

Createasphere/EXPLORE Digital Asset Management Conference and Exposition



The Entertainment and Media industry premier event on the management of digital assets

This conference and expo will shape the standards and explore the urgent global issues of digital asset management in the entertainment and media sector.

Globally, spending on digital asset management is estimated to increase from 500 million in 2009 to over 1 billion by 2014. This rapid growth will bring tremendous opportunity along with unforeseen threats to entertainment and media organizations. This game changing transition will drive the rapid adoption of new technology, project development, workflows, and security protocols within the industry. It will also demand a new breed of professionals with current understanding of the issues and exposures that come with new approaches. This professional conference and expo is specifically designed to bring together technology leaders, entertainment and media organizations and an interdisciplinary group of practitioners to define the future, and current best practices specific to entertainment, broadcast, gaming, advertising and media.

About the Events

The conferences will premier in Los Angeles on February 17 & 18 at the Universal Hilton in Universal City, CA to be followed by New York on September 22 & 23 at the New Yorker Hotel and Manhattan Center Stages in New York City. Each two day event will include a professional conference comprised of keynote presentations, expert panels, and educational sessions from technology leaders and industry professionals. The event will also feature an expo floor of exhibitors and industry sponsors providing a unique opportunity to explore specific products and talk with industry suppliers and experts. Networking mixers and VIP events will round out the conference.

Co-located with the Createasphere Entertainment Technology Expo, the Digital Asset Management conference will provide attendees and exhibitors a valuable opportunity to explore the challenges of digital media then step next door to experience the cutting edge of entertainment technology in one value packed event.

Topics Covered at the Conference:

- Increasing revenue and efficiency through DAM strategies
- Rights management within the entertainment industry
- Web 2.0 and its impact on asset management
- Changes and advancements in the Entertainment & Media industry and DAM strategies to stay ahead
- High performing technologies and their place in the workflow
- Library asset management systems, with a focus on storage and retrieval of large amounts of infrequently changing media assets, for example in video or photo archiving.
- Usage of production asset management systems for asset organization, storage and digital media production
- Changes and advancements in the Entertainment & Media industry and DAM strategies to stay ahead
- Protection and storage of assets and their relationship to the balance sheet.



Exhibit and Sponsorship Opportunities

If you are a product manufacturer, service provider or authority in the arena of the management of media and digital assets, the Createasphere Digital Asset Management Conference and Exposition will provide you a pivotal opportunity to connect and present to a broad cross-section of the entertainment and media industry. Leaders in this industry are urgently exploring how to build effective systems, manage workflows, address security concerns and educate industry partners in new digital practices. This provides a unique opportunity for vendors and industry leaders to connect with this community at a key moment of need. The conference and exposition have been designed to provide numerous interactions between exhibitors and conference attendees. Participation in this event should be a key part of your marketing schedule. We invite you to talk with one of our sales associates about ways to optimize this event to fit your unique product or service marketing needs.

Sponsorship/Exhibition packages:

Expand your product or service awareness and connect with your customers. Join us as an exhibitor and sponsor and benefit from the elite group of Digital Asset Management attendees. In addition, benefit from the co-located Entertainment Technology expo and its attendees.

Platinum Sponsor – Cost: \$10,000 USD

Gold Sponsor – Cost: \$5,000 USD

Demo Suite:

Be steps from the exhibit area in your own suite for environmentally controlled and private demos. Call for specific details.

Cost \$4,000

Exhibition Package:

Includes: 8x10 space, 6 foot table, 2 chairs, trash can, one 20 amp electrical drop, table top sign, 1x easel, and listing in show guide .

Cost: \$2,000 USD

Specialty Sponsorships:

Education Sponsorships:

One hour presentation and demonstration. This is a unique opportunity to demo your product and the capacity of your technology directly to the buyers. Includes: database of all attendees in session, session description and logo in show guide.

Cost: \$3,500 USD

Luncheon Sponsorship:

Each day of the event, you have the opportunity to sponsor the luncheon given to all attendees and VIPS. As part of this package you receive an opening message (5 minutes in length with logo recognition on the screen throughout the luncheon).

Cost: \$5,500 USD (One luncheon sponsor per day)

Evening Reception Sponsorship:

The first evening of the event you have the opportunity to sponsor the evening cocktail hour. This time is critical for mixing and mingling and for your brand awareness. Includes signage during the show and branding in the show guide and online.

Cost: \$2,500 USD

Conference & Expo lanyards:

Cost: \$1,500 (Sponsor to provide)

Badge insert & Literature distribution:

Call for availability and pricing