

**THE CONFERENCE
FOR FUTURE
MEDIA TECHNOLOGIES**

Partnering Opportunities 2019



Conference Target Groups

Entertainment

Production Companies
Broadcasters & Digital Platforms
Distributors
Suppliers
Freelancers
Sales & Marketing

Industry

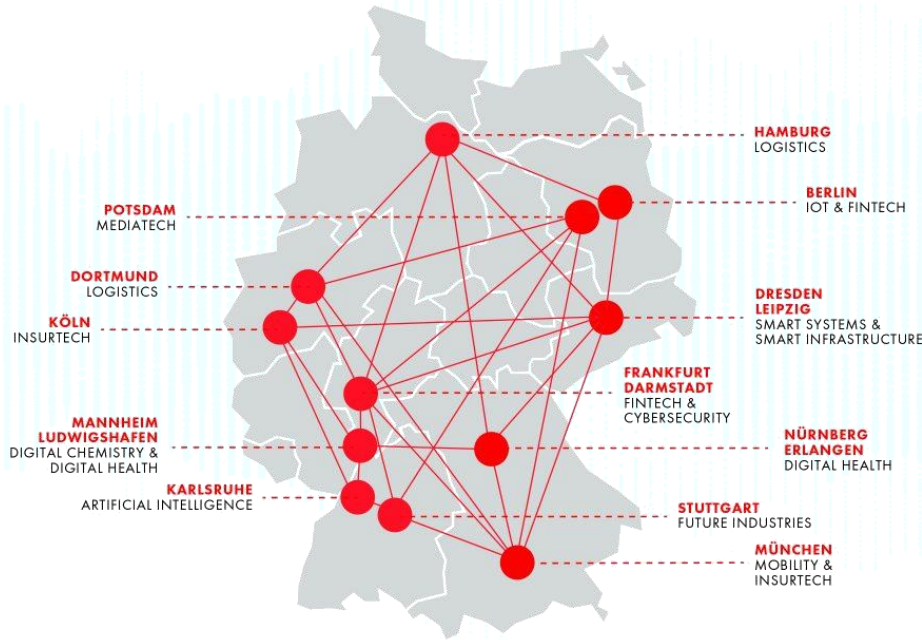
Transport/Automotive
E-Health
Logistics
Tourism
Science
Sales & Marketing

WELCOME TO MEDIATECH HUB CONFERENCE

With your support Germany's only hub for MediaTech, the MediaTech Hub Potsdam, will create Germany's leading business event for future media technologies in entertainment, industry and trade. At the MediaTech Hub Conference visionary international speakers share their experiences, the latest use cases demonstrate success, and several networking opportunities guarantee valuable contacts and insights for an expert crowd. Be part of Germany's only hub dedicated to developing innovative media tech solutions in entertainment and transferring them into other industries - at the biggest film studio in Europe and the oldest large-scale studio in the world, where innovation is tradition for more than 100 years.

November 19-20, 2019, Studio Babelsberg, Potsdam

2 Main Stages, Workshops, Conference Center, Exhibition,
VIP & Speakers Lounge (incl. Matchmaking), VR Award



MEDIATECH HUB POTSDAM

IN A NUTSHELL

DIGITAL SOLUTIONS FOR THE FUTURE

The digital revolution is in full swing: Technologies are changing processes, ways of thinking and cultures. Media technologies are the driving force here. They visualise, network, automate and emotionalise. They thus create new realities and business models. The MediaTech Hub Potsdam bundles the local expertise of specialists and visionaries and brings digital change to life.

That is why Potsdam was selected in 2017 by the Federal Ministry of Economics and Energy as one of 12 digital hubs in Germany – and the only one with a focus on MediaTech.

**FASCINATING
INTERNATIONAL
SPEAKERS**

« Babelsberg was Hollywood before Hollywood, and the region is leading in media tech innovation. MediaTech Hub Conference is a combination of lectures and panels that are thoughtfully put together, a high quality event, superbly produced, facilitating interaction at a meaningful level. »

Annabelle Gawer, Professor in Digital Economy,
University of Surrey

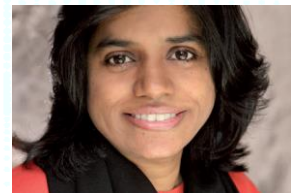


« MediaTech Hub Conference explores the meeting place between creativity and technology like no one else. It is fresh and original. It attracts brilliant speakers, generates debate, stimulates ideas. It reminds us why we love our industry - and why we will never stop learning about it. It is an essential event for anyone with curiosity and passion. »

Mark Harisson, Managing Director, Digital
Production Partnership (DPP)



Pete Thompson,
Vice President,
Amazon Alexa Voice
Services



Soumya Sriraman
President, Britbox
Svod

FASCINATING
INTERNATIONAL
SPEAKERS

« What makes MediaTech Hub Conference very special is the confluence of a diversity of brilliant minds from scientists and entrepreneurs to industry mavens, from around the world, engaging in the free flow of ideas and sharing their visions of the future. »

Deb Ray, Founder and CEO, RivetAI Inc.



« MediaTech Hub Conference plunges you into the future of technology-powered creative content ecosystems. A unique Berlin-Potsdam grassroots flavour is great too! »

Audrius Perkauskas, Deputy Head of DG Connect, European Commission



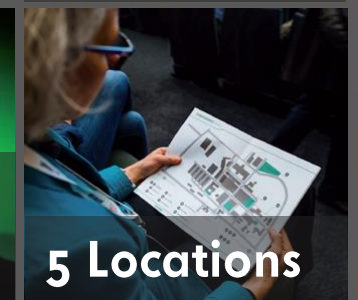
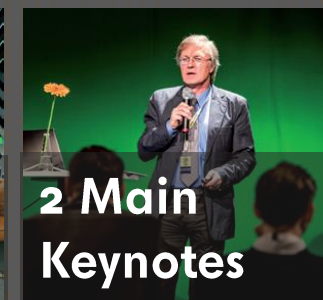
John Canning, Executive Producer, Digital Domain



Sean Stewart, Creative Director & Design Director, Magic Leap

ONE CONFERENCE -
A VARIETY
OF EXPERIENCES

Get ready for 2
days packed with
an exciting
program around
Media Tech.



WHY SHOULD YOU PARTNER WITH MEDIATECH HUB CONFERENCE?

Media Tech is one of the most discussed and dynamic topics. Whether artificial intelligence, data visualization, voice search, e-learning, digital engineering or mobile technologies – you are at the very heart of digital transformation. As partner of MediaTech Hub Conference your company will benefit from:

1. **Innovative image:** Present your enterprise in a high quality MediaTech environment
2. **High quality leads:** Get direct access to decision makers from entertainment (e.g. film, TV, web) and industry (logistics, automotive, eHealth and many more)
3. **Publicity push:** Benefit from intensive coverage in digital, tech, entertainment and daily press

MediaTech Hub Conference has over 5,000 subscribers for its newsletter, is cooperating with many professional media partners and reaching out to a high quality community in social media.

MediaTech Hub Conference also connects you with all twelve centers of digital excellence across Germany, selected and promoted by the Federal Government of Germany's Digital Hub Initiative.



Stage 1 Partner

Make this stage yours!
As Lead Sponsor and Stage Partner you are presenting all content on **MediaTech for Entertainment** at MediaTech Hub Conference.



Stage 2 Partner

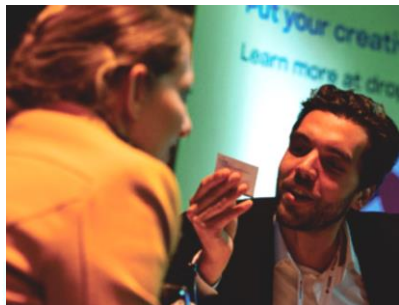
Make this stage yours!
As Lead Sponsor and Stage Partner you are presenting all content on **MediaTech for Industry** at MediaTech Hub Conference.



Keynote Partner

MediaTech Hub Conference starts each day with a high level keynote on the main Keynote Stage. Present as Keynote Partner one of these keynotes exclusively.

YOUR
PARTNERING
OPPORTUNITIES



**YOUR
PARTNERING
OPPORTUNITIES**

VIP & Speakers Lounge Partner

The VIP & Speakers Lounge of MediaTech Hub Conference offers all speakers and VIP ticket holders a central and comfortable meet and work place with free coffee and snacks.

Speakers Dinner Partner

All international speakers are invited to the exclusive Speakers Dinner on the evening prior to the MediaTech Hub Conference. Present the Speakers Dinner exclusively.

Workshop Partner

MediaTech Hub Conference is launching a high quality workshop program where international speakers are providing in-depth knowledge for our guests. Present one of these workshops exclusively.



Slot Partner

Present your own slot on stage as Slot Partner. We will help you in curating it.



Special Partner

Provide speakers shuttle service, fast guest WiFi, your excellent products whether it is a good wine, tasty food, excellent coffee or any other service valuable for MediaTech Hub Conference as Special Partner. Or support the conference with a financial contribution.



Network Partner

Promote MediaTech Hub Conference to your members or clients and we provide special discounted conference tickets to you and your members or clients.

**YOUR
PARTNERING
OPPORTUNITIES**

YOUR CONTRIBUTION

Publicity

Branding location
Own stand
Advertising in programme booklet
Branding on website
Branding on sponsors wall
Branding in mailings
Branding on lanyards/tickets

PR

Welcome Address
Integration in press releases

Networking

Free access Meet2Match Platform

Service

photos for your purpose
VIP tickets
Conference tickets

Stage Partner

Stage 1 (Entertainment) or
Stage 2 (Industry)

Stage 1 or Stage 2
at Conference Center
full page

✓
✓
✓
✓

5 min / Day 1
✓

✓

✓

1

15

Keynote Partner

the keynotes (screen)
at Conference Center
½ page

✓
✓
once
-

2 min / Day 1 or 2
-

✓

✓

1

5

VIP & Speakers Lounge Partner

the lounge
at VIP Lounge
½ page

✓
✓
once
-

-

-

✓

✓

1

5

Your Contribution

2 x 15k Euro

2 x 5k Euro

1 x 5k Euro

YOUR CONTRIBUTION

Publicity

Branding location
Own stand
Advertising in programme booklet
Branding on website
Branding on sponsors wall
Branding in mailings
Branding on lanyards/tickets

PR

Welcome Address
Integration in press releases

Networking

Free access Meet2Match Platform

Service

photos for your purpose
VIP tickets
Conference tickets

Speakers Dinner Partner

at entrance
-
¼ page
✓
✓
once
-

Slot Partner

the slot (screen)
-
¼ page
✓
✓
once
-

Workshop Partner

the workshop
-
Workshop brand
✓
✓
once
-

Special Partner (Cooperations, Network)

-
-
logo
✓
-
-
-

Your Contribution

1 x 2k Euro

5 x 1,5k Euro

4 x 1,5k Euro

according to the partner agreement

WHAT'S SO GREAT ABOUT BABELSBERG?



Throughout its 100-year status as a film and media center, Babelsberg is a frontrunner at the interface between storytelling and technical innovation: It is home to the biggest film studio in Europe and the oldest large-scale film studio in the world, Studio Babelsberg, the first ever film school, the Film University Babelsberg, the largest privately financed IT research facility, the Hasso-Plattner-Institute, the first volumetric capture studio in Continental Europe, Volucap, as well as the headquarters of UFA, Europe's market leader in film and television production.

In Babelsberg, the concept of 'future media technologies' primarily represents the complete transition to digital media on a daily basis of collaboration throughout the campus: Storytelling, internet-based and digital technologies, visual effects and animation, games and interactive media all go hand in hand with big data usage, AI applications and science. These innovations can also be used to tap into new customer groups beyond the entertainment industry.

Potsdam-Babelsberg is just a 20-minute-ride away from Germany's pulsating capital Berlin, giving the region a relaxed and highly specialized playground for a modern, urban society and a creative, international milieu of specialists, start-ups and thought leaders, resulting in a distinct innovative advantage.

GET IN TOUCH WITH MEDIATECH HUB CONFERENCE

As our partner you are very special to us - and you can expect a very special service. The MediaTech Hub Conference is organized by people dedicated to the event and to your needs and goals. This is why excellent services as well as reliable and immediate communication channels during the preparation of the event are as important to us as offering you a personal support at the conference itself.

Being a partner of MediaTech Hub Conference is a very special experience for us - and for you! Your requests are handled directly by our Chief of Conference.

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