Online video viewing is surging, and online video advertising is reaching the cord-cutters and cord-nevers who don’t watch traditional TV. For the first time, the people who bring you Streaming Media East and OnlineVideo.net have an event just for video marketers.

In this one-day conference, we’ll look at the obstacles challenging advertisers and publishers, offering strategies for reaching consumers where they live, work, and shop. We’ll have the biggest names in video marketing offering lessons and speaking from their own experiences. Because we have Streaming Media East’s reputation to live up to, we’ll offer a detailed deep-dive that other conferences can’t match. And did we mention there will be plenty of time for networking?

TOPICS COVERED INCLUDE THE FOLLOWING:

- How to guarantee brand safety
- The future of programmatic sales
- A transparency wish list for buyers
- Competing against the walled gardens
- Maximizing viewability
- What metrics marketers need to watch
- Achieving scale on connected TV
- Serving the mobile consumer
- Planning cross-platform campaigns
- VR, AR, and 360° videos: hype versus reality
- Customizing with addressable TV
- Channeling artificial intelligence
- Working with influencers
- Running branded campaigns
- Ads.txt: why it’s the future
- Using blockchain in ad buys
- And much more

PLATINUM SPONSORSHIP (LIMITED TO 4)

BEFORE INCLUDE:

- Speaking opportunity includes a placement on a panel (if signed contract is received by 3/22/18); must be relevant to the conference program; content must be instructional and informative and is subject to review. Scheduling of presentation is at the discretion of the conference chair.
- 4 complimentary Video Marketing Power Summit full-conference passes for your staff
- 4 complimentary VIP Video Marketing Power Summit full-conference passes to give to your best customers or prospects
- Discount attendance offer to give to your customers or prospects
- Floor standing banner in conference area (banner to be supplied by sponsor)
- Logo on applicable preshow and on-site conference materials
- Full-page 4-color ad in the onsite conference agenda
- Literature on display table in conference area
- Preconference and postconference emails to attendee list (HTML to be provided by sponsor; Show Management will send emails on sponsor’s behalf.)
- Full attendee list after event (postal addresses only; does not include email or phone)

COST = $4,995

GOLD SPONSORSHIP

BEFORE INCLUDE:

- 2 complimentary Video Marketing Power Summit full-conference passes for your staff
- 2 complimentary VIP Video Marketing Power Summit full-conference passes to give to your best customers or prospects
- Discount attendance offer to give to your customers or prospects
- Logo on applicable preshow and on-site conference materials
- Literature on display table in conference area
- Full attendee list after event (postal addresses only; does not include email or phone)

COST = $2,495

Video Marketing Power Summit is co-located with Streaming Media East at the New York Hilton Midtown.

FOR MORE INFORMATION, CONTACT:
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