

The 132nd SMPTE Technical Conference and Equipment Exhibit

Javits Convention Center, New York City

October 13–17, 1990

The 132nd SMPTE Technical Conference and Equipment Exhibit, which will be held October 13–17, 1990, at the Jacob K. Javits Convention Center in New York City, promises to have great rewards for both exhibitors and attendees, according to Alan Ehrlich, Advertising/Exhibits Manager.

"This year, we are going to great lengths to facilitate the entire trade show process for all involved," Ehrlich said. "For the first time, we will be using computerized registration. Attendees will receive badges that contain computerized data which will be useful to exhibitors. This way, instead of taking up time and paper by writing down information, exhibitors can simply slip an attendee's badge into a service system and all the necessary data will be recorded automatically." If exhibitors choose not to have a service system in their exhibit space, they can write down the identification number that appears on the attendee's badge, notify the service, and receive a complete printout of all necessary information by the next day.

Ehrlich noted that computerized registration will allow exhibitors to target their marketing efforts prior to the start of the trade show. "A set of mailing labels with the company affiliations and addresses of all preregistered attendees will be made available to each exhibitor. This way, they can conduct an advance mailing to introduce their products and establish appointments before the trade show even begins."

The SMPTE will also promote the event via trade journal advertising and a direct-mail campaign aimed at all members, as well as thousands of potential new attendees.

Modifications in this year's pro-

gram will allow exhibitors to take advantage of a lunch delivery service, advertising space in the trade show directory, and facilitated move-in through the use of trucking vouchers. "By using vouchers, exhibitors can be guaranteed that everyone will be called in turn," said Ehrlich.

The event will feature approximately 300 equipment exhibits by leading national and international manufacturers. For more exhibit information, contact Alan Ehrlich, SMPTE, 595 W. Hartsdale Ave., White Plains, NY 10607, or call (914) 761-1100.

Conference Program

In addition to the equipment exhibit, attendees can take advantage of a solid technical program that will feature approximately 200 presentations by industry authorities. The program theme is "Film and Television — One World?" Papers presented at the conference will cover a wide range of topics, including TV production, TV post-production, laboratory and technology, film/electronic interface, computer graphics, ancillary services, video measurements, recording, sound, automation/robotics, and advanced television. Most papers presented at the program will be pre-printed and sold at the conference. Selected manuscripts will also be considered for publication in the *SMPTE Journal*.

George Vradenburg III, senior vice president, general counsel, and secretary, CBS, Inc., will be the keynote speaker for the conference. He joined the company in 1980 as associate general counsel. In 1981, he was appointed deputy general counsel and in 1982, he was elevated to vice president and deputy general counsel. Vradenburg was previously associated

with the law firm of Cravath, Swaine & Moore. From 1967 to 1969, he served in the U.S. Navy as a legal and discipline officer. Vradenburg holds an A.B. degree, magna cum laude, from Oberlin College, where he was elected to Phi Beta Kappa. He received an LL.B. degree, cum laude, from Harvard Law School.

Conference Highlights

General Arrangements Chairman Charles H. Jablonski and his committee are planning a full schedule of activities to complement the technical program and equipment exhibit. There will be a Welcoming Reception at the Marriott Marquis Hotel on Friday, October 12, an Honors and Awards Luncheon at the Convention Center on Saturday, October 13, and on Sunday, October 14, there will be a Fellows Luncheon at the Marriott Marquis, featuring SMPTE former President Harold J. Eady, HJE Communications, Inc., as the guest speaker. Eady promises that his presentation "will be enlightening and something that no one can afford to miss." The Annual Banquet will be held at the Marriott Marquis on Tuesday, October 16.

In addition, Spouses Program Chairwoman Patricia Spicer is planning to take advantage of the best that Manhattan has to offer with a full agenda that includes shopping jaunts, historical tours, and elegant lunches.

Registration Packages

Blocks of rooms have been set aside for conference attendees at the Marriott Marquis, which will serve as the headquarters hotel. Rooms are also reserved at the New York Hilton Towers and the Sheraton Centre and Towers.

—Carol King