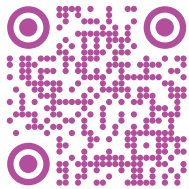


SMPTE  
MEDIA  
TECHNOLOGY  
SUMMIT

PASADENA, CA  
2025  
October 13-16, 2025

## Your Invitation to the SMPTE Summit



### Preview the Conference Program

Get ready for four exciting days of presentations, Q&As, roundtable discussions, networking, social events, and the always-inspiring SMPTE Storytellers—sharing diverse voices and powerful ideas. The SMPTE Summit is a must-attend event for media professionals, creative technologists, and broadcast engineers alike—your opportunity to engage with the people, innovations, and conversations driving the future of media technology.

Leran more: Scan the QR code or visit [summit.smpte.org/2025/program](https://summit.smpte.org/2025/program)

### Explore Pasadena!

Pasadena has a lot to offer attendees after the events of the day. Wander the charming streets of Old Pasadena, grab a meal with colleagues at Alexander's Steakhouse, or throw a networking event at the Dog Haus Biergarten. There's a ton of places to eat, drink, and explore. So make the most out of our new Summit location, and see what Pasadena, California has to offer!



**REGISTER: [summit.smpte.org/2025](https://summit.smpte.org/2025)**

# Attend the Live Events Broadcast Symposium

Monday, October 13, 2025

Join industry leaders and innovators for a dynamic series of sessions exploring the future of live event production.

## Program Includes:

- Welcome Address and Opening Remarks
- Inside the Leagues—Innovations in Live Broadcast
- AWS: AI-Driven Insights for High-Speed Sports
- Quiet Chaos—The Art and Tech of Live Audio
- World of Live Soccer Competition: Designing Broadcasts for Global Audiences
- Applied AI and Automation in Live Production
- Future Outlook—The Next Chapter in Broadcast and Streaming
- Wrap-Up and Audience Polling

## When:

Monday, October 13 from 10:00 am - 6:00 pm

## Location:

Pasadena Convention Center  
Total Duration: 6 hours of learning interaction (lunch is included)



Learn more: scan the QR code or visit [summit.smppte.org/2025/BroadcastSymposium](https://summit.smppte.org/2025/BroadcastSymposium)

# Why Sponsor and Exhibit at MTS2025?

Partnering with SMPTE's premier peer-reviewed conference puts your organization front and center of the global media-technology community.

## Thought Leadership & Credibility

Sponsored Sessions & Panels: Position your experts onstage alongside industry pioneers to showcase your solutions in the context of cutting-edge topics (AI, cloud workflows, virtual production, etc.).

## Lead Generation & ROI

Onsite Data Capture: Use MTS2025 digital badge-scanning tools to collect contact details, segment prospects by interest area, and follow-up immediately post-show.

## Competitive Advantage

Showcase Innovations: Be the first to demo your newest products and services in front of influencers setting the next industry standards.

## Enhanced Media & Social Reach

Conference Media Coverage: Your sponsorship underwrites press releases and media interviews, amplifying your story in top trade publications and social channels.

## Access to Decision-Makers\*

- 29% of attendees are C suite levels
- 45% of attendees are final decision-makers.
- 85% of attendees are involved in buying decisions
- More than 1,000 representatives from over 20 branches of the media tech industry

\*Data based on 2024 conference attendees



Contact our team directly for a customized proposal.