item).

NOTE: This Step3B is only for those who selected in Step 1, Listing Type: Products & Services. If you selected None, you don't have a Step 3 and can continue to page 11.

General Email

Primary Company Type

Secondary Company Type

Listing Type

Program Distributor - Click here if you would like to be able to list programs for sale

[REQUIRED] Products & Services (not programming) - Click here if you would like to be able to list available products and services

None - Click here if you do not wish to list any programs or products in your listing

Company Description (Limited to 900 characters)

Step 3B: Product/Service Listings

On this screen, products/services are added and edited.

To edit an existing product/service, click its name.

To add a product/service, click "ADD ANOTHER PRODUCT/SERVICE."
You can enter up to 10.

After entering this information, click "FINISH."

The screenshot shows the 'Step 3 of 3: Listings' section. On the left, there is a table for adding products/services:

| No. | Product/Service Type | Description | Delete |
|-----|-----------------------------|-------------|--------|
| 1 | ADD ANOTHER PRODUCT/SERVICE | | |
| 2 | ADD ANOTHER PRODUCT/SERVICE | | |
| 3 | ADD ANOTHER PRODUCT/SERVICE | | |
| 4 | ADD ANOTHER PRODUCT/SERVICE | | |
| 5 | ADD ANOTHER PRODUCT/SERVICE | | |
| 6 | ADD ANOTHER PRODUCT/SERVICE | | |
| 7 | ADD ANOTHER PRODUCT/SERVICE | | |
| 8 | ADD ANOTHER PRODUCT/SERVICE | | |
| 9 | ADD ANOTHER PRODUCT/SERVICE | | |
| 10 | ADD ANOTHER PRODUCT/SERVICE | | |

Below the table are 'CANCEL' and 'FINISH' buttons. The right sidebar contains several advertisements:

- TUESDAY OCTOBER 26**: CONTRIBUTING SPONSOR natpe. HRTS.org
- COSTUME EXPRESS**: Dressing Your Imagination
- CONTENT FIRST**: Streaming Event natpe. Latin American Co-Production Business Models in the XXI Century. Date: Thursday, October 25, 6:30 - 8:30pm. Location: Telemunido Network, 2240 W 8th Avenue, Hialeah, FL 33020. Click for Details.
- ACT productions, Inc.**: OVER 25 YEARS OF FILM, VIDEO, PRINT AND EVENT PRODUCTION SERVICES. WWW.ACTPRODUCTIONS.COM, 407 LINCOLN RD., STE 302, MIAMI BEACH, FL, USA, +1 305 3 363 3099

Add Product/Service Listing

TYPE (150 character limit)

DESCRIPTION

Add Product/Service Listing

Select the product/service type, and add a 150-character description. Our counter tracks your characters.

When finished, click "SAVE."

Step 3 of 3: Product/Service Listings

Products/services listings will appear in alphabetical order in our ONLINE SHOW GUIDE / Exhibitor Directory. Click on the Product/Service Type to edit the description of that product/service. Click on "Add Another Product/Service" to add a new product/service description.

Up to 10 products/services may be entered at no cost. An additional five (5) products/services listings along with video links, links to marketing collateral and logo display with link can be purchased as an Enhanced Online Listing Package at the [NATPE Online Store](#). After your order is approved, you will be sent a confirmation and instructions on how to complete your Enhanced Online Listing Package. You can learn more about this special package at <http://natpemarket.com/enhancedlisting>.

| No. | Product/Service Type | Description |
|-----|-----------------------------|---------------------------|
| 1 | Other | NATPE Market & Conference |
| 2 | Other | PitchCon |
| 3 | Other | NATPE Budapest |
| 4 | ADD ANOTHER PRODUCT/SERVICE | |
| 5 | ADD ANOTHER PRODUCT/SERVICE | |
| 6 | ADD ANOTHER PRODUCT/SERVICE | |
| 7 | ADD ANOTHER PRODUCT/SERVICE | |
| 8 | ADD ANOTHER PRODUCT/SERVICE | |
| 9 | ADD ANOTHER PRODUCT/SERVICE | |
| 10 | ADD ANOTHER PRODUCT/SERVICE | |

Once satisfied with the 10 product/service listings you're allowed, click "FINISH." *

* **NOTE:** Up to 10 products/services may be listed for FREE and will be published online on [MyNATPE](#) and on the Mobile Companion.

Also, each exhibitor can obtain a richer contact with attendees and upgrade to an enhanced listing package for \$45. This includes everything in the standard listing, plus a company logo; embedded video; and links to the exhibitor's LinkedIn, Facebook, Twitter, YouTube and MySpace accounts.

Not included in enhanced listings but available a la carte are: additional executives in attendance (\$10 per executive), additional programs (\$10 per item) or products/services (\$10 per item).

NATPE '12 Market Guide & MyNATPE Listing Tutorial P. 11 of 12

[Edit Your MyNATPE Online Resource Profile & printed MARKET GUIDE / Exhibitor Directory Listing](#)

View Your Listing

The following MyNATPE and Market Guide Listing has been submitted to NATPE.

You may edit your listings at any time prior to Thursday, December 8, 2011. Changes made here by Thursday, December 8, 2011 will be reflected in the printed NATPE MARKET GUIDE. Changes made after Thursday, December 8, 2011 will only be reflected on MyNATPE Online Resources including our Mobile Companion.

Company Information

Company Name NATPE (Natl. Association of Television Program Execs.)

Description NATPE is a global, nonprofit organization committed to being a catalyst for the content revolution. Evolving to meet the needs of a changing media landscape, NATPE through its many activities including exclusive videos, live streaming events and vibrant annual market is at the nexus of the multiplatform content world. Now held in Miami, a major international destination, NATPE 2012, January 23-25 is where creativity meets connectivity and commerce. NATPE|Content First.

Address 5757 WILSHIRE BLVD PH 10

Address (Cont)

Address (Cont)

City LOS ANGELES

State CA

Zip/Postal Code 90036-3681

Country USA

Main Phone +1 310 453 4440

Main Fax +1 310 453 5258

General Email info@natpe.org

URL http://www.natpe.org

Primary Association/Foundation/Non-profit

Company Type

Secondary

Company Type

Executive Listings

| Name | Title | Email |
|--------------|-----------------|------------------|
| Rick Feldman | President & CEO | info@natpe.org |
| Beth Braen | SVP Marketing | bbraen@natpe.org |

Product/Services Information

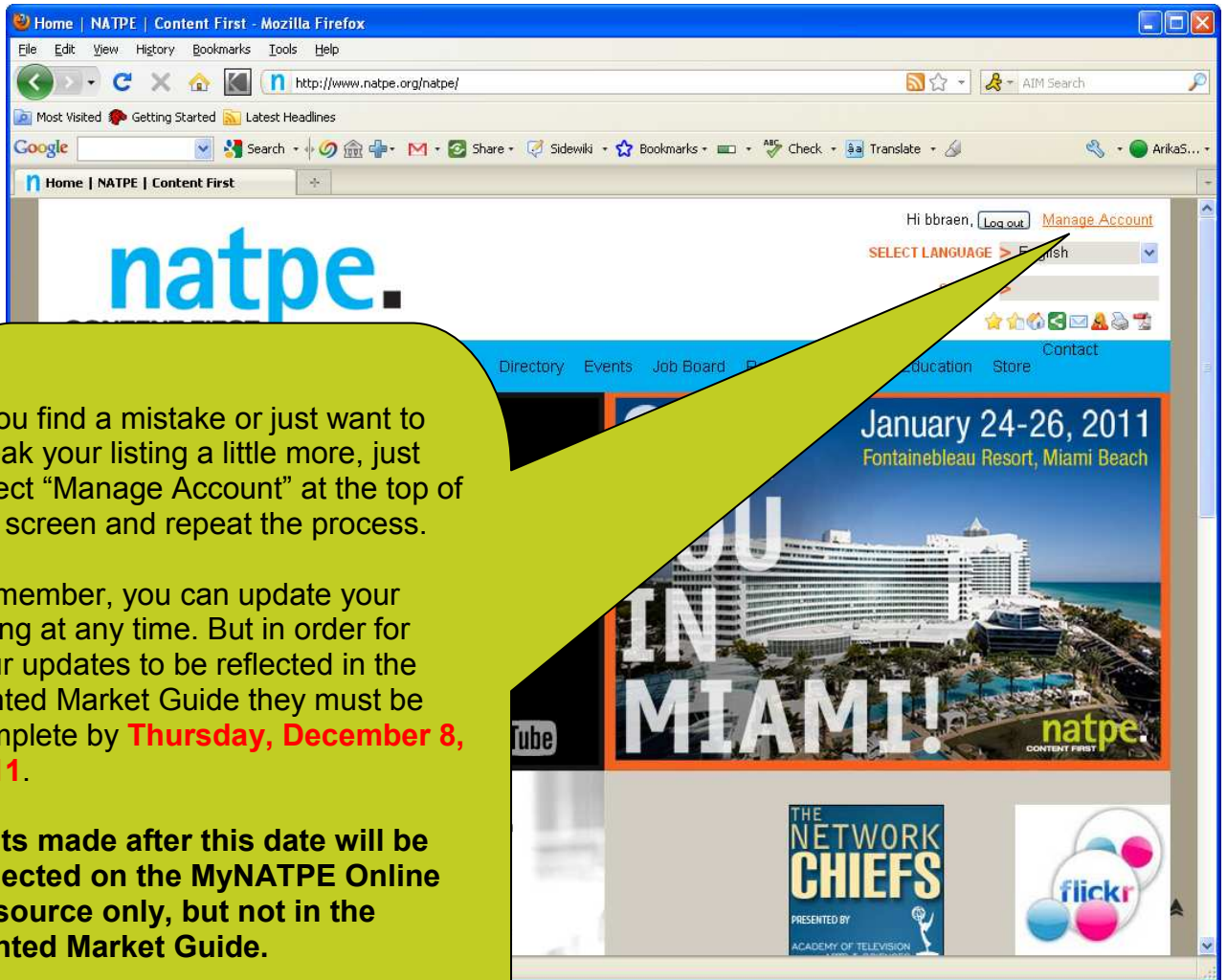
| | | | |
|------------------------|------------------------|-------------|---------------------------|
| Product / Service Type | Other | Description | NATPE Market & Conference |
| Product / Service Type | Other | Description | PitchCon |
| Product / Service Type | Other | Description | NATPE Budapest |
| Product / Service Type | Audio Visual Equipment | Description | |

You have successfully completed your listing. Print this page for your records. A confirmation will be emailed to you shortly. Thankyou, and see you in Miami Beach.

Congratulations! Your Exhibitor Listing has been submitted, and you will receive a confirmation e-mail shortly.

Please double-check all information and continue to page 12 for further details, including how to and when to update your Exhibitor Listing.

* **NOTE:** Each exhibitor can obtain a richer contact with attendees and upgrade to an enhanced listing package for \$45. This includes everything in the standard listing, plus a company logo; embedded video; and links to the exhibitor's LinkedIn, Facebook, Twitter, YouTube and MySpace accounts.



If you find a mistake or just want to tweak your listing a little more, just select “Manage Account” at the top of the screen and repeat the process.

Remember, you can update your listing at any time. But in order for your updates to be reflected in the printed Market Guide they must be complete by **Thursday, December 8, 2011**.

Edits made after this date will be reflected on the MyNATPE Online Resource only, but not in the printed Market Guide.

If you have any trouble, contact your NATPE sales rep or Marketing Coordinator at 310.857.1615 or marketing@natpe.org.

See you in Miami!