



REED TELEVISION GROUP PRESENTS:



HISPANIC TELEVISION SUMMIT

Mark your calendar for December 6, 7 and 8, 2004. And, plan to be in New York City to attend this year's Hispanic Television Summit, hosted for a second time by **Broadcasting & Cable** and **MultiChannel News**.

This Summit is the only forum designed to specifically look at the dynamic business of Hispanic television.

Those involved in the business of Hispanic television will want to take advantage of this unique opportunity to hear from experts in the fields of advertising, programming, cable TV, satellite marketing and broadcasting. Topics will focus on population and demographic challenges and their effect on television program planning and selection, plus a focus on advertising trends, positioning and strategies for attracting Hispanic consumers, as well as a look at the importance of individual program genres in the Hispanic household.

If you are a cable TV operator, broadcaster, programmer, advertiser or agency, you will want to attend this year's Summit.

The fee is competitively priced at \$595, and includes all sessions, receptions and three meals. The Summit is scheduled for the busiest and best time of the year to be in the Big Apple—holiday-time! For those traveling from out-of-town, we have assured the availability of hotel rooms with the Marriot Marquis at a special discounted rate. Please, mention the Summit when making your hotel arrangements in order to receive the special rate.

We will be sending the detailed agenda with a list of scheduled speakers in the near future.

The Hispanic Television Summit is even more important this year, as the marketplace has become more competitive. As a result, space is limited and available seating will likely fill-up quickly. So, I encourage you to register today. Simply, complete the attached registration form and return it now.

For more information, please contact Sandy Friedman at 646-746-6740 or by e-mail at sfriedman@reedbusiness.com

Best Regards,

A handwritten signature in black ink that reads 'Chuck Bolkom'.

CHUCK BOLKCOM
*Group Publisher
Broadcasting & Cable
Multichannel News*



REED TELEVISION GROUP PRESENTS:

MARRIOTT NEW YORK MARQUIS
1535 BROADWAY
NEW YORK, NY 10036
DECEMBER 6-8, 2004

HISPANIC TELEVISION SUMMIT

TOPICS TO BE COVERED INCLUDE:

- ▶ Census/Buying Power/Trends
- ▶ Marketing to Hispanics—from the manufacturer, programmer and operator perspective
- ▶ Programming—a look at the latest issues facing the business
- ▶ Sports—importance to the Hispanic Consumer
- ▶ Local News, Local Events
- ▶ Marketing to Hispanic Youth
- ▶ Industry Leading Keynote Speakers

THE B&C AND MULTICHANNEL NEWS HISPANIC SUMMIT LIFETIME ACHIEVEMENT AWARD

ANDRÉS CANTOR | SPORTS CASTER
FÚTBOL TELEMUNDO

For the second year, Broadcasting & Cable and Multichannel News combine forces to produce a 2-day Summit exploring all areas relevant to tapping into the burgeoning Hispanic Marketplace.

**LOCATION: MARRIOTT NEW YORK MARQUIS
1535 BROADWAY, NEW YORK, NY 10036**

DATES: MONDAY-WEDNESDAY, DECEMBER 6-8, 2004

Our program begins with a cocktail reception on Monday December 6th at 5:00pm and ends with a keynote breakfast on Wednesday December 8th at Noon. Also included are all day sessions, a luncheon and a second cocktail reception on Tuesday December 7th.

**COST:
\$595 PER PERSON**

**GROUP DISCOUNTS:
FOR GROUP OF 3 -
\$495 PER PERSON**

**FOR GROUP OF 5 OR MORE -
\$450 PER PERSON**

TO RSVP: please contact Sandy Friedman at 646-746-6740 or safriedman@reedbusiness.com AND, fax back your registration form to 646-746-6520

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HISPANIC TELEVISION SUMMIT

MARRIOTT NEW YORK MARQUIS | NEW YORK, NY | DECEMBER 6-8, 2004

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COST: \$595 PER PERSON

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PLEASE MAKE CHECKS PAYABLE AND SEND TO:

Reed Business Information

360 Park Avenue South

New York, NY 10010

Attn: Sandy Friedman

PLEASE FAX CONFIRMATION FORM TO:

Sandy Friedman at 646-746-6520.

CALL 1-800-843-4898 FOR A NEGOTIATED RATE.

MENTION "REED BUSINESS INFORMATION."

FOR MORE INFORMATION: Sandy Friedman at 646-746-6740 or email at safriedman@reedbusiness.com

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