

# 2007 *Creative* STORAGE<sup>SM</sup> CONFERENCE



**May 15, 2007**

**Long Beach**

**Convention Center**

**Long Beach, CA**

**(in conjunction with the 2007 Media Tech Expo)**



***Got Content?***  
**You Need STORAGE!**

**A CONFERENCE ADDRESSING  
DIGITAL STORAGE AND  
ENTERTAINMENT CONTENT  
CREATION AND DISTRIBUTION**

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## **I. Conference Overview**

This first ever Creative Storage Conference brings together digital storage providers, equipment and software manufacturers and end users. The conference focuses on the use of digital storage for the creation and distribution of entertainment. The conference is held in conjunction with the annual Media Tech Expo at the Long Beach Convention Center. The location in Long Beach makes it convenient for participants in the entertainment industry to attend. The 2007 conference will be a day long with sessions focusing on:

- digital storage in entertainment creation and distribution,
- the role of optical storage in the entertainment industry,
- practical support of digital storage for entertainment creation and distribution as well as
- an analyst and end user panel discussion focusing on real world experiences and requirements for digital storage in the entertainment market.

There will also be two keynote talks during the conference and a reception with the Media Tech Expo in the evening.

More information on the 2007 Creative Storage Conference is will be located on the conference web site: [www.creativestorage.org](http://www.creativestorage.org). Conference registration and the call for papers will also be done through the conference web site.

The conference will provide a unique environment for networking with a diverse and important group of corporate officers, analysts, and professionals that will be shaping the future of entertainment content creation and distribution.

Sponsorship and speaker opportunities are available for this conference. See the material later in this brochure.

## **Sponsorship Opportunities**

As a corporate sponsor, your company gets its logo on our promotional material, the conference web site, and at the event itself. Your company also gets mentioned in direct mail and other promotional advertising and on the web site. Three types of sponsorship are available:

- Media Sponsorship (for Media and Analysts Organizations).
- Organization Sponsorship (for Trade Associations).
- Corporate Sponsorship (for Hardware/Software and Service suppliers).
- Event Sponsorship (Lunches, Breaks, Sessions, Receptions, etc.).

## **Exhibits**

Exhibit space will be available through the Media Tech Expo. There will be a special rate for Creative Storage Conference exhibitors. We will get this information out as it becomes available.

## **Speaker Opportunities**

Your company can assist in planning and presentation of the program. This involves providing speaker and topic suggestions as well as identifying speakers from your company and from your partners. (Note: See the Conference Sessions and Topics section below)

## **To Get Involved**

Please check out our web site: [www.creativestorage.org](http://www.creativestorage.org) or contact Alan Land at 760 212-5718 or Tom Coughlin at (408)-871-8808 to let us know of your interest. You can send email to [alan626@cox.net](mailto:alan626@cox.net) or [info@storagevisions.com](mailto:info@storagevisions.com).

## **II. Conference Sessions and Topics**

The conference sessions are still being put together and reviewed by the advisory committee for the 2007 conference. We are interested in suggestions for other topics and sessions. There is space for two keynote speakers at the conference including a

morning and lunch keynote speaker. Platinum conference sponsorships are generally associated with keynote speaking opportunities.

## **Tentative 2007 Creative Storage Conference Sessions and Agenda**

**--Got Content? You Need Storage!--**

Tuesday, May 15

8:30 AM to 5:30 PM

Long Beach Convention Center

Long Beach, CA

8:30 AM      **Introduction and Overview** (Tom Coughlin, Coughlin Associates)

8:45 AM      **Keynote 1**

9:30 AM      **Session A. Content Creation and Digital Storage**

This session includes talks by industry experts on digital storage and the capture and editing of new entertainment content as well as the preservation of historical content. Topics will include digital storage and digital acquisition and film scanning, nonlinear editing, compositing, and special effects.

Moderator:

Speaker 1

Speaker 2

Speaker 3

Speaker 4

11:00 AM      Break

11:30 AM      **Session B. The Role of Optical Storage in the Entertainment Industry**

This discussion panel includes manufacturers of optical storage technology and systems as well as end users discussing the latest technologies and implementations of optical storage for entertainment creation, preservation and distribution.

Moderator:

Panelist 1

Panelist 2

Panelist 3  
Panelist 4  
Panelist 5

12:30 AM Lunch

1:45 PM **Keynote 2**

2:30 PM **Session C. Supporting Digital Storage for Content Distribution**

This session organized by The Reverse Logistics Association will explore the support and service requirements for digital storage for content creation and distribution. They will explore logistical requirements for data storage for optical, hard disk and tape as well as storage systems used for the entertainment market including service and repair.

Moderator  
Speaker 1  
Speaker 2  
Speaker 3  
Speaker 4

4:00 PM Break

4:30 PM **Session D. Breakout Session on End Users Views on Digital Storage in Content Creation and Distribution**

This breakout panel includes analysts and end users of digital storage technology used for all aspects of entertainment content creation and distribution. The panel members will discuss important issues such as latencies, storage capacities, total cost of ownership, format obsolescence, as well as the protection and management of digital assets.

Moderator: Marty Shindler, The Shindler Perspective  
Speaker 1  
Speaker 2  
Speaker 3  
Speaker 4  
Speaker 5

5:30 PM End Conference

6:00 PM Reception with Media Tech Expo

### III. SPONSORSHIP OPPORTUNITIES

Following are current sponsorship opportunities for the 2007 Creative Storage Conference.

#### GENERAL CONFERENCE SPONSORSHIPS:

#### Corporate Sponsor Levels                      Sponsorship Fee

Platinum (2 max)	\$10,000
Gold (4 max)	\$5,000
Silver (8 max)	\$3,000

#### Benefits of Corporate Sponsorship Levels

	Platinum	Gold	Silver
Talk Level (if available)	Keynote	Talk	Panel or Talk
Free Conference Attendances	8	4	2
Event Sponsorship	Yes	Maybe	No

#### Notes:

- Sponsorship fee must be paid within 30 days of date of invoicing by The Creative Storage Conference or The Entertainment Storage Alliance and if sponsorship fee is not paid within the 30 day period the sponsorship will be available to other parties.
- Although sponsorship is not required for a speaking or panel spot sponsors will be given reasonable priority at The Creative Storage Conference's sole discretion on any remaining available speaking or panel positions.

The number of corporate sponsors can only be increased at the discretion of The Entertainment Storage Alliance. In addition, any combination of corporate and event

sponsorships must be first agreed upon by The Entertainment Storage Alliance. Corporate sponsorships will be given on a first come, first served basis.

**EVENT AND OTHER SPONSORSHIPS:**

Session	(4)	\$2,000
Breakfast	(1)	\$3,000
Break	(2)	\$3,000
Lunch	(1)	\$8,000
Conference Lanyard		\$4,000
Conference Bag		\$4,000
Wireless Access		\$5,000

## Addendum A: Corporate Sponsor Form

# 2007 Creative STORAGE<sup>SM</sup> CONFERENCE



### Corporate Sponsor Submission Form

(Submission Deadline: April 27, 2007)

For sponsorship information contact:

Alan Land Telephone 760 212-5718, FAX 760 859-3225, email alan626@cox.net

We are currently accepting a limited number of sponsorship proposals for the 2007 Creative Storage Conference May 15, 2007 at the Long Beach Convention Center in Long Beach, CA. The Creative Storage Conference focuses on digital storage and content creation and distribution. You can find updated conference information at [www.creativestorage.org](http://www.creativestorage.org). Please complete this form and any attachments and fax to the number below. There are several levels of corporate sponsorship available for this event. Please indicate the sponsorship opportunities that interest you.

Contact

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_ Phone: \_\_\_\_\_

Address 1: \_\_\_\_\_ Fax: \_\_\_\_\_

Suite: \_\_\_\_\_ Email: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

What sponsorship opportunities are you interested in? *(check all that apply)*:

- General Corporate:       Platinum       Gold       Silver
- Breakfast or Breaks       Lunch       Lanyards or Bags
- Media/Organization Sponsorship

Company Product or Services:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If interested in providing a speaker please indicate topic (also please submit speaking proposals to our website: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Fax this form and any attachments to (408) 370-4609  
You may also email the above information to [info@storagevisions.com](mailto:info@storagevisions.com)  
or call (408) 871-8808.**

Addendum C: Speaker Submission Form



**Speaker Submissions**

(Submission Deadline: March 23, 2007)

**Speaker submissions should be done on-line  
at [www.creativestorage.org](http://www.creativestorage.org)**

**If you have any questions email  
[info@storagevisions.com](mailto:info@storagevisions.com) or call (408) 871-  
8808.**