

A NEW EXHIBITION DEDICATED TO TV OPERATORS FROM EMERGING MARKETPLACES

In these difficult times in developed markets, we have decided to launch in Budapest the first edition of DISCOP NEWTECH TV, a 2-Day B2B exhibition promoting new technologies designed to enhance the relationship between viewers and TV content - and specifically aimed at television professionals involved in the emerging marketplaces of Central & Eastern Europe, Caucasus and Central Asia, and ready to embrace digital technology and Interactivity.

With 300 million viewers, these markets are booming! And with TV advertising revenues and disposable income growing fast in these countries, television operators are competing to build brands, bolster audiences and boost bottom lines.

Most important: they need your products & services !

30 COMPANIES TO MEET WITH KEY TELEVISION PLAYERS FROM 27 COUNTRIES UNDER ONE ROOF !

However, despite the fast development of these television marketplaces, any given country cannot occupy too much of your time or resources. In the meantime, you need to establish relationships with the right players who must understand the unique quality of your products and services before making a purchase or placing a bid.

That's why DISCOP NEWTECH TV 2002 has been designed to provide 30 international companies - the SELLERS - with the possibility to meet over 2 days of intense networking with qualified key players from 27 Central & Eastern Europe, Central Asia and Caucasus whose combined potential can represent as much as 20% of your export revenues, and perhaps considerably more of your growth and profits within a few years.

Business will be generated without the cost or complications of traveling to these 27 countries, identifying the players and getting access to business. Instead SELLERS will have the undivided attention of qualified television executives - the BUYERS - representing television operators from :

- Latvia
- Lithuania
- Estonia
- Poland
- Ukraine
- Czech Republic
- Slovakia
- Hungary
- Romania
- Bulgaria
- Albania
- Moldova
- Macedonia
- Croatia
- Slovenia
- Bosnia Herzegovina
- Yugoslavia
- Russia
- Belarus
- Georgia
- Azerbaijan
- Armenia
- Kazakhstan
- Uzbekistan
- Tajikistan
- Kyrgistan
- Turkmenistan

HOW DOES DISCOP NEWTECH TV ENSURE MEETINGS WITH QUALIFIED BUYERS ONLY?

For the last 12 years, we have been helping international television companies access business in Central & Eastern Europe, Caucasus and Central Asia. Our company maintains the most accurate database of television executives operating in these 27 countries thanks to a network of field agents trained to monitor the local television marketplaces and identify business opportunities on behalf of our clients.

Recently, our research department has identified +/- 100 broadcasters, cable and satellite operators, and digital TV services providers - with the ability to invest in technology and services that can help them promote their brands, win additional viewers market shares and generate additional revenues. The areas of expertise in the greatest demand are:

- Interactive TV programming
- Interactive TV games
- Video on demand
- Digital video recording
- Database management
- Subscribers relations management
- Digital distribution of TV content
- Set-top boxes
- Web site management
- Tele commerce
- Video streaming
- Virtual advertising
- Editorial & graphic enhancements
- Audiences tracking
- TV based Internet & email services
- Worldwide call centers

Following this initial research, 200 BUYERS representing these +/- 100 television operators were identified as being interested in meeting with a select group of international world-class companies with the ability to respond to their immediate needs, and ready to do business in the part of the world they represent.

Identified BUYERS have the following job responsibilities, and some of them are already registered and can be found on our www.discop.com in the LIST OF PARTICIPANTS SECTION (contact our office if you don't have a current LOGIN and PASSWORD to access our web site):

- General managers
- Programming managers
- New business managers
- Technology managers
- Marketing managers
- Advertising & sponsoring sales managers
- Sports programming managers
- TV formats production managers
- Subscribers relations managers
- Online and Interactive services managers
- Brand managers
- Tele shopping programming managers

From the 25th of May on - a month before the exhibition - all registered companies (BUYERS & SELLERS) will be listed on our web site with an individual COMPANY BUSINESS PROFILE listing pertinent information highlighting immediate needs and offerings, and business motivations for attending DISCOP NEWTECH TV 2002.

At the same time, each confirmed participant will be able to use our ONLINE MEETING REQUEST & CONFIRMATION SERVICE to better prepare for the 2-day exhibition. Our goal is to guarantee each of the 30 exhibiting SELLERS a minimum of 25 meetings - per delegate - with BUYERS.

To ensure that all scheduled appointments are kept, each BUYER will be provided upon his arrival with a NEW TECH TV PASSPORT to be stamped by each SELLER visited. BUYERS with a minimum of 25 stamps will then be entitled to take part in a lottery to take place during the Closing Cocktail Party on the 29th of June, with gifts valued between \$100 and \$500 provided by sponsors and exhibitors!

EXHIBITING OPPORTUNITIES FOR SELLERS

DISCOP NEWTECH TV will provide international television companies with 3 distinct exhibiting possibilities, each coupled with various online pre-market services designed to ensure maximum efficiency over the course of the exhibition. These exhibiting possibilities include :

1. **THE DOUBLE MEETING SUITE @ \$8100** - This package includes 4 market accreditation, a 18M2 fully equipped stand with 2 work stations, 1 hostess, partition walls, signage, internet access, company information in the DISCOP NEWTECH TV CD-Rum and invitation to all networking functions.
2. **THE SINGLE MEETING SUITE @ \$4050** - This package includes 2 market accreditation, a 9M2 fully equipped stand with 1 work stations, partition walls, 1 hostess, signage, internet access, company information in the DISCOP NEWTECH TV CD-Rum and invitation to all networking functions.
3. **THE BUSINESS CORNER @ \$2500** - This package includes 1 market accreditation, a 6M2 private meeting area with 1 work stations, signage, company information in the DISCOP NEWTECH TV CD-Rum and invitation to all networking functions.

The ONLINE PRE-MARKET SERVICES available to all SELLERS include :

- a. Company business profile published online 4 weeks before the event
- b. Access to our list of BUYERS complete with their contact details - and their own company business profiles
- c. Access to our online meeting request & confirmation service
- d. Assistance of our staff in setting up appointments with BUYERS

HOW TO ATTRACT ADDITIONAL BUYERS TO YOUR MEETING SUITE OR YOUR BUSINESS CORNER ?

Advertising and sponsorship opportunities will be provided during DISCOP NEWTECH TV 2002, all of them designed (1) to increase our clients' visibility during the event and (2) to develop immediate onsite business during the 2 days of active networking and meetings while you provide in-depth presentations, provide hospitality, negotiate terms and pull purchase orders.

These opportunities exclusively reserved for exhibitors include :

1. **COMPANY PRESENTATIONS @ \$750** - Private 30-minute company, products and service presentations can be targeted to specific groups of BUYERS. Technical equipment is provided (Video & PC compatible LCD projector).
2. **EXHIBITING BADGES SPONSORSHIP @ \$2500** - Company logo and Stand # will be printed on each of the +/- 500 BADGES used by SELLERS & BUYERS.
3. **SHOW BAG SPONSORSHIP @ \$2500** - Company logo and Stand # will be printed on the side of the DISCOP NEWTECH TV 2002 SHOW BAG +/- 500 bags will be printed and given away during the course of the exhibition.
4. **STAFF T-SHIRTS SPONSORSHIP @ \$2000** - On site DISCOP personnel will be wearing a T-shirt with the sponsor's company logo and Stand # printed on the back. Up to 20 runners and registration personnel will be wearing the T-shirt during the 2-day event.
5. **ON-SITE SIGNAGE SPONSORSHIP @ \$3000** - 6 oversized stand-up posters will be strategically set-up around the exhibition floor and the registration area to indicate the general program and the various locations of the sites in use DISCOP NEWTECH TV 2002.
6. **OPENING PRESS BREAKFAST SPONSORSHIP @ \$2500** - 50 local VIP journalists will be invited on the 28th of June for a press-conference where they will get a coherent understanding of all the products and services offered during DISCOP NEWTECH TV 2002. Sponsor's logo will be printed on the official press-release and on the napkins used during the coffee-break, and individual meetings on behalf of the sponsor will be organized with some of the VIP journalists.
7. **CLOSING COCKTAIL SPONSORSHIP @ \$6000** - The 200 BUYERS will be individually invited to attend the closing cocktail party on the 29th of June to be held at 4 PM in the DISCOP Welcome Area. During this party, the BUYERS lottery will take place with gifts offered by various sponsors and exhibitors.
8. **COFFEE BREAKS SPONSORSHIP @ \$6000** - Coffee-breaks will be organized twice a day - morning & afternoon - in a designated area on the exhibition floor. This area will be marked with the sponsor's logo and the logo will also be printed on the +/- 1000 napkins given out over the course of the 2 days.
9. **ONLINE BUYERS REGISTRATION SPONSORSHIP @ \$2000** - From the 1st of April on, BUYERS will be allowed to register on line. This special web section will be marked with the sponsor's logo and banners.
10. **ONLINE MEETING REQUEST & CONFIRMATION SERVICE SPONSORSHIP @ \$2000** - From the 25th of May on, BUYERS & SELLERS will be able to request and confirm meetings online with DISCOP NEWTECH TV confirmed participants of their choice. will be allowed to register on line. This special web section will be marked with the sponsor's logo and banners.
11. **THE BACK OF THE CD RUM COVER @ \$2500 & PAGE INSIDE THE CD RUM COVER @ \$1500** - The DISCOP NEWTECH TV CD Rum will be distributed to all participants and will include (1) Complete presentation of each exhibiting SELLER (2) Listings of the most important Central & East European, Central Asian and Caucasian television operators with contact details for decision making television executives looking for new technology solutions.
12. **BACK COVER OF THE BUYERS & SELLERS MANUAL @ \$2000** - The BUYERS & SELLERS MANUAL will include a detailed listing of all confirmed participants with their Company Business Profile.
13. **BACK COVER OF THE NEW TECH TV PASSPORT @ \$1500** - The NEWTECH TV PASSPORT will be given to all 200 BUYERS registered for DISCOP NEWTECH TV 2002. Each BUYER will be requested to keep it until the last minute of the exhibition in order to take part in the lottery.
14. **COMPANY FLYER INCLUDED IN THE SHOW BAG @ \$350** - An A4 flyer will be included in the DISCOP NEWTECH TV 2002 SHOWBAG given to all participants upon their arrival at the exhibition.

ABOUT THE DISCOP ORGANIZATION

Over the last decade, our organization has serviced over 300 international television companies seeking new opportunities in emerging business environments, and in this process, we have managed to develop exhibition and conference formats that currently bring together a combined 1500 qualified television executives from fast-developing countries. The DISCOP organization is owned by THE KEY3MEDIA GROUP - a major exhibition organization publicly traded on the New York Stock Exchange www.key3media.com