

June 15, 2010

Dear National Media Market Exhibiting Partner,

The NMM Board of Directors has planned a very exciting Market for you and your customers. I am pleased that you will be participating.

I have attached several forms for you to complete or review along with a list of important deadlines. All forms can also be found on the *For Exhibitor page* of the NMM website www.nmm.net

Screening Room Assignments

The 32nd National Media Market will host 45 companies showcasing their products related to the educational motion media industry. A listing of assigned screening rooms is attached.

If you are planning to arrive early and wish to check into your screening room prior to Sunday, October 24th, please let me know *by* October 10th so that I can make arrangements with the Embassy Suites. Four nights, starting on Sunday, are included in the participation fee; you will be responsible for payment of any extra nights at the reduced NMM rate of \$122 plus tax.

The Market will again provide Introductory Table Exhibits to companies who have not participated before. This is a one-time opportunity for new companies to assess future participation.

Market Mania Clips and More Schedule

The *Market Mania Clips and More* Large Group Presentations will be held Monday, October 25th from 9:30 am – 4:15 pm. The assigned schedule is attached. Detailed instructions on submitting clips will be sent separately.

Program Guide Printing Guidelines

Printing guidelines and instructions are attached. If you did not sign up for additional ad pages and wish to, just let me know prior to September 15th. We've increased the number of complimentary pages from three to four 8 1/2" x 11" pages (not including the tab page). Additional advertising space is available at \$500 to cover the cost of *two additional* pages of printing. Please email your Program Guide copy directly to the graphic artist Marti Nagy at martin@softpack.com.

Tab Page

The tab page will list your company contact information and profile along with formats and rights you provide. Including all pertinent company information on one page makes the guide more user-friendly and will also reduce the total number of pages to be printed. Your company's bio will be printed in a space measuring approximately 1 1/2" by 6 1/2" and is limited to 75 words. We recommend that items that use up white space, such as bulleted lists and extra paragraphs, be avoided. Bios that do not fit within the allotted space will be truncated.

Please find and review your copy in the attached Company Bio Document. If you have to edit the copy or if there are address or personnel changes, please email a new copy to Marti Nagy along with your program guide pages by September 15th. If no changes are received by that time, last year's information (as in the attached Company Bio Document) will be used.

Please note! September 15th is the **absolute** deadline for submitting your artwork if you want your pages to be in the program guide. Time is needed to get the layout and printing completed and to have the program guides shipped to Kansas City. In addition, by making the PDF version of the program guide available on the NMM website by the end of September buyers will have sufficient time to browse and prepare for the Market.

Program Guide

The PDF version of the program guide will allow buyers to download the entire notebook, or just the pages that are relevant to them. A hard copy will be given to every buyer at the registration desk.

You will be able to check your pages prior to the Market by going to the NMM website, and you will also receive your hard copy in Kansas City.

NMM Awards for *Best of Show* - Optional

As you know, a "screening room" has been added to the NMM website so that buyers can be familiar with the 2010 *Best of Show* titles when it comes time for them to vote at the end of the Market. You may submit two (2) titles, not to exceed 7 minutes each, and you may change your clips one time in the event that you acquire a new title between now and October that you would rather submit as your best. Send your clips any time between now and October 1.

The final titles will be listed in the *Showcase Guide*, which will be inserted in the program guide. Buyers will be asked to circle their favorite and drop off the *Showcase Guide* just prior to the closing lunch. The program with the most votes will win the *Best of Show Award*. The winner will be announced at the closing lunch.

***Best of Show* Submission Guidelines**

Where available, titles should be submitted in DVD video format. In cases where a DVD video is not available, we can accept MPEG2, .MOV, or .AVI versions of the title via a DVD-ROM, thumb drive, or portable hard drive (please include the power supply). In all cases, the submitted title must contain accompanying documentation that indicates which title, (or portion) should be processed. Examples include full program, chapter #, version, file name, duration, in-and-out points, etc. Additionally, please make note of the title's aspect ratio.

Submissions should be sent to:

LearningCORE
Attn: Matt Haun
1115 Rogers Lake Road
Kila, MT 59920

Please include FEDEX, UPS, or other prepaid shipping information if you wish the media/hard drives to be returned.

We encourage you to take advantage of this opportunity to promote your new titles and your presence at the Market. There is not enough time for buyers to screen all of the great programs introduced at the Market, and having early access to these "coming attractions" will help streamline the preview process.

Company Representative Registration/Screening Room Access Form

Each company receives two complimentary registrations; table exhibits receive one. The fee for each additional representative is \$190. Please complete and return the attached form by September 24th to the NMM office.

If you are not utilizing your screening room as a sleeping room, or if you need additional accommodations, you must make your own sleeping room reservations. The Embassy offers a discounted NMM rate of \$122 plus tax. Reservations must be made by October 10, 2010. The reservation number is (816) 756-1720 or you can make your reservations online http://embassysuites.hilton.com/en/es/groups/personalized/MKCWEES-NMM-20101022/index.jhtml?WT.mc_id=POG

Buyer Registration List

I will be sending out continually updated registration lists in Microsoft Excel to help you promote your products to buyers ahead of time. A list of registrations received so far is attached.

Equipment/High Speed Internet Access

The Market will provide 2 DVD players that can be hooked up to the Embassy's TV sets. They will be yours to keep, and it will be your responsibility to ship them back to your office or home or to donate them to local agencies. Arrangements will be made to facilitate donations.

The fee for high speed Internet access in each screening room is included in your fee. For additional equipment or for special requests please contact

Kristen Kramer, Director of Catering
Embassy Suites, Kansas City - Plaza
220 West 43rd Street
Kansas City, MO 64111
Direct Line: (816) 204-3709
Fax: (816) 531-1823
Email: kristen.kramer@hilton.com

Screening Room Cleaning Forms

The Embassy Suites has provided a Housekeeping Request Form. Please complete this form and return it by October 1 via mail or FAX directly to Kristen Kramer, as above.

Shipping Instructions

Ship to arrive no earlier than October 18th as the Embassy has limited storage space. On the shipping label include:

Your company name/Room _____(your screening room #)
National Media Market
Embassy Suites, Kansas City - Plaza
220 West 43rd Street
Kansas City, MO 64111

The hotel will charge a handling fee of \$3 per box, incoming and outgoing.

Please note! If your boxes do not have the proper label, they will be put in a separate storage area, and it will be your responsibility to retrieve them.

Help Promote the Market

Please invite the customers you would like to see attend! This is a very inexpensive conference for buyers. In addition, the money they can save because of Market discounts essentially pays for the cost of attending. Attending the Market makes a lot of sense in these tough economic times.

Here are some suggestions you can utilize within your company to advertise the Market:

- Add a National Media Market link to your Internet homepage.
- Add a "Save the Date! Attend the 32nd National Media Market" to your signature.
- Remember to direct attention to your "Best of Show" clips on the NMM website.
- Include NMM bookmarks when sending out previews or company literature.
- Point out the 2-for-1 and 50% off first time attendee registration fee.

Please do not hesitate to contact me if you have questions or concerns. I look forward to providing you with an outstanding showcase for your products!

On behalf of the NMM Board of Directors
Ursula Schwarz, Executive Director

National Media Market
P.O. Box 87410
Tucson, AZ 85754-7410
520 743 7735
Fax: 520 743 7643
uschwarz@earthlink.net