

NATPE® 05

CONFERENCE & EXHIBITION
TUESDAY - THURSDAY
JANUARY 25-27
MANDALAY BAY RESORT
LAS VEGAS, NEVADA

General Sponsorship Opportunities

The NATPE floor is the focus of activity throughout the three days of exhibition. Our sponsorships are built to provide your brand repeated exposure to over 7,500 potential clients.

Self-Registration Area

Computer-savvy attendees appreciate the convenience and speed of the Self-Registration Area. They'll see your screensaver at the beginning of the registration process and your logo on the kick boards; the area's prominent positioning ensures universal visibility. **\$15,000**

Cyber Café

Internet access is in high demand at NATPE 2005. Promote your brand in the Cyber Café. Each four-sided pod features computers ready for your logo or screensaver. Signage on the pods means that even passers-by don't overlook your brand. **\$20,000**

NATPE Networking Lounge

One of the most heavily promoted, high-traffic areas on the floor is the NATPE Networking Lounge, a combination meeting space and rest stop featuring beverage service and the latest industry news. Your exclusive 10'x10' space within the lounge promises unique positioning on the floor. **Contact your NATPE representative for details.**

Exhibit Floor Mixers

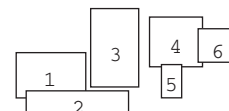
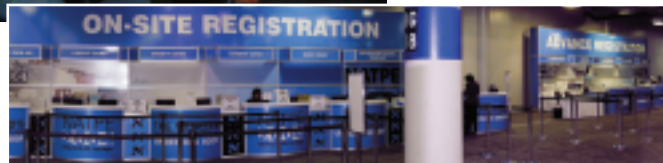
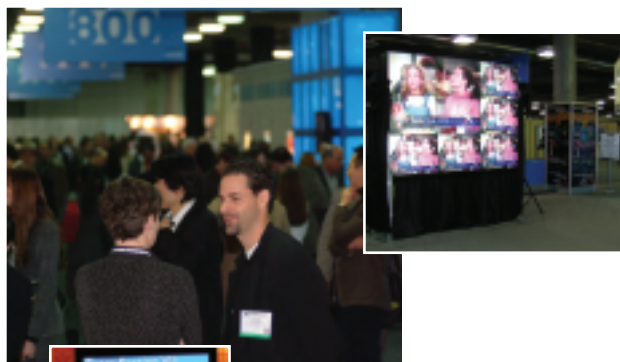
Later in the day, Exhibit Floor Mixers draw attendees looking to seal a deal or open a new dialogue. They see it as a chance to relate with colleagues in a more relaxed atmosphere; you'll see it as a chance to tie in your brand with one of their favorite activities. **\$20,000 per day with two locations on the floor, including beverage service.**

Information Kiosks

Sometimes, even the best organized attendee needs a little assistance to negotiate the conference. Located throughout the entire NATPE conference area within the Mandalay Bay, Information Kiosks give advice, directions and information to anyone in need, and can be a great, low-key way to raise awareness of your product. **\$15,000 for three locations**

Video Wall & Leader Boards

Do they need to see it to believe it? Then make sure they see it. For maximum exposure, there's no safer bet than positioning your brand throughout the entire event on the Video Wall & Leader Boards. Your :30 or :60 video will run continuously during all conference hours on the Video Wall located in the registration area or your logo with text can be seen by all attendees in the registration area, at Super Sessions, in the NATPE Networking Lounge and on the hotel suite floors. Cover all your bases by covering all of ours! **\$4,500 for video wall and leader boards, or \$2,500 for video wall only.**



1. Networking Lounge
2. Registration Area
3. Cyber Café
4. Floor Mixer
5. Leader Board
6. Video Wall

SUBMISSION GUIDELINES:

Video Wall

Each :30 or :60 tape should be delivered as follows:

- Betacam SP (NTSC Only)
- Tape must be in linear fashion with no breaks or gaps
- Two channel audio (stereo mix)
- Field 1 dominant
- Non drop frame
- Continuous time code
- 5 seconds of color bars & tones
- 5 seconds of black before program starts
- 5 seconds of black at the end of complete footage

DEADLINES: Deliver materials to NATPE by January 5, 2005.

DELIVER ALL VIDEO TO:

NATPE Marketing Department
5757 Wilshire Blvd., Penthouse 10
Los Angeles, CA 90036
E-mail: bbraen@natpe.org

CONTACT: Please speak with Beth Braen (310-453-4440, ext. 227) if you have any questions regarding these video specifications.

Leader Boards

Call your NATPE representative for complete specs and deadlines.