



October 17-18, 2022

A TVNewsCheck Conference Presented at NAB Show New York  
*Security Strategies for a High-Profile Industry*

## **The Mission**

TVNewsCheck's Cybersecurity for Broadcasters Retreat gathers media engineering, IT and security executives, managers and professionals and their partners in broadcast technology to talk in a highly private setting about the unique challenges they face in mitigating against risk and meeting compliance obligations. Priorities include securing the broadcast environment, effective partnerships with technology vendors and increasing resources for security teams. All attendees must sign a privacy agreement in order to participate. Chatham House rules strictly enforced.

## **Agenda Highlights**

### **Security and the Road to Modernizing Broadcast Technology**

The threat of ransomware attacks and other cybersecurity issues are compelling media companies to overhaul their broadcast technology and speed their transitions to IP. How are companies designing the technology workflows of the future? What kinds of investments are necessary and do CEOs understand the level of need? A panel of security and technology leaders talks about the challenge, strategies and timetables.

### **Managing the Media's Expanding Security Compliance Needs**

SEC and insurance company rules are raising the pressure on media companies to regularly audit their technology vendors' security practices. What are networks and station groups doing to standardize the way they communicate and collaborate with vendors to ensure compliance? Should the industry coalesce around a third party to audit and certify vendors? How can large media companies agree on rules and procedures that smaller companies can participate in?

### **Leading-Edge Strategies for Securing the Network**

Zero trust, segmentation, end-point protection: Leading media industry security executives talk about their strategies for securing the network or networks, including the backbone of the increasingly IP broadcast environment. Are best practices emerging? How well are broadcast technology vendors participating in the process and how are they addressing security interoperability issues?

### **Securing Content Repositories and Media Pipelines**

Asset management and storage are critically important parts of an increasingly hubbed, connected production environment and they are often the first part of distribution or production workflows moved into the cloud. How are station and network groups managing security in their content management systems whether they are on premise, hybrid or in the cloud?

### **Engineering - IT - Security: Partnering to Mitigate Risk**

IT and security managers can't secure the broadcast environment without help from traditional TV engineers. How are engineering, IT and security leaders forging working partnerships to design secure networks, pursue security goals and recruit and train the teams needed to move their companies forward?

### **Workshop: Minimizing the Risk of Ransomware Attacks**

What are the five most important strategies for managing risk, at large companies and small ones, in this critically important area? How are station and network groups refining their strategies for coping in the aftermath of an attack? How can security leaders manage expectations and governance in the C-suite? Retreat attendees break into small groups to come up with their best strategies and then share them with the conference at large.

### **Private Information Exchanges**

Back by popular demand, private information exchanges permit engineering, IT and security leaders to safely exchange information in an informal, highly private setting. Separate private information exchanges are held simultaneously for broadcast technology vendors in attendance.

### **Incident Response Simulation**

Participants will work with team members to react to a staged cybersecurity breach, deciding how to secure systems while communicating with the FBI, press, employees and insurance companies. This two-hour exercise trains executives, managers and professionals to react quickly and calmly in the event of an actual attack.

## **Sponsorship Opportunities**

### **Title Sponsorship (Exclusive)**

**\$15,000**

- Sponsor representative may deliver up to 2 minutes of opening remarks at the start of the conference
- Sponsor may present a Fireside Chat (Max 15 minutes) during the program on a topic approved by Retreat organizers or may place a speaker on the available panel of their choice
- Digital Display Ads, (1150 x 180 and 728 x 90) in rotation, on TVNewsCheck.com for two weeks leading up to the event
- Digital Display Ads (728 x 90, 300 x 250), in rotation, on CBR pages of NAB Show New York website
- Sponsor may provide educational materials to be distributed in the main conference meeting room.
- Premier logo position on conference promotions deployed by NAB and TVNewsCheck
- Premier logo position on conference pages of NAB Show New York
- Premier position recognition on social media channels including a LinkedIn Event Page
- Four 728 x 90 ad insertions on TVNewsCheck newsletters during the event month
- Premier logo position on conference visuals and signage
- Four complimentary registrations to conference
- List of registrants who have opted into hearing from sponsors, provided post-conference

### **Platinum (3 Available)**

**\$9,500**

- Sponsor may present a Fireside Chat (Max 15 min.) during the program on a topic approved by conference organizers
- Digital Display Ads (728 x 90, 300 x 250), in rotation, on CBR pages of NAB Show New York website
- Logo on conference promotions deployed by NAB and TVNewsCheck
- Logo on conference pages of NAB Show New York
- Logo on conference visuals and signage

- Three complimentary registrations to conference
- List of registrants who have opted into hearing from sponsors, provided post-conference

### **Gold (5 Available)**

**\$8,500**

- Sponsor may place a speaker on a conference panel
- Digital Display Ads (728 x 90, 300 x 250), in rotation, on CBR pages of NAB Show New York website
- Logo on conference promotions deployed by NAB and TVNewsCheck
- Logo on conference pages of NAB Show New York
- Logo on conference visuals and signage
- Two complimentary registrations to conference
- List of registrants who have opted into hearing from sponsors, provided post-conference

### **Silver (5 Available)**

**\$5,500**

- Tabletop exhibit in or adjacent to entry of conference meeting room
- Two-minute interview, in program, conducted from meeting room floor with NewsCheckMedia Co-Founder and Publisher Kathy Haley
- Digital Display Ads (728 x 90, 300 x 250), in rotation, on CBR pages of NAB Show New York website
- Logo on conference promotions deployed by NAB and TVNewsCheck
- Logo on conference pages of NAB Show New York
- Logo on conference visuals and signage
- Two complimentary registrations to conference
- List of registrants who have opted into hearing from sponsors, provided post-conference

## **Event Sponsorships**

### **Incident Response Simulation**

**\$8,500**

- Sponsor may present a two-hour simulation, 3-5 p.m. Monday, Oct. 17, for conference participants
- Digital Display Ads (728 x 90, 300 x 250), in rotation, on CBR pages of NAB Show New York website
- Promoted as Simulation Presenter on CBR pages of NAB Show New York website
- Recognition from podium on both days of conference
- Logo on conference promotions deployed by NAB and TVNewsCheck
- Logo on conference pages of NAB Show New York
- Logo on conference visuals and signage
- Four complimentary registrations to conference
- List of registrants who have opted into hearing from sponsors, provided post-conference

### **Opening Night Cocktail Reception**

**\$10,000**

- Welcome remarks from sponsor (s) delivered at the outset of the Private Information Exchange (the event's most popular session) preceding the cocktail reception
- Digital Display Ads (728 x 90, 300 x 250), in rotation, on CBR pages of NAB Show New York website

- Signage at Reception
- Logo on conference promotions deployed by NAB and TVNewsCheck
- Logo on conference pages of NAB Show New York
- Logo on conference visuals and signage
- Three complimentary registrations to conference
- List of registrants who have opted into hearing from sponsors, provided post-conference

## **Luncheon**

**\$12,000**

- Welcome remarks from sponsor delivered at the outset of the private information exchange (event's most popular session) preceding the luncheon (sponsor must exit private information exchange following remarks)
- Digital Display Ads (728 x 90, 300 x 250), in rotation, on CBR pages of NAB Show New York website
- Signage in dining room
- Branding, thought leadership materials on dining tables
- Logo on conference promotions deployed by NAB and TVNewsCheck
- Logo on conference pages of NAB Show New York
- Logo on conference visuals and signage
- Two complimentary registrations to Retreat
- List of registrants who have opted into hearing from sponsors, provided post-conference

## **Continental Breakfast**

**\$10,000**

- Network with industry IT, security and engineering executives during the main day of the Cybersecurity for Broadcasters Retreat
- Branding, thought leadership literature on dining tables
- Digital Display Ads, (728 x 90 and 300 x 250) in rotation, on CBR pages of NAB Show New York website
- Logo on conference visuals & signage
- Logo on conference promotions deployed by NAB and TVNewsCheck
- Logo on conference visuals and signage
- One complimentary registration to retreat
- List of registrants who have opted into hearing from sponsors, provided post-conference

## **VIP Networking Dinner**

**\$15,000**

- Network with industry IT, security and engineering executives during a relaxing dinner after opening day of the conference
- Dinner to be hosted at a high-end restaurant at Hudson Yards, adjacent to Javits Center
- Digital Display Ads (728 x 90, 300 x 250), in rotation, on CBR pages of NAB Show New York website
- Logo on conference promotions deployed by NAB and TVNewsCheck
- Logo on conference pages of NAB Show New York
- Logo on conference visuals and signage
- One complimentary registration to retreat
- List of registrants who have opted into hearing from sponsors, provided post-conference

## **Networking Break (2 available)**

**\$6,000**

Introduction from podium at conclusion of session preceding the networking break

- Opportunity to place signage in networking break
- Opportunity to provide materials to be distributed during networking break

- Digital Display Ads (728 x 90, 300 x 250), in rotation, on CBR pages of NAB Show New York website
- Introduction from podium at conclusion of session preceding the networking break
- Opportunity to play a video without audio during break and with audio at transition to next session
- Logo on conference promotions deployed by NAB and TVNewsCheck
- Logo on conference pages of NAB Show New York
- Logo on conference visuals and signage
- Two complimentary registrations to conference
- List of registrants who have opted into hearing from sponsors, provided post-conference

### **Patron Sponsorship**

**\$5,000**

The perfect opportunity for media technology vendors to draw attention to their cybersecurity commitment and partnership with customers.

- Logo on conference promotions deployed by NAB and TVNewsCheck
- Logo on conference pages of NAB Show New York
- Two complimentary registrations to the conference
- List of registrants who have opted into hearing from sponsors, provided post-conference

***The Cybersecurity for Broadcasters Retreat offers a unique environment and audience. If you would like to create a custom sponsorship, let us know and we will craft something just for your company.***

#### **For Details or Questions Contact:**

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