THE SMPTE WASHINGTON DC SECTION
2013 ANNUAL TECHNOLOGY CONFERENCE

Monday June 10th & Tuesday, June 11th
Chesapeake Beach Resort and Spa, Chesapeake Beach, MD

Request for Sponsorship
&
Sponsor Information Package

Presented by

THE SOCIETY OF MOTION PICTURE
AND TELEVISION ENGINEERS
WASHINGTON DC SECTION
Thank you for your interest in sponsoring the Bits By The Bay annual technology conference. Without your generosity and support this event would not be possible.

This is the leading forum for broadcast technology in the Mid-Atlantic area. Our previous events have sold out; last time we had over 120 paid attendees and we expect to sell out again this year. Our past attendees have included senior engineering management from ABC, CBS, CNN, Fox, NBC Olympics, PBS stations, Comcast, Nielsen, C-SPAN, Discovery, Intelsat, Viacom, local systems integrators, government and military agencies and many other notable organizations.

This year’s conference is again a two-day event. On June 10th we’ll focus on building up the foundation skills of our attendees with presentations and workshops focusing on the fundamentals of broadcast technology. On June 11th we’ll provide presentations covering the latest in technology, standards and trends.

We’re seeking sponsors to help us make this event possible. We believe it’s vitally important to reach out beyond our current SMPTE membership to the rising stars of tomorrow as well as those in allied industries such as IT and new media. To accomplish this, we only charge a nominal attendance fee and are dependent upon the generosity of our sponsors to make up the difference. Breakfast, lunch, breaks, a cocktail reception and conference dinner are all made possible through your generosity. If you can help us, please contact our sponsorship chair Bob Natwick. Sponsorship payments can be made using a credit card on the event registration page at www.smptedc.org or by check or purchase order.

We will also be hosting a reception for the SMPTE managers, presenters, sponsors and out-of-town attendees near the hotel on the evening of Sunday, June 9th and we hope you will join us for this.

The event this year will again be held at the Chesapeake Beach Resort and Spa in Chesapeake Beach, MD. This is a new hotel on the Chesapeake Bay, about an hour’s drive from either the Reagan National (DCA) or Baltimore-Washington International (BWI) airports. You do not need to stay in the event hotel in order to attend, and there is no charge for parking.
**Sponsorship Rates**

<table>
<thead>
<tr>
<th>Amount</th>
<th>Sponsored Event</th>
<th>Attendees</th>
<th>Benefit to sponsor</th>
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<tbody>
<tr>
<td>$2500</td>
<td>Lunch (2) or Cocktail reception (1)</td>
<td>4</td>
<td>All benefits of general sponsorship plus recognition at specific function (acknowledgement from podium before and after function). Display screens in meeting room and break room for sponsor slides (static or dynamic). May also provide branded items during function (napkins, coffee cups, drink cups, swizzle sticks, logos on wine bottles, etc...)</td>
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<tr>
<td>$1500</td>
<td>Half-share of above, Breakfast (2) or wine for conference dinner (1)</td>
<td>2</td>
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<tr>
<td>$750</td>
<td>Morning or afternoon break (4)</td>
<td>1</td>
<td></td>
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<tr>
<td>$500</td>
<td>General event sponsorship (6)</td>
<td>1</td>
<td>Logo and recognition on signage, displays and program. Introduction of sponsors and acknowledgement from podium. Opportunity to provide literature and promotional material to attendees. Requested items include lanyards, USB sticks, pens and letter-size notepads or binders. Pre-event and post-event list of attendees with contact information (Company, email, phone). Complimentary attendance for the number of attendees shown in column to the left.</td>
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For more information, please go to our website: [www.smptedc.org](http://www.smptedc.org)

**Sponsor Information**

**What we need from you:**

- Please register your sponsorship and pay on our website by credit card at [www.smptedc.org](http://www.smptedc.org). Go to the conference web page and registration link. If you prefer to pay using a purchase order or other means please contact Bob Natwick for information.
- The conference dinner on Monday is not included in your complimentary registrations; please be sure to sign up for this on the registration page. Family and guests are welcome.
- Please email Peter Wharton a high-resolution graphic for the program and signage.
- Please email Peter Wharton a PowerPoint presentation (auto running in kiosk mode) or a slide you’d like us to put on the screens during your sponsored event.
- If you can provide any promotional items for our attendees they always appreciate this, especially items they can use during the conference: pens or pencils, notepads, lanyards, etc… Please coordinate these items with Bob Natwick.
- If you have any nicer items that you’d like to donate we will have a door prize raffle.
- Please provide Karl Kuhn with the names of your complimentary attendees as noted above based on your sponsorship level so that we can have name badges for them. If your attendees will not be here for both days please let us know that so that we may adjust our meal plans accordingly.
- We do not permit equipment demonstrations at this conference except by prior approval as part of a presentation. We do not have security for such equipment or space for demos.
- Sponsors may use the break room to conduct business, make cell phone calls, etc… during the conference. There is also Wi-Fi in the meeting and break room and outlet strips are provided for laptop power for your convenience.
Sunday Night Reception

On Sunday night we will be having a welcoming reception and cookout from 6:00 – 9:00 PM for our sponsors, presenters and out-of-town attendees. We hope you’ll join us for this.

4535 Camp Roosevelt Drive
Chesapeake Beach, MD 20732
(410) 257-7077

To get to the reception, turn left at the light leaving the hotel and head south on Rt. 261 (Bayside Road) for 4 miles. Turn left on Camp Roosevelt Drive and then make the second right (there is a mailbox hutch at this driveway with 4535 under one of the mailboxes)

Keep right at the brick columns. You’ll go down a hill and up the other side of the valley, then make a hairpin left turn into the driveway.

We hope you enjoy our conference and welcome any feedback and ideas you have for improving this event. We look forward to seeing you in Chesapeake Beach!

On behalf our SMPTE, our section members, managers and conference attendees, please accept our sincere gratitude for your generosity and support in making this event possible.

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For more information, latest program updates and to register, visit the SMPTE Washington DC website:
www.SMPTEDC.org