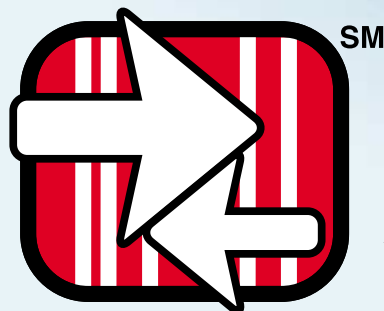


invitation to exhibit



SM

***streaming
media* Ca**

October 14–16, 2003

Santa Clara Convention Center | Santa Clara, CA

October 13

Executive and Technical Workshops

October 14

Keynote & Educational Sessions • Exhibit Hall Grand Opening & Preview

October 15–16

Keynotes & Educational Sessions • Exhibit Hall & Special Seminars

The Focused Digital Media Event
About Rich-Media Technology and Solutions for Business

... now organized by **Information Today, Inc.**



www.streamingmedia.com/CA

info@streamingmedia.com



Business World **Rich-Media Applications** and **Solutions**

Streaming Media CA Attendees Will Include:

- ~ C-level executives
- ~ CIOs, intranet managers, and IS managers
- ~ Corporate communications executives
- ~ Distance learning, training, and education professionals
- ~ Advertising and Web marketing agencies
- ~ Content providers and Internet publishers
- ~ Online retailers and e-commerce professionals
- ~ Sales, marketing, and HR professionals
- ~ Government officials
- ~ Entertainment, media, and sports executives
- ~ Gaming executives and developers
- ~ Streaming media industry professionals
- ~ Analysts, investors, and venture capitalists
- ~ TV, radio, and cable broadcasters

At Streaming Media CA 2003, learn how rich-media applications and solutions can increase the profitability, efficiency, and productivity of your business!

Streaming Media CA 2003 brings together all the components of the rich-media value chain, including application developers, hardware providers, and network providers—and executives and decision makers who are implementing rich-media within their organizations.

The in-depth program of workshops, conference sessions, and seminars is designed to give you a comprehensive and interactive educational experience by focusing on several key market segments that are rapidly adopting rich-media technology, including business/enterprise, e-learning, and media and entertainment verticals, plus others. At Streaming Media CA, you will get tips, strategies, and practical advice that you can put to use immediately.

Who Will You Do Business With?

Streaming Media CA attendees are executives and senior management officers of Fortune 1000 companies who have come to learn about streaming and digital media products and services and how to apply them. They are looking for ways to increase their ROI in the enterprise, financial, and government sectors, and your company can lead the way! At Streaming Media CA, you'll meet focused decision makers with proven purchasing power who are eager to invest in and deploy streaming and digital media technology. Streaming Media CA is the most highly targeted gathering of people involved in, or seriously looking to use, streaming and digital media. Take advantage of being able to expand your reach by meeting face to face with this valuable audience.

"I was surprised to see, even in this economic environment, the turnout [for Streaming Media NY] was nonstop for the entire duration of the show. We were demonstrating our product constantly, and did not even have time to attend any of the talks. As well, we are in discussions with many of the prospects we met with, and hope to be making some announcements shortly as a result of the show. Overall, we found this show extremely valuable, well worth the investment, and will definitely be attending again next year."

— Leslie Bocskor, President, ModeEleven



A Focused Event That Delivers Decision Makers **Looking to Implement Streaming Media in Their Organizations**

■ *Focused Solutions*

The Streaming Media CA Exhibition is a must for anyone selling streaming products, services, or content for use in corporate communications, digital media entertainment and technology, marketing, or the streaming industry itself. Here, exhibitors have an unmatched opportunity to brand and communicate their company's image and message, make major industry announcements, release new products and initiatives, make deals, and do business.

■ *Cost-Effective and Targeted*

Streaming Media CA offers an affordable way to reach a target audience of enterprise, healthcare, finance and banking, government, entertainment, and marketing and advertising decision makers. They'll be looking for information and to purchase solutions for their business—don't miss the opportunity to share your knowledge and expertise and get your products and services in their hands!

■ *Industry-Specific Promotion*

Streaming Media CA is backed by an extensive marketing plan that includes focused promotion through direct mail, print, radio, e-mail, and Web advertising, association partnerships, and a compelling PR campaign. With this level of promotion, and the combination of a world-class conference and exhibition, Streaming Media CA offers an unparalleled environment for key industry players to meet face to face with customers and integrators of streaming and digital media technology and services.

Benefits of Exhibiting:

- ~ Access to qualified attendees and buyers
- ~ Company listing on Streaming Media CA Web site
- ~ 50-word company description listed in the event Show Guide
- ~ One free 3-day conference pass
- ~ Opportunity for discounted Portfolio Services and Promotional opportunities including advertising on streamingmedia.com and in the *Streaming Media Industry Sourcebook*
- ~ Opportunity to utilize the Presentation Theatre on the show floor for hands-on demonstrations, product tutorials, creative presentations, and special announcements. Call for details.

Exhibit Hours:

Tuesday, October 14 | 5:00 p.m. - 7:00 p.m.
Wednesday, October 15 | 10:00 a.m. - 4:30 p.m.
Thursday, October 16 | 10:00 a.m. - 3:30 p.m.

Booth Prices:

\$2,995 for the first 10'x10' booth.
\$2,000 for each additional 10'x10' booth space.
\$1,500 for tabletops available in exhibit hall.

Call today to discuss how Streaming Media CA can work for you!

Event and promotional sponsorship opportunities are available that can be custom tailored to fit your budget and marketing goals.

For more information, contact:
Michael Putnam
michael@streamingmedia.com
Phone: (203) 761-1466, ext. 529
Fax: (203) 761-1444

Joel Unickow
joel@streamingmedia.com
Phone: (877) 812-8815



Streaming Media CA 2003 Sponsorship
Streaming Media CA 2003 offers numerous sponsorship and branding opportunities. Contact us today to discuss how we can help you meet your sales and marketing objectives.

Promotional Opportunities

Portfolio Service

This service allows your company to place its promotional messages in the portfolio bags of full-conference registrants. Exhibitors can double the impact of their messages with the Portfolio Service, while nonexhibitors can still be visible to the Streaming Media CA buying audience.

Streaming Media

CA exhibitor \$595/insertion

Nonexhibitor \$895/insertion

Show Guide Advertising

Advertise in the Streaming Media CA Show Guide. The Show Guide details all of the conference programming and showcases the exhibitors. Read by all conference attendees and exhibit visitors, it's the perfect place for your marketing message.

Full page 4-color \$2,495

Half page 4-color \$1,995

Reserve Your Exhibit Space, Sponsorships, and Promotional Opportunities Today

For more information, contact

Michael Putnam

michael@streamingmedia.com

Phone: (203) 761-1466; Fax: (203) 761-1444
 213 Danbury Rd., Wilton, CT 06897

Joel Unickow

joel@streamingmedia.com

Phone: (877) 812-8815

OR

Information Today, Inc.

143 Old Marlton Pike, Medford, NJ 08055
 Phone: (800) 300-9868; Fax: (609) 654-4309

Streaming Media CA sponsorship packages provide exclusive and customized promotion, guaranteed to meet your goals and budget. Call now to discuss event sponsorships specifically designed for your company.

SPONSORSHIP OPPORTUNITIES INCLUDE:

E-Mail Stations

Help attendees keep in touch by providing computers and Internet access in a special area on the show floor. Benefits include prominent on-site signage, sponsor identity on the computer screens, space to hang banner, logo hyperlink on conference Web site, mention in conference program, and announcement at opening session. Bring your own company mouse pads.

Call for pricing

Portfolio Bags

\$9,995

Put your logo on the portfolio bags that attendees will continue to use long after the conference is over. Portfolio bags are produced by Information Today, Inc. and include the Streaming Media CA logo.

Badge Lanyard

\$7,495

All attendees will be given a custom lanyard for badge holders highlighting your company name and/or Web address. Lanyards are produced by Information Today, Inc. and include the Streaming Media CA logo.

Exhibit Ticket Mailing

\$3,495

10,000 tickets printed and mailed with your company name and logo.

Coffee and Danish Hour

\$3,995

Two available

(15% discount on 3-day sponsorship)

Help the conference attendees get the day off to a great start with a Continental Breakfast, and imprint your company on their memory as they start the conference sessions. Benefits include prominent on-site signage, space to hang banner, logo hyperlink on conference Web site, mention in conference program, and announcement at opening session.

Midmorning

Coffee Breaks

\$3,495

Two available

(15% discount on 2-day sponsorship)

Take credit for waking attendees up in the morning. Breaks are scheduled for 1 hour each morning, giving you maximum exposure to Exhibit Hall traffic and conference attendees. Sponsorship includes recognition on morning break signage, logo hyperlink on conference Web site, mention in conference program, and announcement at opening session.

Notepads

\$2,995

Notepads will be given out to all conference attendees. Put your company logo on the bottom of every page.

Popcorn Break

\$2,995

Two available

(15% discount on 2-day sponsorship)

Liven up the afternoon with a popcorn break in the Exhibit Hall. The popcorn cart will be placed near your exhibit booth (space permitting) and your company logo will be printed on each popcorn bag. Signage will be placed near the popcorn designating your company as the Popcorn Break sponsor.

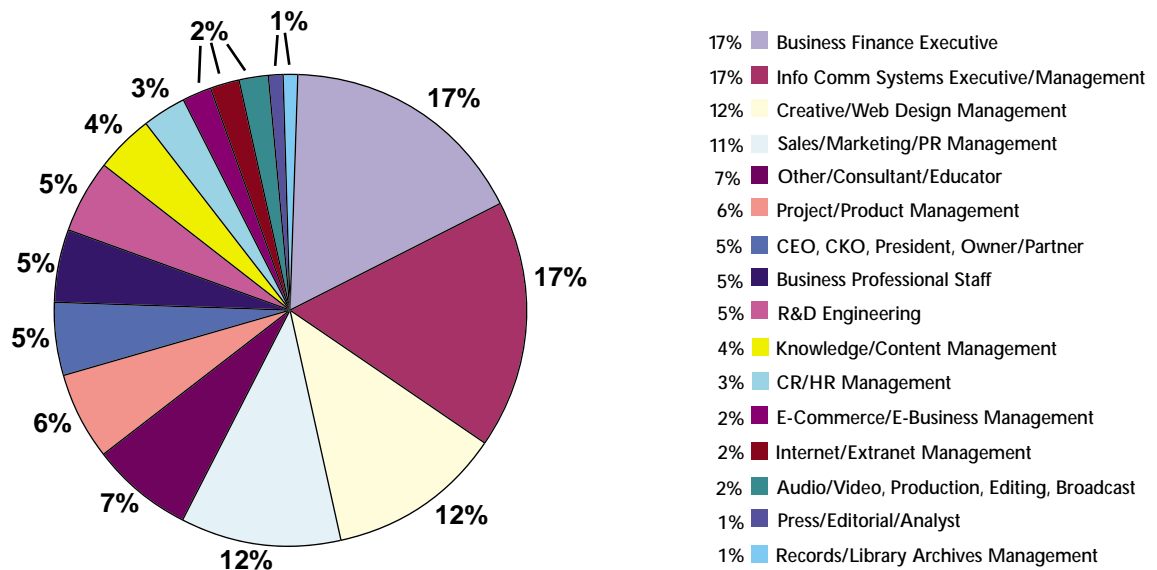
Pens

\$2,495

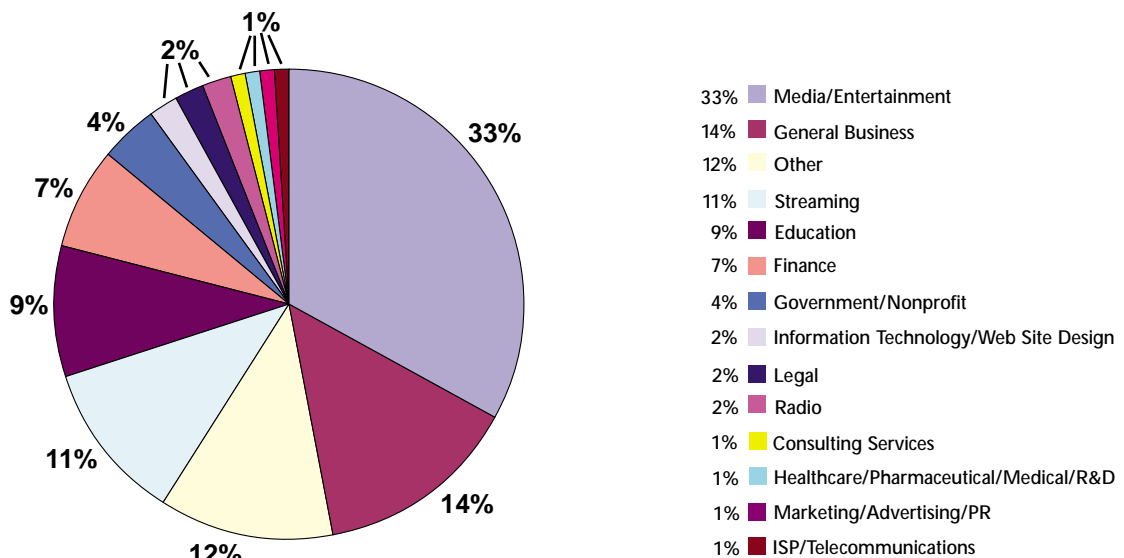
Put your company logo on the highlighter pens that are given out to all conference attendees. Pens are inserted into the portfolio bags.

In order to help you plan your business objectives, **Streaming Media, Inc.** conducted a survey of event attendees in May 2003.

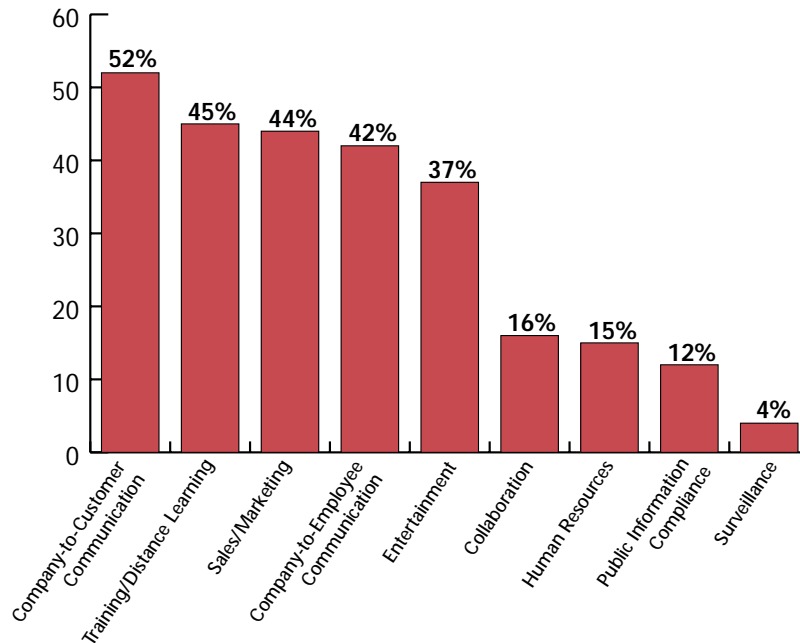
Streaming Media Job Types



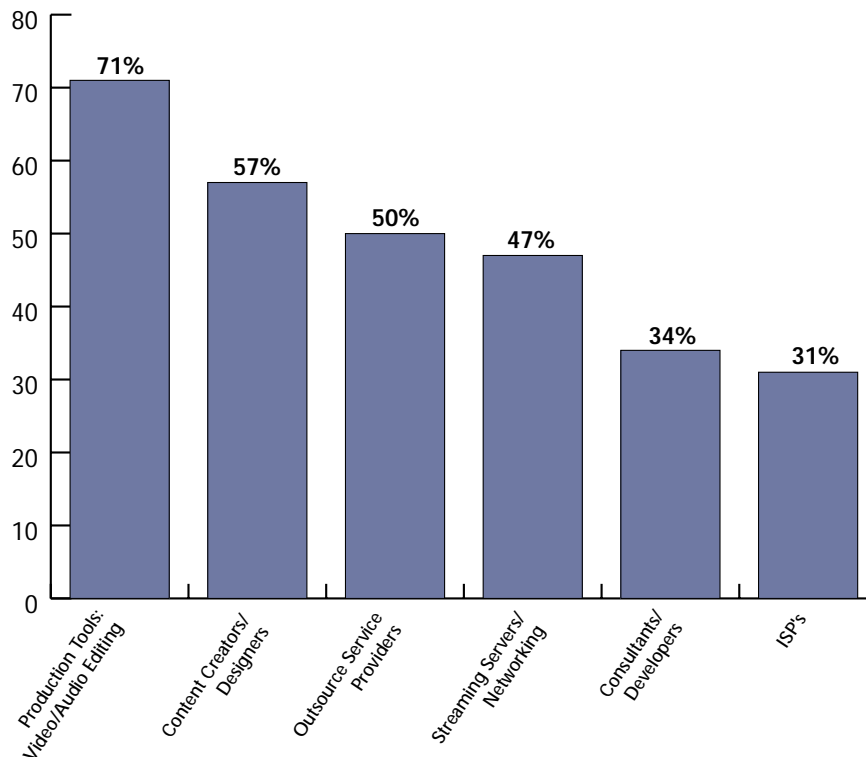
Streaming Media Business Types



Attendee Streaming Initiatives



Types of Companies Attendees Would Most Like to See in the Exhibit Hall



On average, **Streaming Media** attendee companies:

- Plan to broadcast 24 streaming events in the next 12 months
- Plan to spend an average of \$104,000 on streaming technology products and services over the next 12 months