

CONNECT- tivity



Jacob K. Javits
Convention Center
New York, NY



connect
to the future in media & entertainment

On the cutting edge of the entertainment industry,
CONNECT-tivity puts fans, stars, creators and providers
face-to-face for **the ultimate fan fest!**



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Jacob K. Javits Convention Center, NY

the premier event connecting fans, brands, stars and creators

Times have changed. Viewership has shifted. The number of media outlets is constantly growing. From digital to cable to traditional television, competition for the viewer's attention has never been stiffer. This new media landscape calls for a new kind of event.

Say, "Hello!" to CONNECT-tivity!

CONNECT-tivity is...

- **two-and-a-half days of fun, excitement, music and entertainment**
- **an energetic environment with fans scrambling and screaming to meet and greet the stars, personalities, creators and producers of the biggest shows of today... and tomorrow**
- **an approachable, tangible experience for fans**
- **a creative environment where fans interact with creators, providers and stars**
- **a prime opportunity for content creators, providers and brands to:**
 - *put stars in front of a live audience and gauge their response*
 - *create buzz and awareness for their shows, networks and services*
 - *establish meaningful connections with viewers and users*
 - *gain and maintain viewer loyalty*
 - *maximize exposure through print, online and television advertising*
 - *increase revenue at minimal cost*

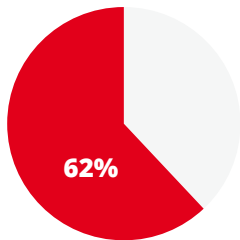
What CONNECT-tivity *isn't*...

You won't find any comic books or tattoo artists here, because...

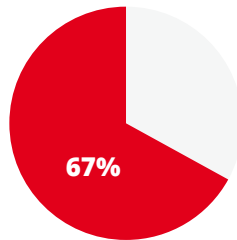
CONNECT-tivity is an event dedicated to making crucial connections intended to drive viewing eyes to their TVs, computers, tablets and phones.

Millennial Viewing Stats At-A-Glance*

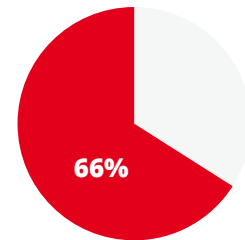
Younger audiences watch more hours of video on digital outlets than on television, simply because they find it more enjoyable and relevant to their lives.



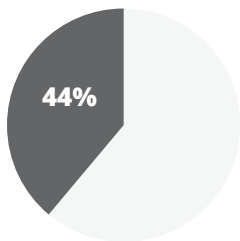
Digital content makes them "feel good" about themselves



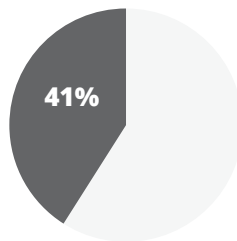
Digital delivers content they can relate to



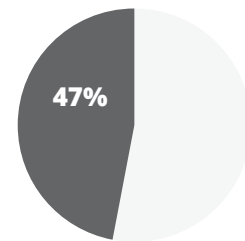
They turn to digital content to relax



Television content makes them "feel good" about themselves



Television delivers content they can relate to



They turn to television content to relax

The changing way people are viewing isn't just limited to millennials.

CONNECT-tivity serves the spectrum of viewing audiences, and is **a place where everyone can connect!**



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Who Should Exhibit/Sponsor?

Service Providers

- Broadcast & Cable Networks
- Cable & Satellite Providers
- Streaming Media Services

Social Media Platforms

- Networking
- Micro-blogging
- Publishing
- Video Sharing
- Personal Broadcasting Tools

Content Creators

- Production Companies
- Bloggers, Vloggers & Podcasters
- Game Developers & Designers

Publications

- Entertainment
- Lifestyle
- National & Local News

All Commercial Time Buyers

Connect via...

Personal Interaction

- The ultimate platform for fan interaction at the ultimate fan event
- Interact directly with viewers, users and influencers
- Turn-key and custom event options

*For more information
or to reserve a booth location:*

email Lnadolske@crossmarkllc.com

call (203) 983-7928

Sponsorship Packages

- Designed to create the greatest impact possible.

*For more information or to inquire
about sponsorship opportunities:*

email: Mdineen@crossmarkllc.com

call: (203) 983-7927



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ABOUT CROSSMARK MEDIA

CrossMark Media LLC is a new company based in Greenwich, CT and formed by two tradeshow and event's organizing veterans, Leo Nadolske and Mark Dineen, who have 30 years each of industry experience. CrossMark Media LLC produces the CONNECT-tivity series of events which serve the needs of the media and entertainment industries.



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