

MWAA Broadcast Channel for Sponsors

As a benefit for supporting the 2010 MWAA conference, sponsors will have the opportunity to promote their business by having video promos simultaneously broadcast on multiple monitors during the conference. The videos will be added to a looping pool of short clips, 20 seconds to four minutes in length, which will be broadcast throughout the duration of the show.

A content management system (CMS) will track each computer that is logged in. Using a web interface, an MWAA administrator will login to the CMS with a username and password, there, they will be able to cue in each individual sponsor's video clip, place them in order them and insert the transitional graphics. The number of computers necessary to begin the broadcast will also be set through the CMS. Once the appropriate number of computers (most likely four computers each driving a large monitor) have been logged in, and are ready, the broadcast(s) will automatically begin, so that the timing is the same on every monitor, maintaining the "live" and synchronous feel of the broadcast.

If a sponsor has no video available, and does not want to produce their own, we can, for a reasonable fee, produce one for them with provided still images, video, graphics and text content that they want included in the video. We can also add additional content (graphics, images, etc.), as needed. The content format and resolution will be determined by MWAA, and all video will be displayed at the same HD resolution. The videos will be displayed full-screen.

We will incorporate transitions in between each sponsor video as well as a text display indicating the name of the company in the up-coming presentation with an "MWAA 2010" transition graphic between each presentation.

