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PROMAX/BDA CONFERENCE ATTRACTS NETWORKS' AFFILIATE MARKETING MEETINGS

ABC, CBS and NBC to Host Meetings in Conjunction with June Marketing Confab

Los Angeles, CA – May 7, 2008 – With just under six weeks remaining before the 53rd annual Promax/BDA Conference, U.S. broadcast networks ABC, CBS and NBC have confirmed their plans to hold affiliate marketing meetings in conjunction with the confab, a major schedule highlight for entertainment and information content marketers. This collaboration not only gives the networks a way to reap the greatest value for already tightening marketing budgets, but also validates the conference as a must-attend event for marketers and promotion executives from network affiliates across the country.

The 2008 Promax/BDA Conference takes place June 17-19 at Manhattan's Hilton New York Hotel. Taking advantage of affiliate attendance at the event, ABC, CBS and NBC will hold marketing meetings on June 17, just before the event kicks off. ABC and NBC will hold their meetings at the Hilton Hotel, and CBS will invite their affiliates to take a short stroll across the street to its global headquarters, aka Black Rock, located at 51 West 52nd Street.

"With many of our affiliates' top marketing and promotion managers attending Promax/BDA this year—not to mention it being a key year for NBC with the Olympics, presidential election, Super Bowl, DTV transition and more—it just makes economic and strategic sense for us to meet with our key partners in conjunction with the conference," said NBC's Senior VP of Affiliate Marketing and Development Scot Chastain.

Michael Benson, Promax/BDA Chairman, and EVP, Marketing, ABC Entertainment added: "This is the one time of the year when we can meet face-to-face with our affiliate promotion executives, the lifeblood of our network. Our industry is experiencing change like never before, and this meeting gives us the opportunity to discuss immediate and future issues and present strategies in a forum focused on marketing, advertising and promotion."

"We're happy to work with any group that's interested in holding its affiliate and/or client meetings in conjunction with the Promax/BDA Conference," said Jonathan Block-Verk, Promax/BDA President. "With today's economic concerns, we're committed to delivering an event that provides the greatest return on investment for both money and time, and scheduling affiliate marketing meetings around our event is a perfect example of the efficiencies available."

Promax/BDA has developed a robust conference lineup, with several sessions custom tailored to the needs of attending station executives. Among the highlights is a timely and relevant DTV Transition Symposium, which consists of ROI-impacting sessions targeting the thousands of local stations that stand to be the most impacted by the impending DTV changeover. Other hot programming includes:

- **Maximizing the Mothership: Getting everything you need from your Network and Station Group**, where attendees can gain insight and understanding into the changing

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relationship between networks, station groups and affiliates and how this evolving dynamic is affecting marketing and promotional opportunities for better.... and worse.

- **Leading Innovation, Reinvention and Opportunity in Local News**, in which renowned local media innovator Steve Safran will teach attendees how to lead their organizations' innovation strategies and tap into new profits by effectively reinventing their approach to news and news marketing.
- **Nielsen Ratings 101**, in which experts from the leading ratings bureau will provide attendees with an overview of the entire ratings system and strengthen their understanding of developing ratings technologies; and

Promax/BDA has also announced several major speakers for its annual conference, including, among others, Vince McMahon, Lifetime Achievement honoree and WWE Chairman/founder; Seth MacFarlane, the award-winning creator of "Family Guy" and "American Dad"; the Reverend Jesse Jackson, America's foremost civil rights and political figure; Nicholas Negroponte, noted futurist, author and the man behind the non-profit organization One Laptop Per Child; and James Lipton, creator, writer and executive producer of *Inside the Actor's Studio*.

About Promax/BDA

Promax/BDA is a global, non-profit association dedicated to advancing the role and effectiveness of entertainment and information content marketing, promotion and design professionals. For further information, please visit www.promaxbda.org.

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