

FMC CONNECTION DAY

Friday, Oct. 29, 2010 8 a.m. to 4 p.m., Long Island Hilton

TRACK 7:45-8:45 AM **Session I** 8:45 - 10:00AM 10:00-11:00 AM **Session II** 11:00AM - 12:15PM **Lunch & Keynote** 12:15 - 2:00 PM **Session III** 2:00 - 3:30PM 3:30 - 4:00 PM

A	Pitching Television & Radio Reporters	How Local Businesses Are Using Facebook ... And Getting Results	Establishing Relationships with the News Media
B	Preparing Your Pitch: What to Do *Before* You Contact the Media	Pitching Newspaper & Internet Reporters	How To Create a Buzz (Without a Budget)
C	The Best Web Sites ... And How To Turn Yours Into One	Advertising in a Web 2.0 World: What Works, What Doesn't	Social Media Best Practices
D	How to Create Public Service Announcements	Establishing Relationships with the News Media	How To Write A Press Release That Sells Your Story
E	Twitter & Tweeting: How to Be Effective	Crisis Management: How to Deal With an Angry News Media	Blogging Basics Everyone Needs To Know
F	Blogging as a Marketing Tool	Preparing Your Pitch: What to Do *Before* You Contact the Media	How to Create Public Service Announcements



Featuring Keynote by Donny Deutsch

Get Media Savvy.

Sponsored by Briarcliffe College

SPONSOR

EXHIBIT

ADVERTISE

Friday, Oct. 29, 2010, 8 a.m. - 4 p.m., Long Island Hilton

Fair Media Council
Connection Day

The Conference that Connects YOU with the Media



Keynote by TV personality
Donny Deutsch

www.fairmediacouncil.org

EXHIBITOR OPPORTUNITIES

To be an exhibitor, you must be a Fair Media Council member or in the news or communication fields, including: All forms of media and new media, public relations, media relations, advertising, crisis management, brand building, graphic design, printing, direct mail, promotional products, special events, presentation training and public speaking.

EXHIBITOR PLUS PACKAGE

- 10' x 6' exhibit space with 8' draped table and 2 chairs
 - Choice of DVD with monitor or Internet
 - Half-page ad in the Media Guide
 - Reserved Luncheon seating for 2 in the ballroom
 - Two complimentary Media Guides • Listing in program
- \$800

EXHIBITOR PACKAGE

- 10' x 6' exhibit space with 8' draped table and 2 chairs
 - Reserved Luncheon seating for 2 in the ballroom
 - Two complimentary Media Guides • Listing in program
- \$600

ADVERTISING OPPORTUNITIES

The Fair Media Council Media Guide is designed to put you in touch with the New York metro news media. Advertise in this annual publication for year-round exposure to businesses interested in reaching the greater New York market.

Only camera-ready, black-and-white advertising is accepted.

Advertising deadline is Oct. 1.

Email PDFs to info@fairmediacouncil.org

Full-page ad (7" horizontal x 10" vertical)\$1,000

Half-page ad (7" horizontal x 4-5/8" vertical)\$750

Quarter-page ad (3.5" horizontal x 4-5/8" vertical)\$450

TICKETS ONLY

Included in individual ticket price:

- | | | |
|---------------------------------|---------------------|-------|
| • Continental breakfast | FMC members: | \$230 |
| • 3 workshop sessions | Non-members: | \$375 |
| • Luncheon with keynote speaker | Student w/valid ID: | \$100 |
| • Admission to Exhibitor Area | Lunch Only: | \$135 |
| • Networking | | |
| • Complimentary Media Guide | | |

Not a member?

Use the RSVP card on the right to sign up now

BE AN FMC CONNECTION DAY SPONSOR

Friday, Oct. 29, 2010, 8 a.m. - 4 p.m., Long Island Hilton

The Fair Media Council's Connection Day is an exclusive opportunity to build your business in an environment designed for getting your message in front of the more than 600 participants at the event, including more than 100 journalists. Network, advertise, exhibit, build your business and expand your world. It's all good.

PRESENTING SPONSOR

- Admission for 16 • Company name on event
 - Exclusive sponsorship of two workshops • Speaking opportunity at luncheon
 - Company banner in ballroom • Exhibitor Plus Package
 - Two tables of eight, priority seating, at luncheon
 - Full-page ad in Media Guide • 16 complimentary Media Guides
 - Company name on program and displays
- \$10,000

COMMUNITY LEADER

- Admission for 16 • Exclusive sponsorship of two workshops
 - Company banner in ballroom • Exhibitor Plus Package
 - Two tables of eight, priority seating, at luncheon
 - Full-page ad in Media Guide • 16 complimentary Media Guides
 - Company name on program and displays
- \$5,000

MEDIA MOGUL SPONSOR

- Admission for 8 • Exclusive sponsorship on one workshop (Subject to availability)
 - One table of eight, priority seating, at luncheon • Company banner in ballroom
 - Exhibitor Plus Package • Full-page ad in Media Guide
 - Eight complimentary Media Guides
 - Company name on program and displays
- \$3,500

MEDIA SAVVY SPONSOR

- Admission for 8 • Exclusive sponsorship on one workshop (Subject to availability)
 - One table of eight, preferred seating, at luncheon • Company banner in ballroom
 - Exhibit Booth • Full-page ad in Media Guide • Eight complimentary Media Guides
 - Company name on program and displays
- \$2,950

COMMUNITY ADVOCATE SPONSOR

- Admission for 4 • Reserved seating for 4 at luncheon • Company banner in ballroom
 - Full-page ad in Media Guide • Four complimentary Media Guides
 - Company name on program and displays
- \$2,000

NETWORKER SPONSOR

- Admission for 2 • Reserved seating for 2 at luncheon
 - Full-page ad in Media Guide
 - Two complimentary Media Guides • Company name on program
- \$1,500

FMC CONNECTION DAY R.S.V.P.

YES, we would like to sponsor Connection Day Oct. 29
(please check one)

- | | |
|---|--|
| <input type="checkbox"/> \$10,000 Presenting Sponsor | <input type="checkbox"/> \$2,950 Media Savvy |
| <input type="checkbox"/> \$5,000 Community Leader | <input type="checkbox"/> \$2,000 Community Advocate |
| <input type="checkbox"/> \$3,500 Media Mogul | <input type="checkbox"/> \$1,250 Networker |

COMPANY OR ORGANIZATION (As is should be listed in program)

CONTACT

TITLE

ADDRESS

PHONE

E-MAIL

YES, My Company Wants To Join FMC As A Member

List of benefits at www.fairmediacouncil.org. Membership begins when dues are received.

Corporate:

- 1-99 employees: \$350
- 100-499 employees: \$500
- More than 500 employees: \$750

Nonprofit:

- Less than 499 employees: \$250
- More than 500 employees: \$500

YES, Tickets:

- ___ Ticket(s) @FMC member \$230= ___
- ___ Ticket(s) @non-member \$375= ___
- ___ Ticket(s) @ student rate \$100= ___
- ___ Lunch only ticket(s) @ \$135= ___

Tickets are non-refundable. No refund for no shows.
Early Bird payment must be received
by June 1 to qualify for discount.

YES, Ads:

- ___ full page @ \$1,000
- ___ half page @ \$750
- ___ quarter page @ \$450

YES, Exhibit Booth:

- ___ Plus Package \$800
- ___ Package \$600

TOTAL ORDER: \$ _____

Billing Information:

- Bill Me.** Please fax completed form to 516-224-1864. Payment must be received by Oct. 20
- Check Enclosed.** Please make payable to Fair Media Council and mail to: Fair Media Council, Briarcliffe College, 1055 Stewart Ave., Bethpage, N.Y. 11714
- I'll pay by credit card. Call me.**

Questions? Contact FMC at 516-224-1860 or info@fairmediacouncil.org
Fair Media Council is a 501 c3 nonprofit organization.