



PLAYBACK INNOVATIONS FORUM

The Playback Innovations Forum is a series of half-day conferences that bring together top talent, leading content creators, forward-thinking broadcasters, and mavericks of new media to explore opportunities, celebrate excellence and push boundaries in Canadian film & television.

The first event in the series will focus on content - what's working and who's doing it well - and we're bringing together a stellar line up of international industry movers and shakers. Speakers confirmed already include Emmy-winning James Manos, Jr., creator of Dexter; and Emmy-nominated, Mad Men creative Robin Veith.

SPONSORSHIP OPPORTUNITIES

PRESENTING PARTNER

1 opportunity at \$12,995

- Above the line logo exposure (presented in association with...) on all promotional materials, including conference brochure, promotional literature, ads, flyers, signage at the event, website, e-mails and press releases
- Opportunity to provide brief welcome remarks at the beginning of the conference
- One (1) exclusive 4 x 5 foam core poster onsite to highlight your sponsorship
- Leaderboard ad (in rotation) on playbackonline.ca homepage during promotion
- Seat drop at opening seminar
- Five (5) passes for full conference registration, plus discount rates on additional passes
- Full page 4/C ad in event issue of Playback
- Right of first refusal and 20% off Presenting Sponsor package at next PIF event

PREMIER PARTNERS

3 OPPORTUNITIES AT \$8,995

- Top line logo exposure on all promotional materials, including conference brochure, promotional literature, ads, flyers, signage at the event, website, e-mails and press releases
- Skyscraper ad (in rotation) on playbackonline.ca during promotion
- Sponsorship of coffee break
- Seat drop (not opening seminar)
- Three (3) passes for full conference registration, plus discount rates on additional passes
- Half page 4/C ad in event issue of Playback
- Right of first refusal and 20% discount off Platinum Sponsor package at next PIF event

PATRONS

\$3995

- Prominent logo exposure on all promotional materials, including conference brochure, promotional literature, ads, flyers, signage at the event, website, e-mails and press releases
- Literature on display at the event
- Two unit ad (in rotation) on playbackonline.ca during promotion
- One (1) pass for full registration at the conference, plus discount rates on additional passes
- 50% discount off one-time rates in event issue of Playback

A LA CARTE OPPORTUNITIES

EXCLUSIVE COCKTAIL RECEPTION SPONSOR: \$5500

LANYARDS: \$2000

SEAT DROP: \$1500

CONTACT:

For sponsorship opportunities contact Mark Lanctot at markl@playback.brunico.com 416-408-2300 ext. 335

To register contact Sharlene Wilder at swilder@brunico.com 416-408-2300 ext. 313

<http://pif.playbackonline.ca/>