



nextMEDIA

SPONSORSHIP INVESTMENT MENU

October 22 - 25, 2003

CHARLOTTETOWN PEI

It's a must attend event for new media professionals, innovators, producers, artists and visionaries from around the world. This year **nextMEDIA - The International New Media Festival** heads to Charlottetown, P.E.I., Canada, October 22 - 25, 2003. Find out what's in, what's out, what's hot, what's not, in the world of new media at this three-day forum which features seminars, keynote sessions and an exhibition gallery focusing on the creative process and elements necessary for the development of exceptional new media content. The Festival's mission is to provide an annual creative retreat for new media producers to focus on creative process and content development and to help foster an innovative, vibrant and productive new media industry world-wide.

nextMEDIA is managed by the Banff Television Foundation and supported by **Technology PEI**, the provincial Government's lead agency in the development of the information technology and media production sectors.

FOR FURTHER INFORMATION:

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HOST SPONSOR:





WEDNESDAY, OCTOBER 22, 2003

Opening Reception: The Courtyard

Sponsorship: Technology PEI

Kitchen Party: The Courtyard

Sponsorship: \$5,000 Cdn

THURSDAY, OCTOBER 23, 2003

Bottoms Up Breakfast - Topic Tables: The Gallery

Sponsorship: \$ 5,000 Cdn

Best Practices Spotlight - Entertainment: The Courtyard

Sponsorship: nextMEDIA

Main Event - Keynote Presentation: The Courtyard

The Keynote Presentation will be the initial plenary session of the Festival. This promises to be the best attended session - a featured interview with Curtis Wong, Next Media Research Group, Microsoft Corporation, on Context, Content, & Creativity.

Sponsorship: \$ 4,000 Cdn

Official Opening & Luncheon Plenary: The Courtyard

Welcome from Pat Ferns, Banff Television Foundation and Official Greetings from the Premier of Prince Edward Island, as well as a presentation on the World Summit Awards by Dr. Peter Bruck.

Sponsorship: \$ 5,000 Cdn

Best Practices Spotlight - Ecommerce: The Courtyard

Sponsorship: nextMEDIA

Main Event - Keynote Presentation: The Courtyard

This keynote presentation will feature a keynote and interview with a well-known gaming company on the subject "The Game's the Thing."

Sponsorship: \$ 4,000 Cdn

Health Break: Conference Area

Be the host of a complimentary health break.

Sponsorship: \$ 2,500 Cdn for one
\$ 4,500 Cdn for two
\$ 5,500 Cdn for three
\$ 6,000 Cdn for four
\$ 7,500 Cdn for five



Concurrent Workshops: Meeting Rooms

There will be four separate strands of concurrent sessions, with four subjects per strand. The four strands are: Entertainment, Factual, Commerce, and Learning.

Sponsorship: \$4,000 per strand (4 sessions)

North Shore Bus Tour & Lobster Supper: New Glasgow

Shuttle buses will meet delegates at our host hotel for a guided tour of scenic rural Prince Edward Island, including a stop at the PEI National Park of Canada. We hope you have a big appetite as the final destination is New Glasgow Lobster Suppers, in New Glasgow, PEI.

Entertainment will be provided during the supper.

Sponsorship: \$ 15,000 Cdn

FRIDAY, OCTOBER 24, 2003

Decision Makers Breakfast – Hosted Tables: The Gallery

Sponsorship: \$ 5,000 Cdn

Best Practices Spotlight - Learning: The Courtyard

Sponsorship: nextMEDIA

Main Event – “Deal in a Day”(Part One): The Courtyard

This session “Deal in a Day” Part One will involve four countries, six funders and 24 hours. It’s a live case on “The International Production Challenge.”

Sponsorship: \$ 4,000 Cdn

Main Event – “Deal in a Day”(Part Two) Luncheon: The Courtyard

This session “Deal in a Day – Part Two” will debate the Interactive Market – Global or Local, with a live case progress report.

Sponsorship: \$ 5,000 Cdn

Best Practices Spotlight - Factual: The Courtyard

Sponsorship: nextMEDIA

Main event – Keynote Presentation: The Courtyard

This keynote session will be about “Building Virtual Brands.” It will be a featured interview (TBC).

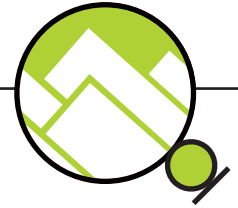
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Pre-Masquerade Reception or Dinner: The Courtyard

Sponsorship: \$ 15,000 Cdn

Masquerade Dance Party: The Courtyard

Music by: Joey and the Hired Horn Band

Sponsorship: \$ 10,000 Cdn

SATURDAY, OCTOBER 25, 2003

Main Event – “Deal in a Day” (Part Three): Atlantic Technology Centre

Part Three will be “The Live Case Outcome.”

Sponsorship: \$4,000

Main Event - World’s Biggest Cyberpitch: Atlantic Technology Centre

This cyberpitch will utilize the advanced facilities of the Atlantic Technology Centre to link in participants from around the world.

Sponsorship: Bell Broadcast and New Media Fund

Main Event – Keynote Presentation: Atlantic Technology Centre

This keynote will talk about the Adventures in Integrated Content – a featured interview with Ashley Highfield, Director, BBC New Media & Technology.

Sponsorship: \$4,000

Conference Close: Atlantic Technology Centre

Conclusions from Key Speakers, Delegate Polling, Cyberpitch Winners, Delegate’s Choice: Best Practice

Sponsorship: Technology PEI

Closing Toasts: Atlantic Technology Centre

Sponsorship: \$5,000

FESTIVAL SERVICES

Cyber Access Place: Off The Courtyard

The Cyber Access Place is a popular venue enabling delegates to view programs from around the world.

Sponsorship: \$7,500 Cdn



Europrix Gallery: Off The Courtyard

Sponsorship: TBC

Registration/Information Area: Hotel Lobby

Located in the Hotel Lobby, this area receives a high volume of traffic all day long. It is the first area to open at the Festival and one of the last to close.

October 22 12:00 pm - 6:00 pm Hotel Lobby

October 23 8:00 am - 5:00 pm Hotel Lobby

October 24 12:00 pm - 5:00 pm Hotel Lobby

Sponsorship: Technology PEI

Delegate Lounge: The Gallery

The Delegate Lounge offers delegates a place to gather their thoughts, meet with new contacts and exchange ideas. The lounge is widely used throughout the Festival.

Sponsorship: Telefilm Canada

Transportation:

Seven tour buses will meet delegates at our host hotel for a guided tour of scenic rural Prince Edward Island, including a stop at the PEI National Park of Canada enroute to the final destination of New Glasgow Lobster Suppers in New Glasgow, PEI.

Sponsorship: \$5,000 Cdn

Single-Use Cameras:

Help delegates preserve their memories of the Festival with single-use cameras.

Sponsorship: 350 units

Delegate Bags:

A "must" for every delegate during and after Festival.

Sponsorship: \$15,000 Cdn

Delegate Badges & Lanyards:

Sponsorship: \$2,500 Cdn

Bottled Water:

Sponsorship: \$ 7,500 Cdn

