



Show off.

1st 2nd 3rd June 2005
Earls Court 2, London

THE
BROADCAST
PRODUCTION SHOW

www.broadcastproductionshow.com

The No.1 UK event for the broadcast and production industry.

The Broadcast Production Show 2005 is growing. With new dates, a new venue and a wealth of exciting new features, it's the No.1 UK event for you to do business.

NEW DATES

The Broadcast Production Show will now take place on 1st 2nd 3rd June so it's ideally positioned in the industry calendar. Following the Cannes Film Festival and favourably situated in between NAB and Broadcast Asia, it's the No.1 event to launch new products and services.


NEW VENUE

With better facilities, more space, easy access routes from both inside and outside of London and a host of new exhibiting and sponsorship opportunities, Earls Court 2 is the perfect venue for the 2005 Show. Reach the entire broadcast and production industry all on one floor, under one roof, over three days.

NEW FEATURES

The 2005 Show is jam-packed with exciting new features including Broadcast Freelancer Zone, a Make-up/Costume stage and The Channel Centre. We can guarantee to attract visitors from the entire broadcast and production industry by delivering premium, must-see content covering everything from pre-production to playout.

To book your space at the No.1 event for the UK broadcast and production industry call +44 (0)20 7505 8474



"It's 10 out of 10 for me. We've already committed to next year. In fact, we've expanded our site. We look forward to our next 10 years here."

Chopper Harris, Sales & Marketing Director, root6

TOP DOG

- Dedicated areas for audio, acquisition, engineering, production, post-production, location services and transmission
- Meet all the industry's key decision-makers face-to-face
- Showcase your latest products and services among top brands including Apple Solution Expert Resellers, Sony & ntl:broadcast
- The central meeting place to network with the entire industry

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Delivering the people that matter.

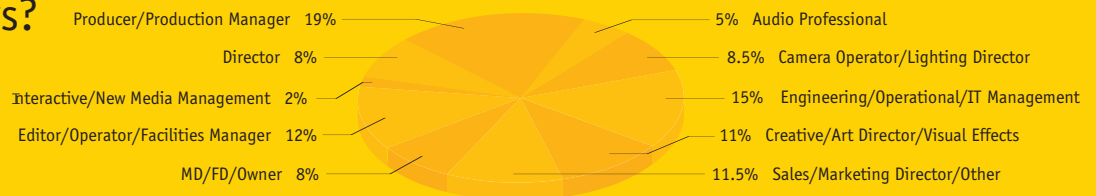
The Broadcast Production Show prides itself on the quantity and quality of visitors it attracts each and every year. It's the only ABC* audited exhibition for the UK broadcast and production industry, making it the only event that can guarantee who attended every year.

*Audit Bureau of Circulation

The 2004 Show at a glance

- 17 of the top 20 independent production companies attend the Show
- Of the top 20 facilities companies, 18 send people to the event
- Over 500 visitors from the top 5 broadcasters
- Over 60% of visitors do not visit any other show in the UK

Who are the visitors?



Producers Production Managers Directors Interactive New Media Managers Editors Operators Facilities Managers Managing Directors VFX Sales & Marketing Directors Costume Designers Broadcasters Vision Mixers Make-up Artists Floor Managers Sound Recordists

92% of visitors would recommend the Show to a colleague

91% of visitors are likely to attend the Show in 2005

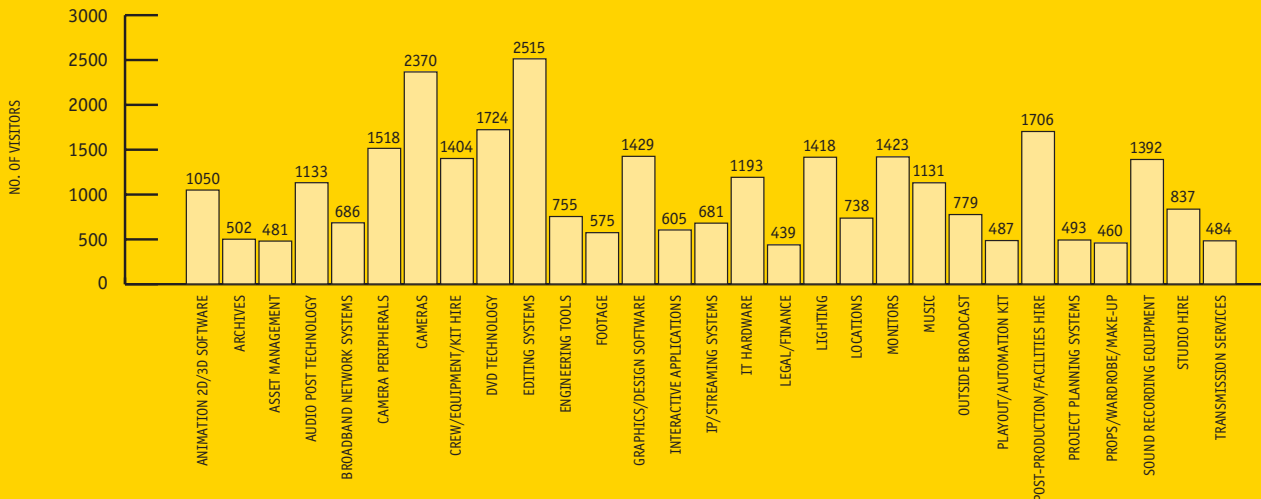
77% of visitors rated the Show as good to excellent

7,992 unique visitors - Audited by **ABC**

2,500 workshop attendees

210 participating companies

What the visitors specify and purchase



What the exhibitors say:

91% of exhibitors achieve their objectives through exhibiting

80% of exhibitors expect to generate at least £100,000 worth of new business

94% of exhibitors say that the Show is in tune with the broadcast and production market

EXHIBITING

The Broadcast Production Show is the No.1 event to meet new customers and buyers face-to-face, network with existing customers and demonstrate products all under one roof.

Stands are available as either space only or shell scheme. Alternatively, you can opt for one of our special feature areas in the Locations Village, the Production Services Village, the Focal Footage Zone or the Engineering Technology Centre (see inside back cover for full details and rates).

WORKSHOPS

The Broadcast Production Show workshops are a key driver for visitors – an opportunity to learn new skills, debate hot issues and hear from the specialists in their fields.

The workshop sessions are organised in conjunction with industry experts and leading associations. Several new features for 2005 will ensure that all aspects are covered, from technical to creative.

NETWORKING

The Premier Lounge is sponsored by ntl. This is a dedicated area for key visitors to relax away from the open café areas in the hall. Access to the lounge will be by invitation only.

The centrally situated Show Bar, sponsored by Inmedia, is the perfect place for the industry to take time out, do business and find out what's happening in the world of broadcasting.

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“Traffic has been excellent and we have met many new clients during the Show. Emap as organisers were great - always on hand if I needed them”.

Laura Dodds – Mitcorp UK Ltd

MARKETING SUPPORT

Emap Media offers a unique level of marketing support for all exhibitors. The Show's extensive campaign consists of direct marketing to our database of over 50,000 contacts, 12 months of PR campaigning plus support and promotion via all key partner guilds and associations.

SPONSORSHIP

There are a wide range of sponsorship opportunities open to exhibitors for branding, relationship building and new product launches. Options include front of house, bars and cafés, workshops, badges, lanyards and many more. For more details about how to get your message across to your target audience, call us now on +44 (0)20 7505 8474.

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New features for 2005:

The Broadcast Production Show 2005 is jam-packed with exciting new features and must-see content, covering everything from pre-production to playout. The popular free workshop programme, designed in conjunction with industry experts and leading associations, attracts influential visitors from every aspect of the industry.

NEW! The Channel Centre

A brand new workshop for broadcasters, producers, interactive TV specialists and transmission engineers. Sponsored by ntl:broadcast and produced by the European Television Guild, this workshop will cover a mix of business and transmission content. Including how to launch a new TV Channel, iTV, alternative delivery/mobile technologies and revenue and budget models.

NEW! The Producers Room

For producers, assistant producers, production executives and production managers, featuring 'Commissioning Q&As', 'Programme making on a budget' and 'In conversation with'. This workshop is organised by Broadcast, in conjunction with leading guilds and associations.

NEW! Make-Up/Costume Stage

In association with Greasepaint and London Studios, this stage is open to the main floor, and will feature free sessions on prosthetics, costume, make-up for HD and special effects.

NEW! Post-Production Workshops

A new workshop for post-production managers, editors and facilities staff. Covering business models, the impact of HD, facilities of the future and key skills sessions from the experts.

NEW! Broadcast Freelancer Zone

A new dedicated feature at the Show specifically for freelancers – you'll never get as many freelancers under 1 roof over 3 days. If this is your target audience, the Show is where you can reach them.

NEW! Business Sessions

A new feature at the Show where exhibitors and participants can run their own half-day talks/sessions/demonstrations in a dedicated room. Limited availability – call Greg Day +44 (0)20 7505 8736 for more information.

NEW! FOCAL Footage Zone

A new area at the Show in conjunction with FOCAL International. This zone is where footage and archive libraries can tell the industry about the content and services they offer and network with industry footage buyers and researchers.

Cameras Hardware Facilities Crew hire Location services Editing systems Animation FX & graphics software Playout systems Footage Studios Tripods Batteries & peripherals Lighting Dry hire Engineering technology Legal & finance services Audio technology OBs

"The Broadcast Production Show is the biggest, most prestigious show in the industry's calendar. It's a high priority for BECTU because it's a great opportunity to meet with members and other industry professionals. And it's a high priority for them because it's a chance to network and get up to speed on kit, techniques and know-how."

Martin Spence – Bectu

Learning and Work Zone

Building on the success of 2004, this year's workshop programme includes sessions on both 'Selling your skills' and 'Developing your career'. Visitors will benefit further from panel sessions with industry experts, workshops and seminars plus a day with the Rushes Soho Shots panel, in association with Skillset and BECTU.

The Camera Skills and Craft Workshops

This workshop provides a dedicated learning environment for cameramen, directors of photography, lighting directors, videographers, freelancers & programme-makers, with specialists in their field talking through their tips and tricks on craft based issues.

Audio Workshops

This series of workshops covers a wide range of subjects and current issues, including 5.1/HD surround sound, The impact of 'Pro-tools', and a conversation with a leading "audio-friendly" producer.

Locations Village

Always a popular area and the only chance for UK and overseas locations and location based services to showcase what they have to offer UK production professionals.

Hands-on Editing

Soho Editors will again co-ordinate the popular hands-on sessions for post-production including compositing, editing, 2D/3D animation and VFX.

Production Services Village

If you provide any kind of service to the production industry then the Production Services Village is the place to be. Covering everything from make-up to music, outside broadcast to animals and prop-hire, it's the best position to promote yourself to your target audience face-to-face.

The Engineering Technology Centre

These workshops are organised to cater specifically for specialist engineers, facility managers, editors and producers. They consist of a range of round table debates on broadcast engineering issues and 'how-to' sessions.

The only UK event supported by:

BROADCAST

The weekly newspaper of the television and radio industry

BROADCASTNOW .co.uk

The website for the television and radio industry

iabm

International Association of Broadcasting Manufacturers

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2005

Tektronix
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Association of Film Commissioners
International (AFCI)

Audio Media

Bectu

BKSTS

Chief Engineers of Facilities Forum (ChEFF)

DIGIT

Directors Guild of Great Britain (DGGB)

European TV Guild

FOCAL International

Grease Paint Ltd.

Guild of British Camera Technicians (GBCT)

Guild of Location Managers (GOLM)

Guild of Television Cameramen (GTC)

International Association of Broadcast
Manufacturers (IABM)

Macworld

New Producers Alliance (NPA)

Production Managers Association (PMA)

Skillset

Society of Television Lighting Directors (STLD)

TAPS

The Production Guild

TVB Europe

UK Post

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2005 Exhibition rates



Space Only: £315/sqm + VAT

Includes floor space, stand cleaning, entry in the Show Guide, unlimited registration forms, listing on Show registration ticket, plus all relevant promotional literature and website.

Shell Scheme: £340/sqm + VAT

Includes floor space, name board and fascia, stand constructed out of octanorm panelling, carpet, stand cleaning, entry in the Show Guide, unlimited registration forms, listing on Show registration ticket, plus all relevant promotional literature and website.

All IABM members qualify for a fixed discount of £10/sqm on the published floor rates.

Feature Area Rates

Locations Village and Production Services Village
(Package stands to include basic lighting and furniture)

2 sqm £600 + VAT	4 sqm £1,000 + VAT
6 sqm £1,616 + VAT	8 sqm £2,104 + VAT
10 sqm £2,597 + VAT	16 sqm £4,075 + VAT

Engineering Technology Centre: 6sqm £1,685 + VAT

FOCAL Footage Zone:

2 sqm £600 + VAT	4 sqm £1,100 + VAT
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Workshop Rooms and Sponsorship: Price on application

ntl:broadcast



**Solution
Expert**

Show team:

SALES
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