



NEW MEDIA EXPO

video » audio » independent content

August 14-16, 2008
Las Vegas Convention Center

Produced by:
TNC NEW MEDIA

CONTACT INFORMATION: (* indicates required)

*First Name: _____ *Last Name: _____

Company Name / Show Name: _____

*Street Address: _____

*City: _____ *State: _____ *Zip: _____

*Country: _____

Phone: _____ Fax: _____

*Email: _____

(Your email is never sold, rented, viewed or distributed in any manner to any other party. Our strict privacy policy can be viewed online)

Opt-in choices:

1) May we send you occasional announcements about New Media Expo? **Yes / No (circle one)**

2) May we send you occasional free trials and offers we send on behalf of companies participating in the Expo from sponsors/exhibitors (Your email is never revealed to the 3rd party) **Yes / No (circle one)**

Source Code (if you have one): _____

REGISTRATION CATEGORY: (check one)

_____ **Exhibit Hall Only: Free**

- all keynote sessions
- exhibit hall access for three days
- Presentation Theater sessions in exhibit hall
- networking events

- OR -

_____ **Full Conference: \$399**

- attend any session in any Track
- choice of over 50 educational sessions, classes and panels
- audio podcasts of ALL sessions after the Expo
- all keynote sessions
- exhibit hall access for three days
- Presentation Theater sessions in exhibit hall
- All after hours events

PARTICIPANT PROFILE:

1. **Are you primarily** (check one only)

- _____ an independent content creator with separate job/career
- _____ a full-time independent content creator
- _____ an employee of a company creating original online content
- _____ an employee of a company looking into creating original online content
- _____ An employee of a company producing traditional content looking to re-purpose content online
- _____ An employee of an ad agency, public relations, or media buying firm
- _____ other - please specify: _____

2. **Your purpose for attending the Expo** (check all that apply)

- _____ improve my content (independent content creator)
- _____ improve my company's content (corporate content creator)
- _____ improve my client's content
- _____ network with potential sponsors/advertisers
- _____ learn the basics and decide if I should start a podcast or other new media initiative
- _____ network with other podcasters/content creators
- _____ develop partnerships with other companies in the new media industry
- _____ other - please specify: _____



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3. If you create audio or video for the web or you plan on doing so in 2008, what do you (or did you) plan to spend on software, hardware, hosting and other services to produce and deliver the content this year? (check one)

- \$0 - \$500
- \$501 - \$2,500
- \$2,501 - \$5,000
- \$5,001 - \$10,000
- \$10,000 +

4. How did you hear about the New Media Expo? (check one only)

- attended the Expo previously
- website banner ad
- Google, Yahoo or other search engine
- on a podcast
- at another conference
- at a content creator meetup
- magazine ad
- email from New Media Expo
- postcard or brochure from New Media Expo
- from friend/relative
- other – please specify: _____

CONFERENCE REGISTRANTS ONLY

As a Full Conference attendee, you can attend any session from any track. To help us pre-determine the popularity of each track, please tell us which track best fits your interests.

- Track 1: **Audio & Video Podcasting 101** - A to Z for Beginners - Get Up To Speed Fast
- Track 2: **Attracting & Growing Your Audience** – Building Your Audience & Guerilla Marketing
- Track 3: **The Business of New Media** - Monetization & Business/Corporate Podcasting
- Track 4: **Audio & Video Creation Techniques** - "How To" Techniques for Creating Compelling Content
- Track 5: **New Media Strategies** - "How To" for Companies, Educators, Non-profits and Government

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PAYMENT INFORMATION: (required only if registering for conference)

check or money order enclosed (**Please make check payable to: TNC New Media**)

Credit Card information:

Credit Card # _____ Exp. Date: _____ (mm/yy)

CVVS Code: _____ (4 digits on front of AMEX / 3 digits on back right of MC/Visa)

Name on card: _____

Billing Address: (check here if same as registration address above)

Street address: _____

Zip Code: _____

Signature: _____

Fax or mail your registration form with payment to:

FAX: 952-854-2290

-or-

MAIL TO and PAYABLE TO:

**TNC New Media
Attn: Registration Management
6598 Carlisle Curve
Shakopee, MN 55379**

IMPORTANT NOTES:

The Expo is a business event and we recommend that alternate arrangements are made for children. **Children under the age of 12 are not permitted in the exhibit hall, conference sessions or keynote sessions at any time.** Cancellations of full-conference tickets are subject to a \$25 cancellation fee. Cancellations after July 14, 2008 are not refundable. Your badge is your personal ticket to the Expo - treat it like any other type of personally issued event ticket - it is non-transferable and **lost full-conference badges will not be replaced.** Management for the New Media Expo will not be held responsible for, nor issue refunds based on illness, travel or weather-related interruptions or other independent issues requiring cancellation after July 14, 2008. Conference sessions and speakers subject to change without notice. Questions? Call 800-485-0422