

# SMPTE TECHNICAL CONFERENCE AND EXHIBITION

October 18-21, 2006  
Renaissance Hollywood Hotel  
Hollywood, CA

SMPTE Celebrates 90 Years of Bringing Motion Imaging Technology to Motion Imaging Professionals

## Where will we Bring Motion Imaging Technology in the Next 90 Years?

SMPTE is the leading organization for professionals in motion imaging technology, and for 90 years, we've been bringing together industry experts who are on the technological cutting edge to share their knowledge. This October, we're amalgamating a SMPTE Technical Conference that is going to bring you the latest in high definition, film technologies, the digital intermediate, video IP workflow, and a host of other hot topics. With an eye to the future, we're going to bring you the latest on these technologies and others.

### Conference Program

#### Wednesday, October 18

##### MORNING

**Professional Displays**, Chair Ron Williams, Landmark

**Film Technology and Archive Futures**, Chair Andy Maltz, Academy of Motion Picture Arts & Sciences

##### AFTERNOON

**HD for the Consumer**, Chair Mark Johnson, DVDMadeEasy.com

**New Infrastructure: AV/IT Systems and Technology**, Chair Al Kovalick, Avid Technology

#### Thursday, October 19

##### MORNING

**IP Video Content Distribution and Workflow**, Chair Pending

**Sound for Pictures: Media in Transition**, Chair Lorr Kramer, DTS

##### AFTERNOON

**Digital Cinema: The Intermediate Train Has Left the Station**, Chair Wendy Aylsworth, Warner Bros.

**Content Protection/Piracy**, Chairs Rob Bauer and Jim Williams, MPAA

	Orange = Sessions	Yellow = Exhibition	Gold = Event	Grey = Free Time
	Wednesday	Thursday	Friday	Saturday
8:30				
9:00				
9:30				
10:00	Technical Sessions 8:30-12:15	Exhibit Hall	Technical Sessions 8:30-12:15	Exhibit Hall
10:30				
11:00				
11:30				
12:00				
12:15				
12:15 to 1:30	Lunch On Your Own	Industry Luncheon	Lunch On Your Own	Lunch On Your Own (SMPTE Exhibitors Only)
1:30				
2:00				
2:30	Technical Sessions 1:30-5:15	Technical Sessions 1:30-5:15	Technical Sessions 1:30-5:15	Seminar Wrap-up 1:30 - 3:00
3:00				
3:30				
4:00				
4:30				
5:00				
5:15				
5:30	SMPTE 90 <sup>th</sup> Anniversary Bash			
6:00				
6:30				
7:00				
7:30				
8:00	Special Movie Screening		Honors & Awards 7-9pm	
8:30				
9:00				

#### Friday, October 20

##### MORNING

**The Renaissance of the Stereoscopic Cinema**, Chair Lenny Lipton, REAL D

**HD for Broadcasting**, Chair Sterling Davis, Cox Broadcast

##### AFTERNOON

**Image Acquisition—Recent Advances**, Chairs Marker Karahadian, Plus 8 Digital, and Fred Meyers

**Compression: The Next Generation Gets Real**, Chair Michael D. Smith, Consultant

#### Saturday, October 21

##### MORNING AND EARLY AFTERNOON

##### Historical Seminar

Join us as we take a historical look at where our technology has been, to better understand where our technology is heading.

## LATE AFTERNOON

### SMPTE Student Event

All members, especially students, are invited to our special student event, as SMPTE once again underscores the importance of our next generation of motion imaging professionals.

## Special Events

### SMPTE's 90th Anniversary Bash and Special Movie Screening

#### WEDNESDAY, OCTOBER 18 – EVENING

It's opening night of the Conference, it's SMPTE's 90th Anniversary, and it's time to party and celebrate! Join us at Warner Bros., Studios for this gala event. Then, following the Anniversary Bash, you're invited to a special movie screening. More info to follow.

### Industry Luncheon

#### THURSDAY, OCTOBER 19 – 12:15-1:30 P.M.

This anticipated event features wonderful food, company, and a recognized industry leader as guest speaker.

### Honors and Awards Ceremony & Reception

#### FRIDAY, OCTOBER 20 – 7:00-9:00 P.M.

Annually, SMPTE gives awards to those in the industry who have demonstrated great achievement and contribution to motion imaging. Awards include Fellowship to the Society, Honorary Membership, the Citation for Outstanding Service, the SMPTE Journal Award, and several corporate-sponsored awards and medals that honor work in specific areas of the industry.

### SMPTE Fellows Luncheon

#### SATURDAY, OCTOBER 21 – 12:15-1:30 P.M.

SMPTE Fellows and Life Fellows are honored for their accomplishments and given a chance to get together annually at this luncheon. Our special Keynote Speaker for the Fellows Luncheon is Wendy Aylsworth.

## The Renaissance Hollywood Hotel

### Special Conference Room Rate

The room cutoff date or deadline for receiving the discounted rate is October 2, 2006, and the rate is \$159/night. We urge you to take advantage of this special rate, and support SMPTE by staying at the Renaissance Hollywood Hotel. You benefit by doing so, because it helps us keep our conference fees as low as possible.

### To Make Reservations

Call the hotel directly at (323) 856-1200 or Marriott Reservations at (800) HOTELS. In order to receive your

discount rate, you must ask for "SMPTE Conference" room block when calling for reservations, or tell your reservation agent that you'll be in the room block for the "SMPTE Conference." The special SMPTE rate code is "stmstma."

### For Online Reservations

Online Registration is available from the SMPTE Technical Conference's website at [www.smpte.org](http://www.smpte.org).

## Sponsorship Opportunities

### An easy way to gain additional exposure for your company

#### Get Noticed!

Obtain a leading role in the industry by sponsoring an event at the SMPTE Technical Conference and Exhibition. By sponsoring an item or event, your company is exposed to a highly-targeted audience of industry professionals. By sponsoring one of our carefully selected packages, you'll be reaching new customers while solidifying relations with existing ones. When attendees know that you've supported their conference, they'll associate your company with the cutting-edge advancements that shape the industry.

#### We'll Throw in a Booth!

If you sponsor an item over \$10,000, we'll give you a complimentary 10 x 10 booth in the Exhibit Hall.

## THE EXHIBITOR LIST

We're already lining up a host of companies that will be displaying the latest in products. They include:

ADC	Network Electronics
AJA Video	NVision
Avid	Omneon
Cobalt Digital	Omnibus
Doremi	Pesa Switching Systems
DTV Innovation	Pixelmetrix
Evertz	Quantel
Florical	Rohde & Schwarz
Genum	SeaChange
Grass Valley	Sencore
Harris	Snell & Wilcox
Hotronics	Sundance
Ipitek	Tandberg Television
Leader Instruments	Tektronix
Maximum Throughput	Teranex
Media Links	T-VIPS
Miranda	Utah Scientific
MPro	Video Clarity
N Systems Inc.	

### All sponsorship items include the following benefits:

We're going to place your company name and logo all over the place!

- ✓ On signs placed throughout the conference, including the grand "Welcome Sign"
- ✓ On "scrollers" shown during sessions and seminars
- ✓ In the final program booklet
- ✓ On the Conference Website
- ✓ We're also going to acknowledge you in SMPTE's award-winning *Motion Imaging Journal*, and
- ✓ During opening remarks at each session and social function.

### More importantly

We can custom-tailor any sponsorship package, and you can sponsor any of the following wholly or in part. Opportunities are going quickly; sign up today!

### SMPTE's 90th Anniversary Bash—Partial Sponsorship still Available

This nighttime event is where conference delegates get to relax and enjoy networking opportunities. This year's bash will take place on a studio lot, complete with a cocktail reception, live entertainment, and a private film screening. Sponsor this entire event and receive 15 complimentary tickets to the reception.

### Transportation for the 90th Anniversary Bash—\$5,000

Let attendees know that you have their ride to the party covered! Sponsor the transportation to and from the event.

### Industry Luncheon—\$15,000

The luncheon will feature a recognized industry leader as guest speaker. By sponsoring the reception and luncheon, your company will have the opportunity to place promotional materials on the tables. Sponsor this entire event and receive 10 complimentary tickets for a reserved table at the luncheon.

### Honors and Awards Reception—\$15,000

Support industry award recipients and let them celebrate with a reception after the awards ceremony.

### Fellow's Luncheon—\$8,000

The Fellow's Luncheon is a distinguished affair for Fellows of the Society.

### Boxed Lunch for the All-Day Seminar—\$10,000

Provide lunch for the Seminar attendees and have the opportunity to place promotional items inside the boxed lunches.

### Coffee Breaks—\$3,000 each

Coffee breaks provide a morning and afternoon gathering place for conference and exhibit attendees, speakers, and press.

### A/V Equipment Loaners and Transport

SMPTE relies on A/V equipment donations for its conferences. If your company can lend us video or other A/V equipment, we'd love to hear from you.

### Program Booklet—\$8,000

The program booklet is the official guide to all SMPTE conference sessions and events. In addition to a detailed papers schedule, the program contains a complete listing of all exhibiting companies and their booth numbers. Your company logo/ad will be placed on the front cover of the program.

### Lanyards and Badge Holders—\$5,000

Wrap yourself around each attendee with a lanyard with your company's name on it.

### T-shirts—\$10,000

Sponsor T-shirts that will be provided to each attendee. Your logo will be combined with a SMPTE design, or you can supply your own design to add to the SMPTE conference logo.

### Registration Bag Inserts—\$1,500 each

Place a promotional insert of your company's products and services in the hands of every conference attendee. SMPTE will distribute the registration bags to every full conference attendee—a highly-targeted group will receive your message.

### Wi-Fi Connection—\$10,000

This is one of our most successful sponsorships at our conference, and greatly appreciated by Conference goers. Show attendees you know how important it is to keep in touch with the outside world by helping sponsor the Wi-Fi Connection.

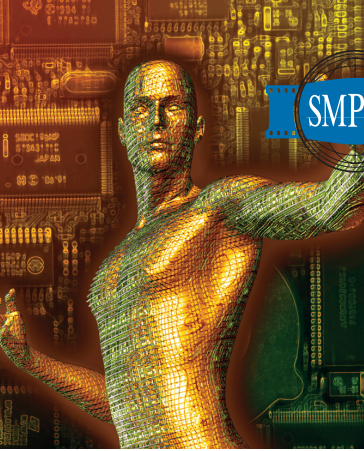
### Student Event—\$5,000

Provide students with the opportunity to network and learn from industry professionals at this special event.

### Personalized Movie Popcorn—\$1,500

Provide a little personalized refreshment break with your logo on a bag of microwave popcorn, distributed to each attendee in anticipation of our opening night film screening.

For more information, please contact Sally-Ann D'Amato at 914-761-1100, ext. 4965, or e-mail [sdamato@smpte.org](mailto:sdamato@smpte.org).



# CONFERENCE REGISTRATION FORM

## Renaissance Hollywood Hotel Hollywood, CA October 18-21, 2006

Full Name: \_\_\_\_\_  
 \_\_\_\_\_ of attendee  
 Badge Name: \_\_\_\_\_  
 \_\_\_\_\_ as you want it to appear on badge  
 Company: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Address: (company \_\_\_\_\_ home \_\_\_\_\_) \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_  
 Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_ Website: \_\_\_\_\_  
 Current SMPTE Member?  Yes  No  
 Membership Number: \_\_\_\_\_

### REGISTRATION PACKAGES:

- **Full Conference Registration:** Includes admission to all-day seminar, boxed lunch, all technical sessions, admission to the Exhibition, the Welcome Reception, Industry Luncheon, and the Honors and Awards Ceremony and Reception.
- **Seminar Only:** Includes admission to the all-day seminar and a boxed lunch.
- **One Day Registration:** Includes admission to any technical session on that day, and admission to the Exhibition. Event tickets to be purchased separately.
- **Half-Day Only:** Includes admission to either session taking place during your selected morning or afternoon time period on the day/s you selected, and admission to the Exhibition. Event tickets to be purchased separately.
- **Life Members & Life Fellows:** Includes admission to all-day seminar, boxed lunch, all technical sessions, admission to the Exhibition, the Welcome Reception, Industry Luncheon, and the Honors and Awards Ceremony and Reception.
- **Students:** Includes admission to all-day seminar, boxed lunch, all technical sessions, admission to the Exhibition, the Welcome Reception, Industry Luncheon, and the Honors and Awards Ceremony and Reception.
- **Speakers:** Speakers can already attend any session or event on the day of their presentation. However, the Speakers Registration includes admission to all of the sessions during the conference, admission to the Exhibition, Welcome Reception, Industry Luncheon, and the Honors & Awards Ceremony & Reception.
- **Exhibit/Seminar Pass:** Includes admission to the Exhibition, as well as the Saturday Seminar. Does not include admission to Technical Sessions Wednesday through Friday. Event tickets to be purchased separately.

### PAYMENT METHOD (U.S. DOLLARS):

Check (payable to SMPTE)  MC  Visa  AmEx  
 Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Name as it appears on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Special Needs:** Please check here if you have a disability and may require special accommodations. We will contact you.

### CHANGES & CANCELLATIONS:

- Cancellations must be requested in writing and sent to SMPTE via mail or fax by October 9, 2006.
- A \$100 administrative fee will be incurred on all cancellations.
- No REFUNDS or CANCELLATIONS will be accepted if postmarked or faxed after October 9, 2006.

### RETURN COMPLETED FORM TO SMPTE:

**Via fax:** 301-694-5124  
**By mail to:** Expoexchange/SMPTE  
 P. O. Box 3867  
 Frederick, MD 21701

### REGISTRATION FEES:

	Early Bird Special	After 9/18/06
<input type="checkbox"/> Full Conference: Member	\$800	\$900
<input type="checkbox"/> Full Conference: Non-Member	\$935	\$1,035
One Day: Member (Please circle day/s) Wednesday • Thursday • Friday	\$275	\$325
One Day: Non-Member (Please circle day/s) Wednesday • Thursday • Friday	\$375	\$425
Half-Day Only: Member (Please circle session/s) Wednesday AM • Wednesday PM Thursday AM • Thursday PM Friday AM • Friday PM	\$150/Session	\$175/Session
Half-Day Only: Non-Member (Please circle session/s) Wednesday AM • Wednesday PM Thursday AM • Thursday PM Friday AM • Friday PM	\$200/Session	\$225/Session
<input type="checkbox"/> Life Member/Life Fellow	\$100	\$100
<input type="checkbox"/> Student Member	\$50	\$50
<input type="checkbox"/> Student Non-Member	\$85	\$85
<input type="checkbox"/> Speaker Discount for Full Conference	\$500	\$500
<input type="checkbox"/> Exhibits/Seminar Pass	\$25	\$25

### ADDITIONAL EVENT TICKETS:

Welcome Reception	\$75 ea.	Quantity _____
Industry Luncheon	\$75 ea.	Quantity _____
Honors and Awards	\$75 ea.	Quantity _____
Fellows Luncheon (Fellows/Life Fellows only)	\$75 ea.	

### ATTENTION NON-MEMBERS!

Actually, you're no longer a "non-member" if you selected Full Conference above! The fee you paid included a one-year membership to SMPTE, and entitles you to all membership benefits. However, if you're a non-member who selected one of our other conference packages, we still want you to join, so you too can receive the discounts, magazine subscription, and other SMPTE benefits.

I'm a non-member who selected Full Conference, and want to become a SMPTE Member. (We'll use your registration information for Membership)

Please renew my SMPTE Membership ID# \_\_\_\_\_

New Student Membership/Renewal\*  
 (Please bill my credit card \$35.00 for Membership)

Date of Birth \_\_\_\_\_ Date of Graduation: \_\_\_\_\_

Name of School: \_\_\_\_\_

\*Must fax a current Student ID to 914-761-3115

**No registrations will be accepted after October 11, 2006  
 All registrations after that date must be purchased on site.**