

SAVE THE DATE



# FIFTH ANNUAL HISPANIC TELEVISION SUMMIT 2007

MARRIOT MARQUIS • NEW YORK • OCTOBER 3 - 4

The Reed Television Group invites you to a gathering of top level television executives to explore the most exciting developments in the Hispanic Television Market. Our 5th Annual Hispanic Television Summit is a networking event that connects you with the top industry leaders who are making money and shows you how they are doing it.

## KEYNOTE PRESENTATIONS

Top-rated panels with industry experts discussing the latest audience research findings, new programming, and the latest distribution options.

## WHO SHOULD ATTEND:

- Cable MSO & System Executives
- Broadcast Station Executives
- Advertisers and Agencies
- Network TV Executives
- Satellite TV Providers
- Marketers and Promoters
- Producers
- New Video Technology Providers
- Financial Community

## New in 2007!

### HISPANIC MARKETING 101 SEMINAR

This educational seminar is for "new-comers" to the Hispanic Television market to get up to speed by learning the basics. It's a great way to get the full benefit from the Hispanic Television Summit!

This 90 minute morning session is prior to the Summit's Opening Luncheon.

**Additional registration required. Only \$99.**

## SPONSORS:



FOR MORE INFORMATION/ TICKETS, CONTACT  
Sandy Friedman, Reed Business Information  
safriedman@reedbusiness.com or call 646.746.6740

FOR SPONSORSHIP OPPORTUNITIES, CONTACT  
Larry Dunn, Reed Business Information  
ldunn@reedbusiness.com or call 646.746.6572

Present

**FIFTH ANNUAL  
HISPANIC TELEVISION SUMMIT**  
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**REGISTRATION FORM**

Yes! Please register me for the **Fifth Annual Hispanic Television Summit, Wednesday and Thursday, October 3-4, 2007**. To reserve your seat please fill out the attached form and **fax it back with credit card number to 646-746-6520** or mail with check to **Sandy Friedman** at Reed Business Information, 360 Park Ave. South, 14th Floor, New York, NY 10010 or email [safriedman@reedbusiness.com](mailto:safriedman@reedbusiness.com). PLEASE PRINT NAME LEGIBLY OR TYPE.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Country: \_\_\_\_\_ Zip code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Mastercard       Visa       AMEX

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Billing Address: \_\_\_\_\_

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Signature: \_\_\_\_\_

Exp. Date: M \_\_\_\_\_ /D \_\_\_\_\_ /Y \_\_\_\_\_

**\*Checks: Make payable to Reed Business Information**

**CIRCLE YOUR CHOICE**

**COST:** \$695 PER PERSON

**GROUP DISCOUNTS:**

FOR GROUP OF 3 - \$595 PER PERSON FOR  
GROUP OF 5 OR MORE - \$550 PER PERSON

**PLEASE FAX CONFIRMATION FORM TO:**

SANDY FRIEDMAN AT 646-746-6520.

**PLEASE MAKE CHECKS  
PAYABLE AND SEND TO:**

REED BUSINESS INFORMATION 360 PARK  
AVENUE SOUTH NEW YORK, NY 10010

**ATTN:** SANDY FRIEDMAN

**FOR MORE INFORMATION:** SANDY FRIEDMAN AT 646-746-6740 OR EMAIL AT [SAFRIEDMAN@REEDBUSINESS.COM](mailto:safriedman@reedbusiness.com)

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**HISPANIC MARKETING 101 SEMINAR REGISTRATION FORM**

**New in 2007!** This educational seminar is an ideal way for “new-comers” to the Hispanic Television market to get up to speed – and receive the full benefit from attending the **Hispanic Television Summit!** This 90 minute morning session is conveniently-scheduled prior to the Summit’s Opening Luncheon. Attendees will learn the “basics”, including Hispanic demographics, effective marketing strategies and promotional techniques, popular programming genres and pop-culture icons, language usage, and video and graphic imagery in programming content and in advertising messages. Presented by a faculty of experts from research, programming, advertising, and the creative fields. **Additional registration required. Only \$99.**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Country: \_\_\_\_\_ Zip code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

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**COST:** ADDITIONAL \$99 PER PERSON WITH YOUR SUMMIT REGISTRATION

**\*Summit Fee is Separate Cost**

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