

ottx X *FRONTS*

**WHERE THE CTV/OTT COMMUNITY GATHERS TO *PITCH,*
*LEARN, COLLABORATE, AND DO BUSINESS***

MAY 21 - 22, 2024

SKIRBALL CULTURAL CENTER

LOS ANGELES CALIFORNIA

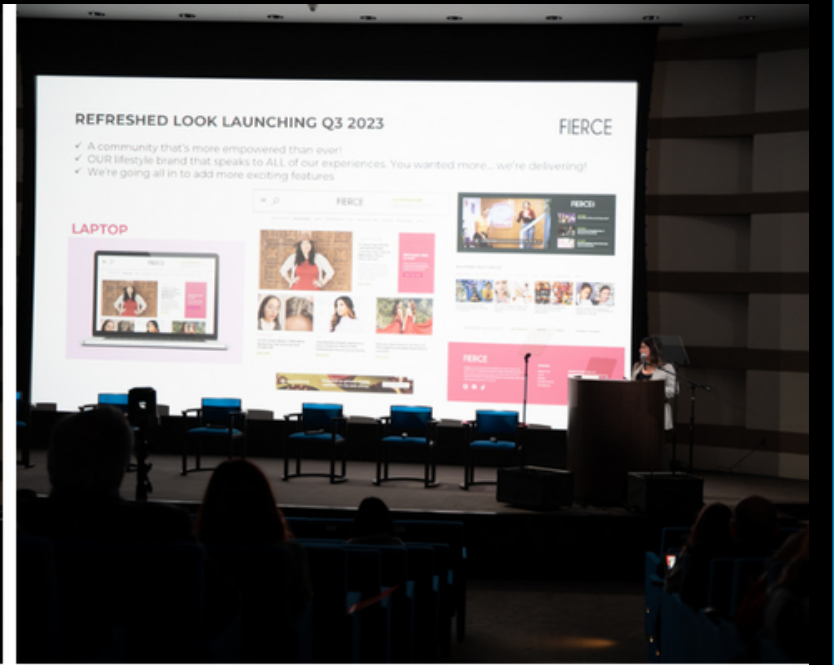
THE X-FRONTIS IS WHERE THE CTV/OTT COMMUNITY GATHERS TO PITCH, LEARN, COLLABORATE, AND DO BUSINESS.

OTT.X will hold its third annual X-FRONTIS on May 21 and 22, 2024 at the Skirball Cultural Center in Los Angeles California. The event is the largest industry gathering on the west coast. CTV buys have become critical components of any effective media plan. While CTV was once a “nice to have,” it’s now a must-buy to achieve campaign reach. Within the CTV realm, AVOD and FAST have emerged as major players, not to be ignored. Core to the X-FRONTIS will be a two-day exchange consisting of pitches and presentations by prominent and up-and-coming AVOD and FAST platforms, networks, and channels to an audience of brands, advertisers and ad agencies. The conference programming will educate media buyers on the ins and outs of the AVOD & FAST landscapes via a series of panels, presentations, research findings, and interactive roundtable discussions focused on the growth of FAST and how it’s being utilized to get the most out of advertising spends, as well as revenue opportunities, operational issues, and projections for the future.

PITCHES, PRESENTATIONS, ROUNDTABLE DISCUSSIONS, PRIVATE MEETINGS, CONFERENCE SESSIONS, DEALS AND NETWORKING OPPORTUNITIES

- **FRONT Presentations** - Platforms, channels & publishers will present and pitch their offering to be considered for media buys and ad-spend
- **Conference Program** - Share and learn from researchers, analysts, and industry executives how FAST is growing, audience demographics, and how FAST is being utilized to get the most out of advertising dollars.
- **Roundtable Discussions** - Participate in roundtable discussions with your colleagues to discuss the challenges and opportunities using FAST to reach your audience.
- **Private Meeting Rooms** - Buyers (or sellers) can host a meeting room for either private or semi-private discussions with your current or new partners. OTT.X can help with scheduling.
- **Networking** - All meals and open-bar parties are complimentary for all attendees. Everybody shows up for breakfast and lunch, and of course for the evening parties!

- **This will be the largest event bringing together the entire ecosystem around FAST delivery. Platforms, Channels, Publishers, Media Buyers, Ad-Tech, Reporting & more!**
- **Meet with ad agencies who are interested in FAST and especially interested in innovators and in enthusiast and targeted platforms and channels, as well as other distribution partners.**
- **The cost to present is much more affordable when compared to larger FRONT events. If already participating in other FRONTS, presentations can be easily adapted/reformed for this audience.**
- **Los Angeles – There is a hungry media buying community in LA who don't make it to the FRONTS on the east coast.**
- **Learn about FAST distribution trends, consumer viewing habits, and reach from primary research presentations.**
- **All networking functions (meals, parties, conference) for your whole team are included in the cost.**



- Highlight your organization in between conference programming with a 30 second video reel.
- Video reels are played in the main conference room in between pitches and presentations.
- Full audio/video capabilities for your spot.

COST BREAKDOWN

15 SECONDS - \$375

30 SECONDS - \$750

1 MINUTE - \$900

OTT.X members receive 20% discount

Alternative options available. Discuss with OTT.X team



- Position your company as an industry thought leader by introducing a keynote session at the XFRONTS
- Provide some knowledge based insights to prime the conversation.
- Highlight what your company does and its place in the industry.

COST BREAKDOWN

5 MINUTE INTRODUCTION - \$3600

OTT.X members receive 20% discount

Alternative options available. Discuss with OTT.X team



- Take ownership of the main stage at the X-FRONTTS and present on a topic of your choosing.
- Position your company as a an industry leader by highlighting a new solution, offering, report etc.
- Presentaion, Panel, Fireside chat, whatever you'd like. Curate the content for your session in whatever fasion you think is best.

COST BREAKDOWN

15 MINUTE INTRODUCTION - \$8,000

OTT.X members receive 20% discount

Alternative options available. Discuss with OTT.X team



- Take ownership of networking breakfast and or lunch at the X-FRONTs
- Promote your organization with promotional materials in the networking function areas.
- Close morning programming with a short presentation/session before lunch.

COST BREAKDOWN

MEAL FUNCTIONS - \$8,000

OTT.X members receive 20% discount

Alternative options available. Discuss with OTT.X team



- Take ownership of the very popular networking cocktail reception at the X-FRONTs
- Promote your organization with promotional materials in the networking function areas.
- Close afternoon programming with a short presentation/session before close of day.

COST BREAKDOWN

15 MINUTE INTRODUCTION - \$15,000

OTT.X members receive 20% discount

Alternative options available. Discuss with OTT.X team



LANYARD SPONSOR**\$3,500**

- LOGO PLACED ON ALL LANYARDSS AT XFRONTS
- QR CODE ON BADGE TO DIRECT TO COMPANY SITE

BRANDING SPONSOR**\$2,000**

- LOGO PLACED ON ALL PROMOTIONAL MATERIALS FOR XFRONTS
- FEATURED AS PROUD SUPPORTER OF OTT.X

GET CREATIVE**\$NEGOTIABLE**

- LOGO PLACED ON ALL PROMOTIONAL MATERIALS FOR XFRONTS

OTT.X members receive 20% discount

Alternative options available. Discuss with OTT.X team

EXHIBITOR SPACE**\$800**

- SECURE SPACE ON THE XFRONTS EXHIBITION FLOOR
- MAKE THE SPACE YOUR OWN BY BRINGING MONITORS, SWAG, PROMOTIONAL MATERIALS, ETC



PITCHES, PRESENTATIONS, ROUNDTABLE DISCUSSIONS, PRIVATE MEETINGS, CONFERENCE SESSIONS, DEALS AND NETWORKING OPPORTUNITIES

- **XFRONTS Attendee Information** - All sponsors receive attendee data with contact info for all X-FRONTTS attendees
- **Complimentary Passes** - Amount of passes depends on sponsorship level. General admission ticket price \$500.
- **Branding** - Company logo to be included in all promotional materials related to XFRONTS. Special thank you throughout two days of programming.
- **Introductions** - Interested in meeting a certain colleague at the X-FRONTTS? The OTT.X team will help with the introductions
- **Networking** - All meals and open-bar parties are complimentary for all sponsors including the VIP cocktail party the day before the event begins.

CLICK ON COMPANY TO VIEW PRESENTATIONS

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PRESENTATION SLOTS AVAILABLE FOR PLATFORMS, CHANNELS, & NETWORKS

[CLICK HERE TO LEARN MORE](#)

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- **FREE ATTENDANCE FOR ALL OTT.X MEMBERS**
 - [CLICK HERE TO LEARN MORE](#)
 - [CONTACT JOSE RODRIGUEZ - JRODRIGUEZ@OTTX.ORG](mailto:JRODRIGUEZ@OTTX.ORG)
- **FREE ATTENDANCE FOR ALL QUALIFIED MEDIA BUYERS.**
 - [CLICK HERE TO LEARN MORE](#)
 - [CONTACT MARK FISHER - MFISHER@OTTX.ORG](mailto:MFISHER@OTTX.ORG)
- **GENERAL ADMISSION PRICING**
 - **EARLY BIRD - \$300.00 - ENDS 4/5/24**
 - **GENRAL - \$500.00**
 - [CLICK HERE TO REGISTER NOW](#)
- **PRESENTATION SLOTS AVAILABLE FOR PLATFORMS, CHANNELS, & NETWORKS**
 - **PRICING: \$1500 - \$8000**
 - [CLICK HERE TO LEARN MORE](#)
 - [CONTACT MARK FISHER - MFISHER@OTTX.ORG](mailto:MFISHER@OTTX.ORG)
- **SPONSORSHIP OPPORTUNITIES & PRESENTATIONS AVAILABLE**
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