



HOLLYWOOD PROFESSIONAL ASSOCIATION

2018

MEDIA KIT





About the Hollywood Professional Association (HPA)

The HPA is the trade association serving the community of individuals and businesses who provide creative and technical expertise, support, tools and infrastructure for professional content creation, distribution and archive.

Through our three pillars of activities — Community, Knowledge Exchange, and Recognition — the HPA advances the arts, science and business of the media and entertainment industry.

HPA partners with SMPTE to bring a powerful communications network of members and outreach to the community they serve.



The Mission of the HPA

- Provide global opportunities to discuss, acquire and share knowledge relevant to the professional media content industry ecosystem through educational and networking events, user groups, emails, and connected digital collaboration.
- Raise awareness of, and celebrate, industry achievements and advancements.
- Offer industry education, mentoring and career path support to our members and those seeking careers in the professional creative content and distribution industry.
- Represent the interests of our members through participation in relevant forums, organizations and venues.
- Organize forums for information and issues related to the establishment of industry standards, especially in service to our partnership with the Society of Motion Picture and Television Engineers.





February 19-23, 2018
Palm Springs

*The HPA Tech Retreat® is **the** landmark event for the international vanguard of media technology. The informal annual gathering, held each February in Palm Springs, brings together top industry leaders — engineering, technical, business and creative talent from all aspects of digital-cinema, post-production, film, television, video, and related technologies — for for 5 days of connection and exploration. This perennially sold out event holds high value for sponsors.*

- Audience of key decision makers and industry leaders:
 - CEO, CTO, CMO, COO, creatives
 - Dolby, Google, Sinclair Broadcasting Group, FOX, Canon, Oracle, NBC Universal, Adobe, HBO, NBCUniversal, Walt Disney Studios
- Five days of interaction:
 - Main Program
 - Innovation Zone
 - Breakfast Roundtables
 - TR-X
 - Supersession
 - Back to back networking opportunities
- Sponsorship Opportunities:
 - Diamond Sponsors
 - Platinum Sponsors
 - Gold Sponsors
 - Silver Sponsors
 - Bronze Sponsors
 - Star Sponsors
 - Innovation Zone
 - Breakfast Roundtables
 - Cocktail Receptions
 - Welcome Dinner
 - Other opportunities such as lanyards, social events, etc.





June 27, 2018
London

In 2016 the HPA Tech Retreat crossed the Atlantic to bring together the UK and European content creation industry. The 2018 event is HPA Creative Tech UK, an intensive one-day symposium in central London focusing on the frontiers of media technology.

- Audience of key decision makers and industry leaders:
 - CEO, CTO, CMO, COO, creatives
 - Apple, Walt Disney Company, Pixar, BBC, Sony Pictures Releasing International, Warner Brothers, NBCUniversal, SkyUK
- One-day event in Soho:
 - Main Program
 - Curated Innovation Zone
 - Back to back networking opportunities





November 15, 2018
Los Angeles

The HPA Awards were launched in 2006 to promote creative artistry in the field of post production, and to recognize the achievement of talent, innovation and engineering excellence in the larger professional media content industry. During a gala evening in November, awards are bestowed on the industry's best.

www.hpaawards.net

- Audience of key decision makers and industry leaders: CEO, CTO, CMO, COO, creatives
- An evening of recognition for the creative community
- Warm and cozy, this event exemplifies the best of the industry
- Sponsorship Opportunities:
 - Foundation Members
 - Title Sponsors
 - Diamond Sponsors
 - Platinum Sponsors
 - Award Sponsorships
 - Cocktail Receptions
 - Other opportunities
 - Advertisements in the program guide



HPA GROUPS



Women in Post provides leadership and visibility opportunities for women working in post-production at all levels, in motion pictures, television, commercials and other media. WIP is the mentorship incubator for the HPA, launching the successful Young Entertainment Professionals Program and helping to power other mentoring and scholarship opportunities for the HPA community.

Sponsorship opportunities:

- WIP Lunches
- SMPTE-HPA Women in Technology Luncheon during the SMPTE Annual Technical Conference
- Mentorship events with YEP

HPA

NETWORKING
EDUCATION TECHNOLOGY

NET provides connection and education to any member of the creative technology and business community. From marketing and business development team members to engineers, creatives, executives and young professionals, NET provides the platform to meet peers, learn what's happening in the industry, and explore the latest technologies.

Quarterly NET networking lunches feature expert-led round table discussions focusing on the latest and most important technological developments in our industry.





Launched in 2016, HPA's Young Entertainment Professionals (YEP) was created to encourage worthy individuals to follow a career in the media content industry.

The YEP program attracts accomplished young men and women working in the media content industry, pairing them with mentors and providing them with educational opportunities, discounts to SMPTE and HPA events, and close connection to a generation of leaders who have come ahead of them.

Membership in YEP is a two-way communication, with sharing from YEP to mentor and mentor to YEP.

Sponsorship Opportunities:

- Mentorship Activities
- Event Sponsorships

The HPA NewsLine is a key communications platform of the HPA. With relevant content and a powerful and expanding opted in database, the HPA NewsLine has grown since its initial issue, in June of 2016.

- Monthly curated publication led by professional writers and editors
 - Feature stories on relevant topics, trends and technology from respected journalists
 - Monthly insights from HPA Board of Directors
 - Quarterly President's Column
 - Industry and member news
 - Industry calendar
 - News from SMPTE and HPA
- Email distribution to more than 12,000 opted in, qualified readers, consistent open rate of 19-22%
- Social media distribution
- Collaborative relationships with key media and trade organizations
- 2018 plans include expanded editorial, expert opinion pieces, video and educational content
- HPA members are eligible to submit sponsored content

The Hollywood Professional Association serves the professional community of businesses and individuals who provide expertise, support, tools and infrastructure for the creation and finishing of motion pictures, television, commercials, digital media and other dynamic media content.



Featured Story



What to Look Forward to at the 2018 HPA Tech Retreat

by Mark Schubin

Have a look at the [online program for the upcoming 2018 HPA Tech Retreat](#), and you'll find it describes perhaps the most-comprehensive ever look at IMF, in-depth analysis of the greatest potential change in cinema since the advent of projected movies, the many "flavors" of HDR, making movies mesh with all cultures, blockchain for "the biz," what's what in Washington, detecting modified video in the age of fake news, and—what?—binge viewing vs. 3D(?!?!). I can't wait to see what actually gets presented!

[READ MORE](#)

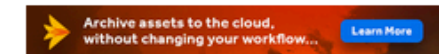


Sound Supervisor Bradley North is a Double Winner

By Debra Kaufman

Winning an HPA Award is an honor, but for Technicolor sound supervisor Bradley North, the shock was winning two at the 2017 Awards ceremony: this year's Outstanding Sound was a rare tie, between Starz' American Gods "The Bone Orchard" episode and Netflix's Stranger Things "Chapter 8 – The Upside Down episode."

[READ MORE](#)





Awards Program Pricing & Specifications:

Full Page Ad (Covers) – Please inquire

Full Page Ad (Inside) – \$1500

Special Sponsorship Package (Includes logo recognition on the Awards website and on a shared full page program ad) – \$1000

Half Page Ad (Horizontal) – \$900

Half Page Ad (Vertical) – \$900

Quarter Page Ad – \$500

Quarter Page Group – \$500

1/10 Page Group – \$200

HPA Newline Newsletter Pricing & Specifications

728 x 90 px 3x \$1750 ea | 6x \$1500 ea | 12x \$1200 ea

468 x 90 px 3x \$1250 ea | 6x \$900 ea | 12x \$750 ea

HPA Website Banner Pricing & Specifications

468 x 60 px 3x \$1250 6x \$900 12x \$750 per insertion



Thank you for your support. For more information please contact:

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