



# European Satellite Cultures Conference

- **Meet face to face with 300 media scholars, policy makers and representatives from the media industry**
- **Demonstrate your product**
- **Highlight your services**
- **Increase visibility and sales**
- **Enjoy exclusivity among a limited number of sponsors and advertisers**
- **Build good will through public acknowledgement of your support**



Dear Sponsor

You are invited to be part of a global conference series, whose European part 'European Satellite Cultures' takes place May 4-5, 2006 in one of Copenhagen Business School's new, award winning buildings. The conference brings together leading academics, policy makers and industry representatives from the media field in a high profiled event supported by UNESCO. It is the first event of its kind and it is expected to attract considerable attention within and outside Denmark. This is your opportunity to build positive awareness of your product or service by meeting face to face with scholars and practitioners from the media field as well as with the press.

**January 30, 2006** – Postmark deadline for reserving exhibit, advertising or sponsorships. All reservations are first-come, first-served and must be accompanied by payment or letter of intent. Advertising PDF files are also due on this date.

The European Satellite Conference offers these promotional opportunities, which are described in detail in the following pages:

- **Four-level Sponsorship Packets: Prime, Platinum, Gold and Silver**
- **Special events Sponsorships**
- **Speaker gifts**

Make your reservations today, as opportunities are limited to target this very special audience representing most European countries and with possibility to expand to the two other conferences of the series and reach Asian and South Pacific audiences as well. Deadline to reserve your exhibit, sponsorship or advertising space is Monday January 30, 2006 and full payment must be made at that time.

Sincerely,

Lilie Chouliaraki  
ESC Conference President



## Four-level Sponsorship Packets

### Prime

€ 50,000

Available only for 1 sponsor with signed contract before November 1st, 2005

Mention as 'prime sponsor' in all promotional material for the conference, i.e. journal ads, press releases, posters, invitations, web ads etc

Full back cover ad in the conference program

Possibility for quarter page ads in New Zealand and Hong Kong conference programs

All benefits from the Platinum sponsor packet

### Platinum

€ 20,000

Participation as panelist on panel of preference

Participation in the speaker's lunch as well as all other social events

Exhibit booth nearest conference room entrance

Inclusion on the sponsor page of the conference program as Platinum sponsor

One full-page ad in the conference program

Three month ad on the conference website  
Conference Packet Inserts

### Gold

€10,000

Event sponsoring for €500

Exhibit booth

Inclusion on the sponsor page of the conference program as Gold Sponsor

One half-page ad in the conference program

Three month ad on the conference website

Conference Packet Inserts

### Silver

€ 5,000

Inclusion on the sponsor page of the conference program as Silver Sponsor

One quarter-page ad in the conference program

Three month ad on the conference website

Conference Packet Inserts



## Sponsorship benefits specified

### Exhibit Space

(Exhibit dates: May 4-5, 2006)

**Exhibit booths:** Choose **Sponsor Packet Prime, Platinum** or **Gold** to obtain a flexible exhibit booth in the exhibition area immediately outside the conference room. Platinum Sponsors are given priority in space assignment. All exhibitors are acknowledged in the printed conference program.

**Joint exhibits:** Offered to exhibitors unable to send a representative to the conference. ESC will exhibit up to three items from any one exhibitor on tables shared with other joint exhibitors. It is the sole responsibility of the exhibitor to send materials to the venue. ESC is NOT liable for any materials exhibited in this manner, nor will ESC return materials to the exhibitor at the close of the conference.

Our exhibit area is designed to bring in traffic by being on the access path to the conference room and part of the area that will be used for breaks. The exhibit area will be open throughout the conference, Thursday and Friday from 9 am to 7 pm and includes the features:

- Conference registration
- Snacks and refreshments area
- Cyber Café

### Conference Program & Website Advertising

(PDF file deadline: January 30, 2006)

The official printed conference program is a major part of each participant's registration packet and will include abstracts from all invited speakers. Sponsors and advertisers are offered a full, half and quarter page ad as part of the **Platinum** and **Gold** and **Silver Sponsor Packets** respectively. Three month advertising on the conference website is included in all four Sponsor Packets.

### Conference Packet Inserts

(Material deadline: April 7, 2006)

You provide brochures or other materials and ESC will include them in the conference packets given to all attendees. This is an inexpensive and effective way to take your message to the conference attendees.

### Speakers' Gifts

(Material deadline: April 7, 2006)

Sponsor gifts for the invited speakers will be presented to the speakers in a high profile setting. Gifts may be accompanied by brochures or other advertising materials such as conference packet inserts for all attendees.

### Special Event Sponsorships

(Event dates: May 4-6, 2006)

Special events will be included in the program with mention of their sponsor(s). Further, individual invitations will be distributed for each event, again with mention of sponsor and possibility for sponsor ad on the back (Please see the Return Form for further details).

### For further information or assistance on exhibiting or advertising, contact:

Conference Manager  
Julie Uldam, IKL  
Copenhagen Business School

Dalgas Have 15, IKL, DK 2000 Frederiksberg  
Phone: +45 38153332 mail: ju.ikl@cbs.dk



**European Satellite Cultures Conference**

**European Satellite Cultures**  
Challenges to Media Policies and National Identities

**May 4-5, 2006**

**Hosted by Copenhagen Business School, Denmark,  
supported by UNESCO**

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Media experts, policy makers and academics, the satellite industry and civil society are brought together to set off a much-needed dialogue on the satellite challenges that Europe faces in the digital age.

Four panels address the themes:

- Satellite Industry and the Digital Age
- Diversity and Diaspora: Arab Communities in Europe
- New Spaces of Democracy
- Governance of Global Information Flows

Including speakers from UNESCO, BBC, Al Jazeera, European Commission, London School of Economics and University of Geneva.

**[www.cbs.dk/esc](http://www.cbs.dk/esc)**

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Jointly organized by



Supported by





# European Satellite Cultures Conference

## Thursday May 4<sup>th</sup>

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- 10.00 – 10.15 Welcome  
**Finn Junge-Jensen**, President, Copenhagen Business School
- 10.15 – 11.15 Opening keynote speech:  
**Viviane Reding**, European Commissioner for Information Society and Media<sup>1</sup>
- 11.15 – 11.45 Coffee Break
- 11.45 – 12.45 Keynote speech:  
**Per Norman**, Managing Director, Nordic Satellite AB
- 12.45 – 13.15 Lunch Break
- 13.15 – 14.30 Keynote speech:  
**Nik Gowing**, Main Presenter, BBC World Television
- 14.30 – 15.00 Coffee Break
- 15.00 – 17.00 **Panel 1: Satellite Industry and the Digital Age**  
Panel speaker & moderator:  
**Christian Bovet**, Professor, Department of Administrative and Tax Law, University of Geneva, Switzerland,
- 18.30 Reception

## Friday May 5<sup>th</sup>

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- 09.00 – 11.00 **Panel 2: Diversity and Diaspora: Arab Communities in Europe**  
Panel speaker & moderator:  
**Naomi Sakr**, Senior Lecturer on Communication, School of Media, Arts and Design, University of Westminster
- 11.00 – 11.30 Coffee Break
- 11.30 – 13.30 **Panel 3: New Spaces of Democracy**  
Panel speaker & moderator:  
**Anker Brink Lund**, Professor of Media Management, Centre for Business and Politics, Copenhagen Business School
- 13.30 – 14.30 Lunch
- 14.30 – 16.30 **Panel 4: Governance of Global Information Flows**  
Panel speaker & moderator:  
**Monroe Price**, Professor, Oxford University, Stanhope Centre for Communications Policy Research
- 16.30 – 17.30 Closing keynote speech  
**Elisabeth Longworth**, Director, Information Society Division, UNESCO, Paris<sup>1</sup>

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<sup>1</sup> Pending final confirmation