

CLOSING THE CHASM BETWEEN ENTERTAINMENT & TECHNOLOGY

FORBES MEET FORUM

MEDIA • ELECTRONIC ENTERTAINMENT • TECHNOLOGY

October 24-25, 2006
Beverly Hills Hotel
Los Angeles

Sponsorship
Opportunities

Forbes
MEET
media | electronic entertainment | technology

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**"From
Gutenberg
to Google,
technology
tears down
empires."**

Rich Karlgaard

MEET Forum Attendees

- Entertainment and studio executives
- Broadcast, cable, telcos and satellite executives
- New media companies
- Film, online, music and TV executives
- Consumer electronics manufacturers
- Computer and Internet companies
- Technology companies
- Financial and venture capital executives
- Video game manufacturers and developers
- Advertising executives/CMOs

Meet the World's Top Media, Entertainment and Technology Executives Face-to-Face

It's no secret that many technologies have been as unwelcome in Hollywood as digital recording has been on Madison Avenue. Whether taking the fight over VCRs to the Supreme Court or dismantling file sharing services like Napster, the entertainment industry has long acted defensively to profitable new innovations — yet seldom with enough dexterity to profit from them.

With new digital technologies poised to cause further market disruption, a question arises: how can the media and entertainment industries take advantage of emerging products instead of viewing them mainly as a threat? And will it be possible for everyone to ride the wave — and profit in this new age of mega-convergence?

A Breakthrough Opportunity

From its award-winning editorial of emerging technologies, innovators and investor opportunities, to its elite conferences and audiences, Forbes is uniquely positioned to bridge the gap between entertainment and technology, highlighting the products and services, profit streams and customers that a new era of cooperation will make possible.

This year's MEET Forum at the Beverly Hills Hotel will bring together moguls from established incumbents, industry upstarts and venture capitalists to discuss technology, consumption, markets, legal issues, financial models, trends, changes and other significant issues affecting the industry.

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"Keep your friends close and your enemies closer."

Sun Tzu

About the Co-Chairs

Rich Karlgaard

Rich Karlgaard is the publisher of *Forbes* magazine. In his "Digital Rules" column, Rich writes about technology, entrepreneurship, regional economic development and the future of business and work. He also lectures on these subjects and is a regular participant on the Fox News Channel's *Forbes on Fox*.

Dennis Kneale

Dennis Kneale has been the managing editor of *Forbes* magazine since 2000 and covers the telecommunications, health care, pharmaceutical, and media and entertainment industries in addition to the Internet. Dennis spent 16 years with the *Wall Street Journal* where he oversaw coverage of the breakthrough in AIDS treatment, which won the Pulitzer Prize for National Affairs Reporting.

Featured Speakers

Join Rich Karlgaard, *Forbes* Publisher, and Dennis Kneale, *Forbes* Managing Editor, for two-days of panel discussions, interviews, case-study workshops and debates featuring:

- **Barry Diller**, Chairman & CEO, IAC/InterActiveCorp; Chairman, Expedia, Inc.
- **Michael Eisner**, Former CEO, The Walt Disney Company
- **Chad Hurley**, CEO & Co-Founder, YouTube
- **Quentin Hardy**, Silicon Valley Bureau Chief, *Forbes* magazine
- **Bruce Upbin**, Assistant Managing Editor, *Forbes* magazine
- **Roy Salter**, Principal, The Salter Group

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BARRY DILLER
Chairman & CEO,
IAC/InterActiveCorp;
Chairman, Expedia



MICHAEL EISNER
Former CEO,
The Walt Disney
Company



Topics

- The Next Video Revolution
- Advertising in the Age of DVRs
- Reinventing the Movies
- Music: The iPod Economy
- Video Games: Muds and Memes and Other Things
- Forbidden Boxes: Outlawed but Inevitable?
- Fixing the Patent and Copyright System
- Meet Your Worst Nightmare
- Who Pays for News?

Conference Sponsorship Benefits

With increased pressure on marketing ROI, Forbes conferences offer sponsors unique opportunities to:

- Position your company as an innovator
- Showcase your latest technologies and products
- Build relationships with industry change agents and investors
- Take advantage of in-person selling opportunities

Sponsorship Level	Pricing	Featured Benefits
Premiere	\$300,000	<ul style="list-style-type: none">• agenda participation• ownership of attendee list• exclusive sponsor of in-room gift• private onsite hospitality suite or area• P4C ad in Special Report on MEET (see below) and 500 section reprints
Signature	\$175,000	<ul style="list-style-type: none">• speaking opportunity• ownership of attendee list• gift bag participation
Corporate	\$100,000	<ul style="list-style-type: none">• ownership of attendee list• gift bag participation
Experiential Room	\$35,000	<ul style="list-style-type: none">• interactive display space outside Crystal Ballroom (maximum of 10)

Sponsors also receive the following according to their level of participation:

- Complimentary passes for sponsor's executives
- Complimentary passes for clients
- 4CB ad in program book
- Branding on marketing and promotional materials listed alphabetically with other sponsors in same level
- Branding and Web link from MEET's site to yours
- Table seated at dinner
- Display table/collateral distribution

Extended Impact Opportunities

- **Forbes.com - Sponsorship of Hollywood Special Feature**
 - "Sponsored By" logo on each page view
 - Video sponsorship including MEET coverage and opportunity for :30 in-program video ad
 - 100% of all ad units to provide total share of voice
 - Ad rotations within the Digital Entertainment Section
 - All features included, \$75,000
- **Special Report on MEET: Leveraging Technology for a New World of Entertainment**, appearing in the December 25, 2006 issue of Forbes. This report will:
 - discuss how technology has expanded entertainment delivery channels to the consumer
 - showcase your technology/innovations directly to Forbes affluent audience.
 - include a \$60,000 Net P4CB ad and 500 reprints for participants
- **Forbes.com conference highlights Webcast**

Hospitality Sponsorship Opportunities

- Luncheon/Cocktail Reception

For more information on sponsoring the Forbes MEET Forum, contact:

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