

WHY EXHIBIT?

Attendees with Strong Buying Power Means Bigger Sales GV Expo is the leading event for more than 4,500 qualified government buyers and suppliers of video, AV, broadcast and multimedia technology. It is also the largest and most established event focused on the exploding \$9.4 billion government market!

You can count on GV Expo to deliver the right audience. The NewBay Media portfolio of brands provides a wider reach and attracts a more targeted, highly qualified audience of the buyers and executive level decision makers you need to reach.

WHO WILL BE THERE?

The GV Expo marketing campaign will bring together the leading publications and websites within this market, including: *Government Video magazine, Videography, Television Broadcast, Digital Video, TV Technology, Systems Contractor News, AV Technology, ProSound News, Digital Signage Magazine* and the *Creative Planet Communities*. This event will utilize millions of print and electronic media impressions to attract the senior buyers within the digital video and technology industry.

JOIN THIS GROWING LIST* OF EXHIBITORS TODAY!

Alzo Digital	Meridian Technologies
ARRI Inc.	Miller Camera Support
Autocue	Miranda
Autoscript	Myers Information Systems
Axon Digital Design	National Captioning Institute
Barbizon Lighting Company	Nevion
Bexel	Omnimusic
Camera Dynamics	Orad Inc.
Canon USA	Panasonic
Cobalt Digital Inc.	Pesa
Communications Engineering, Inc.	RealNetworks
Cortina Productions	Rimage Corp.
Computer Prompting & Captioning Co.	Roland Systems Group
Digital Video Group Inc.	Rose Electronics
Evertz Microsystems	Ross Video
Haivision Network Video	Shadowstone Inc.
Innovative Technologies Inc.	Snader & Associates Inc.
Integration Technologies Group Inc.	Snapstream
iStockphoto	Snell
JVC Professional Products	Telairity
K5600	Telecast Fiber Systems
Litepanels	Toner Cable
LTO Programs	Uvision
Maestrovision	Vbrick Systems Inc.
Manchester Music Library	WhisperRoom Inc.
Marshall Electronics Inc	Zaxcom
MediaBeacon	

*Current as of 8/1/11. Check www.gvexpo.com for updates!

RESERVE YOUR SPACE ON THE SHOW FLOOR TODAY!

Jackie Gospodinoff | Sales Director, Events
212.378.0493 | jgospodinoff@nbmedia.com

SHOWCASE PRODUCTS AND TECHNOLOGIES ATTENDEES WANT TO SEE



ACCESSORIES



AUDIO SOLUTIONS



CAMERAS



EDITING HARDWARE AND SOFTWARE



STORAGE SYSTEMS AND SOLUTIONS



LIGHTING



ANIMATION AND DESIGN TOOLS



MONITORS AND DISPLAYS



WORKSTATIONS



AND MORE!



28 East 28th Street, 12th Floor
New York, NY 10016

If You Sell to the Government and Washington's Power Elite – Or Want To – GV Expo Is for You!

EXHIBITOR PROSPECTUS



Government
VIDEO EXPO 2011
WASHINGTON, DC

INNOVATION AT WORK.

CONFERENCES: Nov. 29 - Dec. 1

EXHIBIT HALL: Nov. 30 - Dec. 1

Walter E. Washington Convention Center

www.gvexpo.com



Every December, Government Video Expo attracts more than 4,500 qualified government, broadcast and pro video equipment buyers to Washington, D.C. Attendees work in all sectors of federal, state and local government agencies, as well as the military. And as the capital region's largest and most comprehensive professional video event, Government Video Expo also draws heavily from the vibrant regional television production and post community.

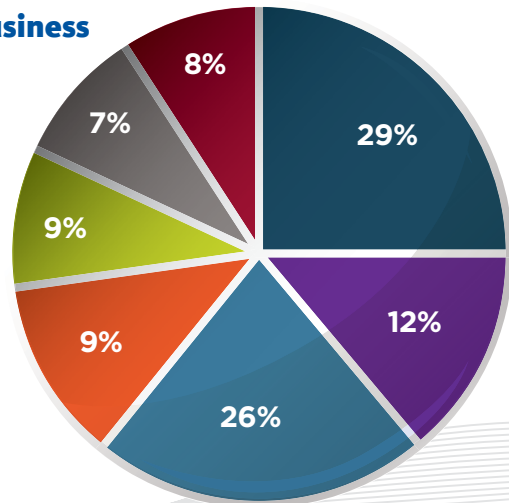
Government Video Expo is the place for video professionals to train and get certified on the latest software and digital technologies, and to see and shop for new products.

Plan to exhibit at the 2011 Government Video Expo, which takes place November 30 to December 1st. Get in front of customers with real budgets and real technology needs.

For questions, or to book your space now, contact Jacqueline Gospodinoff, sales director, at 212-378-0493 or jgospodinoff@nbmedia.com.

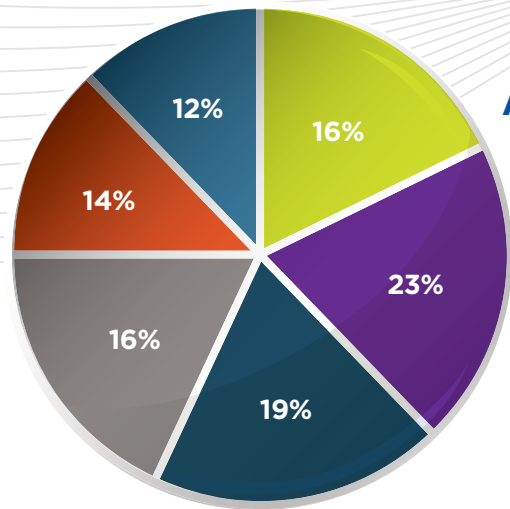
Attendee Organization/Primary Business

- 29%** Government: DOD, Federal, State, Local
- 12%** Manufacturers, Distributors, Prime Contractors, Integrators, Dealers, VAR's, System Designers & Installers
- 26%** Independent Producer, Production Company, Consultants
- 9%** Other
- 9%** Training, K-12 Education, University, College
- 7%** TV Stations, Cable, Broadband, Post Production
- 8%** Web Development, Audio Recording, Live Production, Advertising, Public Relations



Attendee Job Description

- 23%** Videographer, Cinematographer, Editor, Post Production, Graphics, Visual Effects Designer, Web Developer
- 19%** Director, Producer, Executive Producer
- 16%** Engineer, Technical Director, Audio Professional
- 14%** Sales, PR, Marketing, Corporate Communications, Training/Educator
- 12%** Other
- 16%** Corporate Management



EXHIBITOR OPTIONS:

RAW EXHIBIT SPACE:

- \$36 per square foot (10x10 = \$3,600) includes :
- Back and side wall drape
 - Company ID sign
 - Listing and description online and in Official Show Directory

**Exhibitor responsible for ordering any items not included in chosen option. Please note that internet connection is NOT included in either option. All booths MUST be carpeted.*

EXHIBITOR PLUS PACKAGE:

(Enhance your raw space purchase)

Back by popular demand, the Exhibitor Plus Package enhances your show presence with these far-reaching additions that go well beyond your physical booth space.

An additional \$695 investment includes :

- Company Logo in Official Show Directory
- Company Logo and Link from website within your online virtual listing.
- An e-blast with your company information to pre-registered attendees two weeks prior to the show.

TO EXHIBIT OR SPONSOR AT GV EXPO 2011, CONTACT:

Jacqueline Gospodinoff | Sales Manager, Events
(212) 378-0493 | jgospodinoff@nbmedia.com

DOWNLOAD EXHIBIT CONTRACT TODAY
gvexpo.com

SPONSORSHIP LEVELS:

Platinum (only four available)

- (2) 45 minute slots at the Presentation Theatre
- Full-page, four-color ad in the Official Show Directory
- 200-word bonus description in Show Directory
- Use of the pre-registration list at a bonded mail house
- 4 full conference passes to the GV Expo conference program produced by Future Media Concepts. (a \$1400 value!)
- Banner on GVexpo.com
- Sponsor listing in GV Expo electronic newsletter
- Premium positioning of logo on gvexpo.com, event preview, postcard, show pass, and Show Directory; advertising in *Government Video* magazine and trades; and on-site signage. Placement subject to deadlines

Investment: \$25,000

Gold (only six available)

- (1) 45 minute slot at the Presentation Theater
- Half-page, four-color ad in the Official Show Directory
- 100-word bonus description in Show Directory
- Use of pre-registration list at a bonded mail house to promote your company at GV Expo
- Premium positioning of logo on gvexpo.com, event preview, postcard, show pass, and Show Directory, advertising in *Government Video* magazine and trades, and on-site signage. Placement subject to deadlines
- 2 Full Conference Passes to the GV Expo Conference Program produced by Future Media Concepts. (a \$700 value!)

Investment: \$15,000

Vendor-Sponsored Presentations

Position your company as a technology thought leader by grabbing a 45-minute presentation slot in our Presentation Theater on the show floor. Share your vision of where technology is headed with GV Expo attendees; zoom in on your company's unique solutions; spotlight recent sales and customer applications; present a case study or white paper – this is your 45-minutes of fame in front of an audience hungry to learn. We'll promote your presentation with signage on the show floor, loud speaker announcements, fliers at registration and via a listing in the Presentation Theater schedule in the Official Show Directory. Investment: \$1,500

OTHER AUDIENCE PROMOTION OPPORTUNITIES CAN INCREASE YOUR PRESENCE, ADD REACH TO YOUR MESSAGE AND MAKE YOUR NAME STAND OUT IN THE CROWD. CALL FOR AVAILABILITY AND PRICING! Lanyard Sponsorship, Passport Raffle Sponsorship, Conference Pens, Conference Bag Sponsorship, Badge Insert, Free-Standing Billboard, Conference Notebooks, Official Show T-Shirt Sponsorship, Conference Bag Insert, Logo Blitz (logo on site & Show Directory next to listing), Lobby Literature Distribution, Travel Mug Sponsorship

Look Who Attends GV Expo! (A random sampling from the list of 4,800+ show registrants, November 2010)

Chief, Television Branch, USAF | President, 48 Hour Film Project | 53 Members of the US Army Combat Camera Unit | Chief Engineer, AARP | VP News Ops, ABC News | Producer/Broadcast Manager, AFL-CIO | Public Affairs Manager, Air National Guard | Dr. IT and Broadcast Ops, Aljazeera Int. | Production Manager, American Assoc. of Airport Executives | Dir of Engineering, American Museum of Natural History | Dir of Technology, American University | Production Executive, America's Most Wanted | Sr. Engineer, Amtrak | Photographer, Architect of the Capitol | Live Events Program Manager, Army Television | Director of Government Programs, Ascent Media | Director, Broadcast Technology, Associated Press | Director of Engineering, Atlantic Video | Cameraman, Australian Broadcasting Corp. | Video Analyst, Baltimore Police Dept. | Production Supervisor, Booz Allen Hamilton | AV Tech, Bureau of ATF | Economist, Bureau of Labor | Sr. Media Producer, CACI | VP Digital Media, CBN | Assistant Chief, CPB/Office of Border Patrol | Director of Ops, CBS News | Digital Media Coordinator, Children's National Medical Center | Video Professionals from the city governments of Alexandria, Baltimore, College Park, East Point, Fairfax, Greenbelt, Norfolk, Strongsville, Takoma Park and York | Dir of Tech Ops, CNN | Producer/Director, Comcast | Engineer, C-SPAN | Deputy Executive Director, Customs and Border Protection | Supervisor of Technology, DC Courts | Executive Producer, Defense Logistics Agency | Deputy Media Director, Democratic National Committee | Principal Engineer, Dept of Defense | Director of Broadcast Communications, Department of Health and Human Services | IT Specialist, Department of Justice | Division Chief, Department of State | Broadcast Technical Director, White House Communications Agency | Sr. Project Manager, World Bank | Sr. AV Engineer, Department of the Interior | Chief Media Engineer, Department of Veterans Affairs | Deputy Branch Chief, Dept of Homeland Security | Video Telecom Specialist, Department of Navy | Telecom Engineer, Department of State | Executive Producer, Department of Veterans Affairs | Technical Operations Manager, FEMA | Director, DC Office of Cable Television | Chief Technology Officer, DC Police Department | Manager A/V, DC Public Library | Program Specialist, DC Public Schools | Lead Web Developer, Defense Intelligence Agency | GM Digital Services, Disney/ABC | Dir of Strategic Communications, Embassy of Israel | IT Specialist, EPA | Manager, Media Productions, FAA | AV Specialist, Federal Air Marshal Service | Chief of Broadcast Ops, Federal Judicial Center | Sr. Digital Media Analyst, Federal Reserve Bank | Webmaster, Federal Trade Commission | Editor, Food and Drug Administration | VP Engineering, Fox Television | Video Producer, Frederick County Government | Manager, Video Services, Gallaudet University | Manager Interactive & Visuals, Gannett Government Media | Sr. Systems Engineer, General Dynamics | Media Lab Supervisor, GW University | Head, New Media Center, Georgetown University | Television and Media Services Manager, Henrico County | Chief Video Engineer, Hofstra University | Head of Multimedia Services, Howard University | Sr. Technical Director, Hughes Network Systems | Chief Engineer, Internal Revenue Service