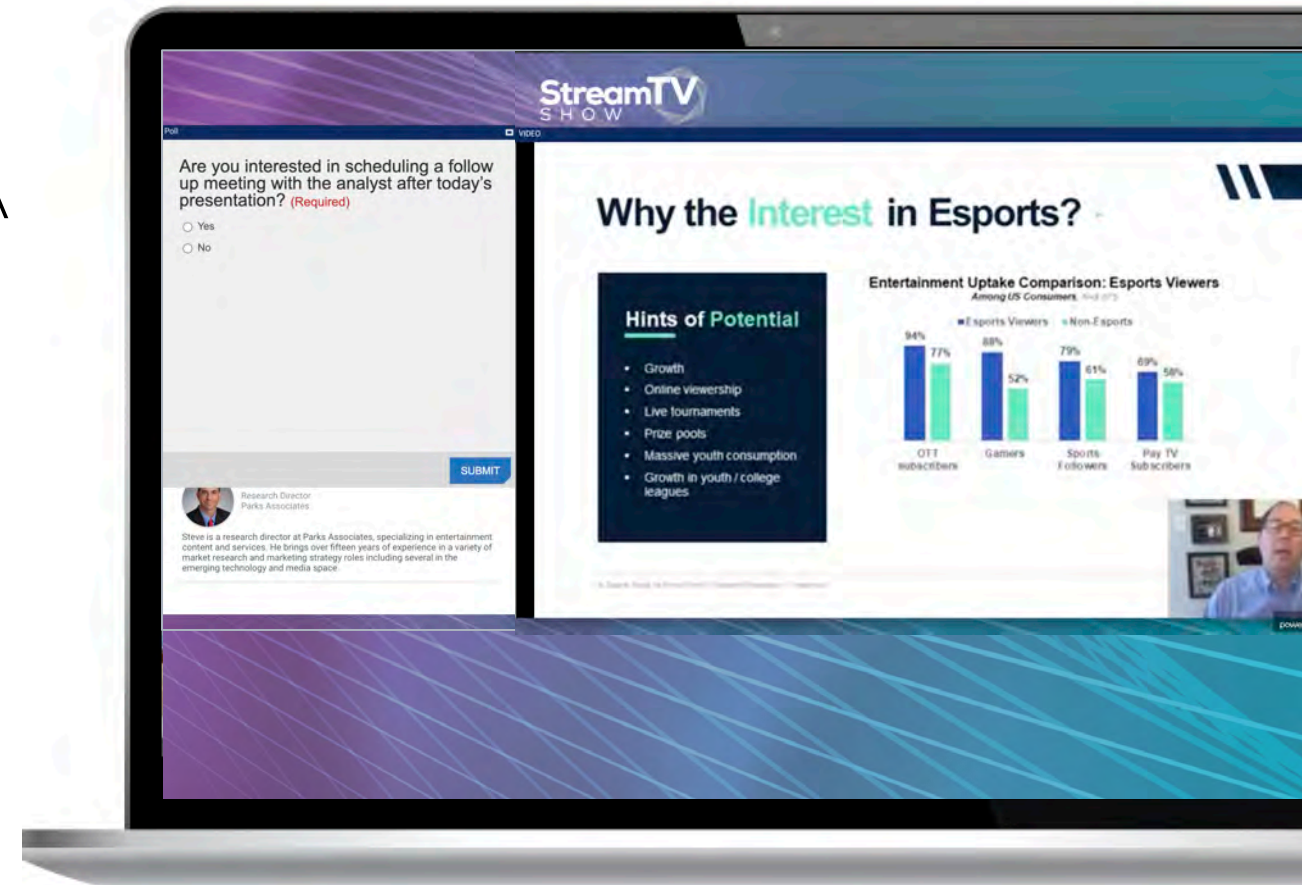


Conference Series

Topic-focused sessions include expert discussion, trends and education. Sessions include keynotes, fireside chats, panels and QA interactions with audiences. Sponsors are tightly aligned to Questex trusted brands and influential speakers.

Sponsor benefits:

- Educate audiences on a specific product or service
- Showcase your experts
- Generate high quality leads
- Audience engagement data



Conference Series

Session Layouts

Speaker bios

StreamTV SHOW

Brett Sappington
Vice President
Interpret

As Vice President, Brett Sappington leads Interpret's video and esports entertainment research practice. With over 20 years experience in cloud technologies, he has spent over a decade as a senior analyst in video and digital entertainment. Brett is a recognized thought leader in OTT and pay TV market trends and consumer insights and works with leading content producers, service providers, technology innovators and device makers around the world.

Adriana Waterston
Senior Vice President, Insights and Strategy
Horowitz Research

Adriana is a research junkie with a flair for finding the story behind the statistics, teasing the meaning out of the measurement, and revealing the faces behind the facts. A seasoned quantitative and qualitative market researcher with expertise on consumers and their attitudes towards their media tools, Adriana has moderated hundreds of groups and conducted in-home ethnographic research on a variety of topics. Adriana oversees all of Horowitz's millennial, multicultural and Latino research endeavors and is well-known for her leadership in this space.

Steve Nason
Research Director
Parks Associates

Steve is a research director at Parks Associates, specializing in entertainment content and services. He brings over fifteen years of experience in a variety of market research and marketing strategy roles including several in the emerging technology and media space.

WE'LL BE STARTING SOON
GRAB A COFFEE, LET'S GO!

powered by **Intrado**

Polls to gather audience intent.

StreamTV SHOW

Are you interested in scheduling a follow up meeting with the analyst after today's presentation? (Required)

Yes

No

Why the Interest in Esports?

Hints of Potential

- Growth
- Online viewership
- Live tournaments
- Prize pools
- Massive youth consumption
- Growth in youth / college leagues

Entertainment Uptake Comparison: Esports Viewers
Among US Consumers (n=2,072)

Category	Esports Viewers	Non-Esports
OTT subscribers	94%	77%
Gamers	88%	52%
Sports Followers	79%	61%
Pay TV Subscribers	89%	50%

powered by **Intrado**

Sponsor presentation

Audience networking

Sponsor-led panel

StreamTV SHOW

Aimee Gutzler:
Great content and discussions, looking forward to the rest of the week!

Shama Patel:
Amazing day !! Thank you all!

Opeoluwa Fagbemi:
Great sessions! Thank you.

Jackie Prevocki:
great sessions!

Emily Schriver:
Thank you for joining us for day one of the week-long MASS East virtual event! Don't forget to stop by the exhibit hall to get all your questions answered. Tune in tomorrow as we focus on Medical Affairs Strategy

Enter Message Here

SEND

powered by **Intrado**

Conference Series

Video, Music and Sponsorships

Video introductions build pre-event anticipation and energy

Short breaks include music and messaging.

The screenshot shows the StreamTV SHOW interface. On the left, there are three speaker bios: Brett Sappington (Vice President, Interpret), Adriana Waterston (Senior Vice President, Insights and Strategy, Horowitz Research), and Steve Nason (Research Director, Parks Associates). The main content area features a large white number '3' centered on a black background with colorful, abstract geometric lines. The interface includes navigation tabs for Q&A, SPEAKERS, HANDOUTS, and VIDEO, and a 'powered by Intrado' logo at the bottom.

This screenshot shows a 'WE'LL BE STARTING SOON' message in large, bold, pink and blue text. Below the message is a 'GRAB A COFFEE, LET'S GO!' call to action. The interface includes a 'SUBMIT' button and a 'powered by Intrado' logo at the bottom. The background features abstract geometric lines.

This screenshot shows a 'THANK YOU TO OUR SPONSOR' message in white text. Below the message is the S&P Global Market Intelligence logo in red and white. The interface includes navigation tabs for Q&A, SPEAKERS, HANDOUTS, and VIDEO, and a 'powered by Intrado' logo at the bottom. The background features abstract geometric lines.

Sponsorship branding opportunities

Conference Series

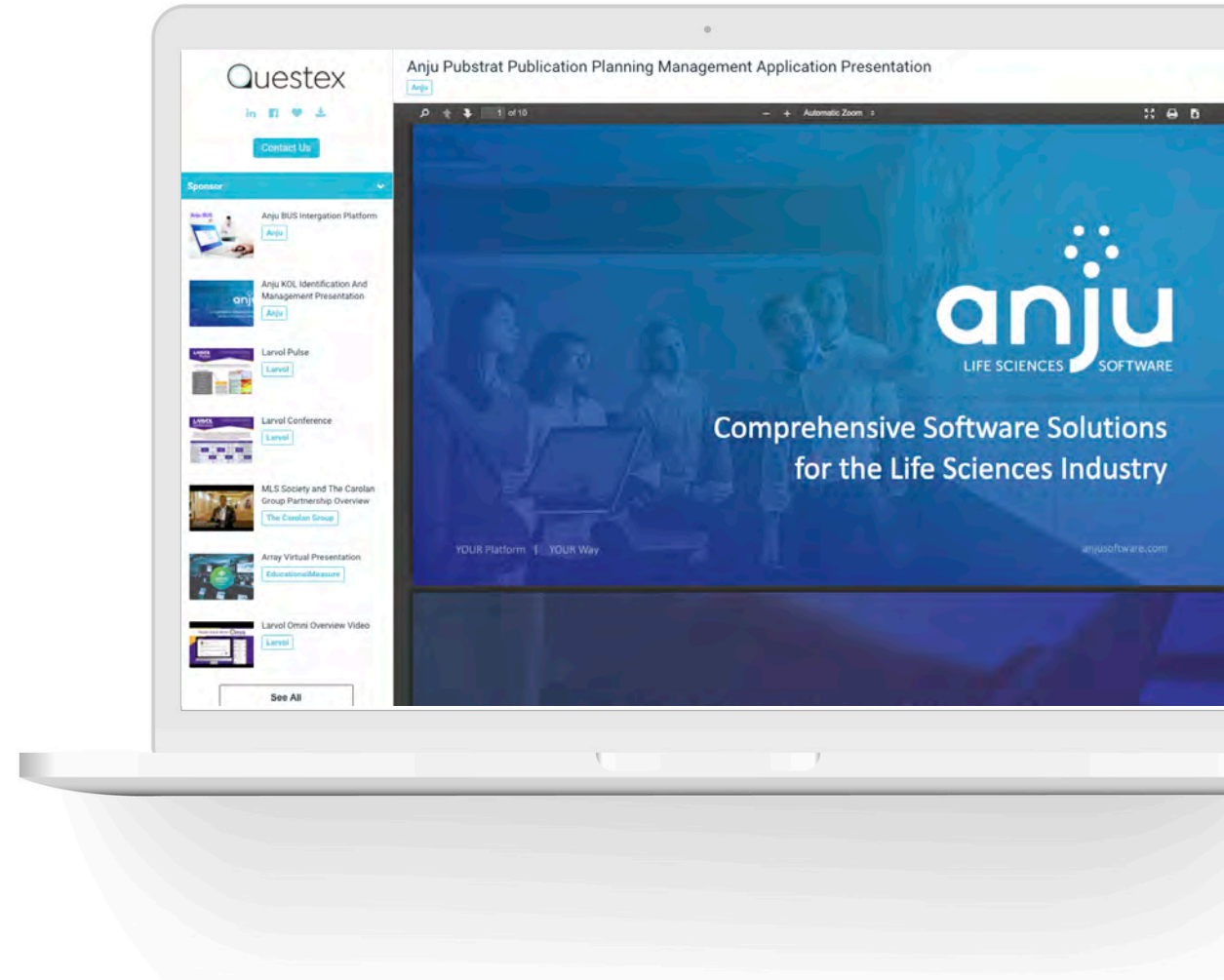
Resource Center: Conference Series Option

A frictionless user experience keeps event attendees engaged in topic-relevant content provided by sponsors.

Event sponsors can provide event attendees with their company branded content in the event resource center. Attendees binge on multiple content assets as they easily select from a content stream. The resource center can include a wide variety of content types including video, pdfs, web pages and images.

Resource Center Details

- Attendees can access the Resource Center before, during and after the event
- Attendees can filter content by Topic or by Sponsor
- Sponsors can house up to 5 client generated assets. Number of assets is based on sponsorship level.
- Content types can include webinars, videos, pdfs and web pages.
- Event promotions to drive engagement.
- Asset engagement data provided with event lead list.



Conference Series Reporting

LEAD DEMOGRAPHIC DATA

First Name	Last Name	Email Address	Company	Job Title	Country	Postal Code
Jennifer	Walker	jwalker@jwalkervacations.com	Jennifer Walker Travel	Owner	United States	61571
John	Walker	johnwalker@jwalkervacations.com	Cruise Planners	Franchise Owner	United States	33330
John	Walker	johnwalker@jwalkervacations.com	Dimensions in Travel	Independent Travel Advisor	United States	91364
John	Walker	johnwalker@jwalkervacations.com	Archer Travel	Agent	United States	77338
John	Walker	johnwalker@jwalkervacations.com	jwalkervacations.com	#1 Top Dog Owner Agent	United States	27261
John	Walker	johnwalker@jwalkervacations.com	ARCHER (RCH Travels)	Travel Advisor	United States	77484
John	Walker	johnwalker@jwalkervacations.com	Day Dreams Vacations	Travel Agent	United States	30033
John	Walker	johnwalker@jwalkervacations.com	Inteletravel	Independent Travel Agent	United Kingdom	30303
John	Walker	johnwalker@jwalkervacations.com	Caribbean And Beyond	Travel Advisor	United States	85375
John	Walker	johnwalker@jwalkervacations.com	Moe's International Travel Ager	Independent Travel Agent	United States	60477
John	Walker	johnwalker@jwalkervacations.com	St. Kitts Tourism Authority	Sales-SE Region	United States	30344
John	Walker	johnwalker@jwalkervacations.com	Adventurelation Travel	Independent Travel Agent	United States	60649
John	Walker	johnwalker@jwalkervacations.com	Intele Travel	Independent Travel Agent	United States	92336
John	Walker	johnwalker@jwalkervacations.com	A'more Travel	Owner/President	United States	38018
John	Walker	johnwalker@jwalkervacations.com	R&A innovations	Sales rep	United States	12204

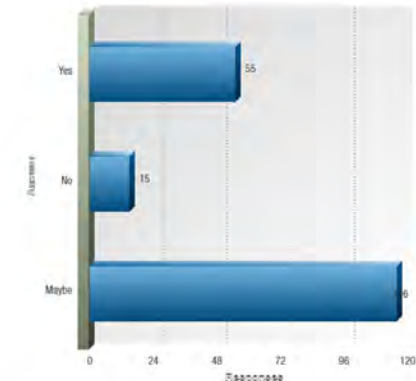
SESSION QUESTIONS BY LEAD, IF APPLICABLE

First Name	Last Name	Email	Question
John	Walker	johnwalker@jwalkervacations.com	Will Atlas be partnering with consortiums, such as MAST in Illinois?
John	Walker	johnwalker@jwalkervacations.com	sailing and where is it going?
John	Walker	johnwalker@jwalkervacations.com	Can we get sales collateral/brochures and pricing please?
John	Walker	johnwalker@jwalkervacations.com	will you have a Seminar at Sea for the agent coming up soon
John	Walker	johnwalker@jwalkervacations.com	Any age minimums anticipated?
John	Walker	johnwalker@jwalkervacations.com	How does Atlas Ocean Voyages compare in market place?
John	Walker	johnwalker@jwalkervacations.com	are you going to be in FL
John	Walker	johnwalker@jwalkervacations.com	Since I sell Luxury and Adventure, I would love to see this ship. A Seminar at Sea would be wonderful.
John	Walker	johnwalker@jwalkervacations.com	Will the World Navigator be in the NY area for ship inspections?
John	Walker	johnwalker@jwalkervacations.com	agent sailing so we can sell your product with knowledge and experience on our side?
John	Walker	johnwalker@jwalkervacations.com	What are the social distancing and protection measures in place for guests and staff safety?
John	Walker	johnwalker@jwalkervacations.com	is there a single supplement? do you have many single travelers?
John	Walker	johnwalker@jwalkervacations.com	Are there social media we can share? Or printed brochures? Thank you
John	Walker	johnwalker@jwalkervacations.com	Printed brochures available yet? If so, how do we order?
John	Walker	johnwalker@jwalkervacations.com	what is the age range of your guests?
John	Walker	johnwalker@jwalkervacations.com	will u join SIGNATURE?
John	Walker	johnwalker@jwalkervacations.com	Are these family friendly?
John	Walker	johnwalker@jwalkervacations.com	how do we sign up as Agents
John	Walker	johnwalker@jwalkervacations.com	Travel agent portal?

SESSION POLL RESPONSES BY LEAD, IF APPLICABLE

First Name	Last Name	Email	Response
John	Walker	johnwalker@jwalkervacations.com	Maybe
John	Walker	johnwalker@jwalkervacations.com	Yes
John	Walker	johnwalker@jwalkervacations.com	Maybe
John	Walker	johnwalker@jwalkervacations.com	Yes
John	Walker	johnwalker@jwalkervacations.com	Maybe
John	Walker	johnwalker@jwalkervacations.com	Yes
John	Walker	johnwalker@jwalkervacations.com	Maybe
John	Walker	johnwalker@jwalkervacations.com	Maybe
John	Walker	johnwalker@jwalkervacations.com	Maybe
John	Walker	johnwalker@jwalkervacations.com	Maybe
John	Walker	johnwalker@jwalkervacations.com	Maybe
John	Walker	johnwalker@jwalkervacations.com	Maybe
John	Walker	johnwalker@jwalkervacations.com	Maybe
John	Walker	johnwalker@jwalkervacations.com	Maybe
John	Walker	johnwalker@jwalkervacations.com	Maybe
John	Walker	johnwalker@jwalkervacations.com	No
John	Walker	johnwalker@jwalkervacations.com	Maybe

Do you have clients who would be interested in an Atlas Ocean Voyages "luxure-adventure" expedition?



Yes 55

No 15

Maybe 116