

**WELCOME BACK TO LAS VEGAS!**



# **CHAIRMAN'S FORUM**

**OCTOBER 7-9**

**GREEN VALLEY RANCH  
RESORT SPA AND CASINO**

**2021 EVENT DETAILS AND  
SPONSORSHIP OPPORTUNITIES**



**TO ACTIVATE A SPONSORSHIP, CONTACT:**

**Rob Payne • [rob@sportsvideo.org](mailto:rob@sportsvideo.org) • (212) 481-8131**

**Andrew Gabel • [agabel@sportsvideo.org](mailto:agabel@sportsvideo.org) • (646) 998-4554**



## CHAIRMAN'S FORUM

Introduction	Page 3
Agenda	Page 4
Agenda Sponsorship Opportunities	Page 6
Hotel Information	Page 9

SVG CHAIRMAN'S FORUM

## RUSS GABAY MEMORIAL GOLF OUTING

Golf Sponsorship Opportunities	Page 7
Golf Course Information	Page 9



Media Opportunities	Page 8
---------------------	--------

## SVG Advisory Board

**\*Ken Aagaard**, SVG Chairman Emeritus and Sports Broadcasting Hall of Fame Chairman  
**Adam Acone**, NFL Network, Director, Media Operations and Planning  
**Glenn Adamo**, Ivanhoe Media and Entertainment, President  
**Peter Angell**, Industry Consultant  
**\*Andrea Berry**, The G.A.P. Media Group, CEO  
**\*Eric Black**, NBC Sports Group, SVP and CTO Digital  
**Onnie Bose**, NFL, VP of Broadcasting  
**Dylan Boucherle**, Warner Media/Turner Studios, VP, Technology Strategy and Media Workflows  
**\*Chris Brown**, Turner Sports, VP, Sports Production Tech  
**Tab Butler**, Industry Consultant  
**Chris Calcinari**, ESPN, SVP, Remote Production Operations, ESPN & ABC Sports  
**Mary Ellen Carlyle**, Dome Productions, SVP and GM  
**Ken Clausen**, HBO, Director of Production  
**\*Jason Cohen**, CBS Sports and CBS Sports Network, VP, Remote Technical Operations  
**Joe Cohen**, The Switch, President, Sports  
**Michael Cohen**, Industry Consultant  
**Don Colantonio**, Industry Consultant  
**\*Mike Connelly**, Bally Sports, EVP

SVG  
CHAIRMAN

**\*Michael Davies**, Fox Sports, SVP, Technical and Field Operations  
**Scott Davis**, CBS Sports, VP of Broadcast Operations  
**Jim DeFilippis**, Industry Consultant  
**Ed Delaney**, Industry Consultant  
**Jed Drake**, Industry Consultant

**David Dukes**, PGA Tour Entertainment, Sr. Director, Technical Operations  
**Jerry Gepner**, CP Communications, COO  
**Steve Gorsuch**, Industry Consultant  
**Ken Goss**, NBC Sports, SVP, Remote Operations & Production Planning  
**Mark Haden**, National Hockey League, Group VP, Broadcast Technology  
**\*Steve Hellmuth**, SVG Chairman Emeritus and NBA, EVP, Operations and Technology  
**Ed Holmes**, The Holmes Group, Principal  
**Deb Honkus**, NEP Broadcasting, Chairman of the Board  
**George Hoover**, Industry Consultant  
**\*Jeff Jacobs**, VENN, EVP and General Manager  
**Darryl Jefferson**, NBC Sports, VP, Postproduction and Digital Workflow  
**Robert D. Jordan** **CVE**, 1337 Facilities, CEO; Venue Road, Founder  
**John Kvatek**, University of Central Florida Knights, Sr. Associate AD/External Operations  
**John Leland**, PSL International, LLC, Principal  
**Glen Levine**, NEP, President, U.S.  
**Louis Libin**, Broad Comm, President  
**Jodi Markley**, Industry Consultant  
**Geoff Mason**, Industry Consultant  
**Bernadette McDonald**, Major League Baseball, SVP, Broadcasting  
**Grant Nodine**, NHL, SVP, Technology  
**Ken Norris**, UCLA, Director of Video Operations  
**Gary Olson**, GHO Group, Managing Director  
**Del Parks**, Sinclair Broadcast Group, SVP and CTO

**\*Patty Power**, CBS Sports, EVP, Operations and Engineering  
**Scott Rinehart**, Fighting Irish Digital Media, Broadcast Technology Program Director  
**Larry Rogers**, FirstInTV, President  
**Mike Rokosa**, NHRA, Technology Executive  
**Scott Rothenberg**, NEP, SVP, Technology and Asset Management  
**\*Tom Sahara**, SVG Chairman Emeritus  
**Oscar Sanchez**, CONCACAF, Director of Broadcast Operations  
**Bruce Shapiro**, Broadcast Consulting  
**Tracey Shaw**, Black Dragon Capital, Media and Technology Advisor  
**Jack Simmons**, Industry Consultant  
**Don Sperling**, New York Giants Entertainment, VP and Executive Producer  
**Jerry Steinberg**, Industry Consultant  
**\*Susan Stone**, MLB Network, SVP, Operations and Engineering  
**Steve Stum**, NASCAR, VP, Operations and Technical Production  
**Patrick Sullivan**, Game Creek Video, President  
**Jason Taubman**, Game Creek Video, VP Design / New Technology  
**Larry Tiscornia**, Industry Consultant  
**Jacob Ullman**, Fox Sports, SVP, Production and Talent Development  
**John Ward**, iNDEMAND, EVP and CTO  
**Ernie Watts**, Industry Consultant  
**Mike Webb**, YES Network, VP, Broadcast Operations  
**Jeff Willis**, Industry Consultant  
**Dave Zur**, KSE Media Ventures, SVP, Operations & Engineering

*\*Executive Committee Members*

# SVG CHAIRMAN'S FORUM

GREEN VALLEY RANCH  
RESORT SPA AND CASINO

SVG returns to Las Vegas this October! Beginning on Thursday, October 7, join top sports production leaders for the 2021 SVG Chairman's Forum: an exclusive, three-day event that takes place the weekend before the 2021 NAB Show. Year after year, the top people in sports production that attend the NAB Show attend the SVG Chairman's Forum first.

The SVG Chairman's Forum is an invitation-only event open to qualified end-users, SVG Platinum Sponsors, Mobile/Integrator Sponsors, and SVG Sponsors that support the Chairman's Forum. Here's a sampling of who attended in past years:





# CHAIRMAN'S FORUM

**GREEN VALLEY RANCH  
RESORT SPA AND CASINO**

## Thursday, October 7

**\*ALL TIMES PT**

12:00 p.m. Golf Outing Lunch

1:00 p.m. Golf Outing Begins

7:00 - 8:00 p.m. Opening Night Reception

## Friday, October 8

8:00 – 10:00 a.m. Networking Breakfast

10:00 – 11:00 a.m. Coffee Catch Up!

Before our event program begins, we will open the room an hour early to give SVG members and sponsors a chance to reconnect.

11:00 – 11:10 a.m. Opening Remarks from Chairman's Mike Davies

It's been a long time coming, but SVG's chairman takes to the stage to welcome us back and set the table for the day's main event.

11:10 – 11:25 a.m. Case Study Presentation

11:25 a.m. – 12:15 p.m. The State of Sports Production Business

Josh Stinehour of Devoncroft Partners kicks things off with an overview of the current business landscape for the sports industry. How healthy is the broadcast technology industry? What are the steps needed to recover? What lies ahead in 2022 and beyond as the industry transforms from hardware to cloud-based tools and services?

12:15 – 2:00 p.m. Networking Lunch

2:00 – 5:30 p.m. General Sessions: Where Are We?

The core of day one of the SVG Chairman's Forum will be a three-hour session where different stake holders in different market segments share their thoughts on the current and future state of sports production and operations.

2:00 – 2:30 p.m. National Network Perspectives

The national networks have led the charge in establishing new workflows that, literally, span the globe. Production teams are de-centralized, innovation continues, but productions continue to deliver for fans. Leaders take to the stage to discuss their efforts.

2:30 – 2:45 p.m. Case Study Presentation

*Agenda subject to change*

## 2:45 – 3:15 p.m. Regional Networks

The regional sports networks were on the front lines of the pandemic challenge as leagues went into bubbles and steps were taken to minimize on-site production teams. Despite those challenges innovation in production flourished. Learn what's top of mind with regional sports production executives.

## 3:15 – 3:45 p.m. Networking Break

## 3:45 – 4:00 p.m. Case Study Presentation

## 4:00 – 4:30 p.m. Leagues

The core of day one of the SVG Chairman's Forum will be a three-hour session where different stake holders in different market segments share their thoughts on the current and future state of sports production and operations.

## 4:30 – 4:45 p.m. Case Study Presentation

## 4:45 – 5:15 p.m. Remote Production Services

The national networks have led the charge in establishing new workflows that, literally, span the globe. Production teams are de-centralized, innovation continues, but productions continue to deliver for fans. Leaders take to the stage to discuss their efforts.

## 5:15 – 6:00 p.m. Break

## 6:00 – 7:00 p.m. Networking Reception

## 7:00 p.m. SVG Chairman's Forum Dinner, Golf Awards, and Conversation

# Saturday, October 9

## 7:00 – 9:00 a.m. Networking Breakfast

## 9:00 – 9:30 a.m. Morning Keynote Conversation

## 9:30 – 11:45 a.m. Workshop Tracks

### 9:30 – 11:45 a.m. TRACK ONE: Remote Production Workshop

Join us for a lively roundtable discussion that takes a look at the quickly changing live production technology industry. Experts discuss new remote production workflows, how cloud and virtualized production will make a difference, and the challenges of making the move to IP-based transport.

### 9:30 – 11:45 a.m. TRACK TWO: Content Management Workshop

This intimate roundtable workshop is designed as an open forum for individuals responsible for managing, archiving, and protecting sports content. Led by SVG's Sports Content Management Advisory Committee, this off-the-record, two-hour roundtable discussion will provide media-management leaders from broadcasters, leagues, teams, digital outlets, and vendors with an opportunity to address a variety of hot-button issues currently facing the industry.





# CHAIRMAN'S FORUM

**GREEN VALLEY RANCH  
RESORT SPA AND CASINO**

**ALL EVENT SPONSORSHIPS INCLUDE ONE (1) ATTENDEE & GOLFER**

## **THURSDAY NIGHT RECEPTION**

**\$3,000 • 2 available**

Logo exposure on signage, program, website, and promotions  
Post-event registration list

## **FRIDAY BREAKFAST**

**\$3,000 • 2 available**

Logo exposure on signage, program, website, and promotions  
Post-event registration list

## **FRIDAY LUNCH**

**\$4,000 • 2 available**

Logo exposure on signage, program, website, and promotions  
Post-event registration list

## **FRIDAY NIGHT RECEPTION**

**\$4,000 • 2 available**

Logo exposure on signage, program, website, and promotions  
Post-event registration list

## **FRIDAY NIGHT DINNER**

**\$5,000 • 1 available**

Three-minute dinner welcome intro  
Logo exposure on signage, program, website, and promotions  
Post-event registration list

## **FRIDAY NIGHT GOLF AWARDS**

**\$3,500 • 1 available**

Golf award presentation  
Logo exposure on signage, program, website, and promotions  
Post-event registration list

## **SATURDAY BREAKFAST**

**\$3,000 • 2 available**

Logo exposure on signage, program, website, and promotions  
Post-event registration list

## **FRIDAY/SATURDAY NETWORKING BREAK**

**\$2,500 • 2 available**

Logo exposure on signage, program, website, and promotions  
Post-event registration list

## **BADGE**

**\$4,000 • 1 available**

Your company logo on front and back of Chairman's Forum badge  
Post-event registration list

## **LANYARD**

**\$4,000 • 1 available**

Your company logo on Chairman's Forum lanyard  
Post-event registration list

## **REGISTRATION**

**\$4,000 • 1 available**

Logo exposure on registration table  
Opportunity to distribute literature at registration  
Post-event registration list

## **PADFOLIO**

**\$5,000 • 1 available**

Your company logo on a junior padfolio distributed to all Chairman's Forum attendees  
Post-event registration list

## **PENS**

**\$3,000 • 1 available**

Your company logo on stylus pens  
Post-event registration list

## **SESSION**

**\$4,500 • Based on availability**

Three-minute session introduction  
Logo exposure on-screen throughout session  
Logo exposure on signage, program, website, and promotions  
Post-event registration list

## **BREAKOUT TRACKS: Remote Production, Content Management**

**\$5,000 • Based on availability**

Three-minute breakout track introduction  
Logo exposure on-screen throughout track  
Logo exposure on signage, program, website, and promotions  
Post-event registration list

## **CASE STUDY**

**\$6,000 • Based on availability**

10 min. presentation with slides and/or video  
Logo exposure on signage, program, website, and promotions  
Post-event registration list

**SVG**CHAIRMAN'S FORUM  
**RUSS GABAY**  
MEMORIAL  
**GOLF OUTING**

## ALL GOLF SPONSORSHIPS INCLUDE ONE (1) ATTENDEE & GOLFER

### **GOLF HOLE**

**\$3,000**

Your company logo on signage at tee box  
Logo exposure on signage, program, website, and promotions  
Post-event registration list

### **GOLF TOWEL**

**\$4,000**

Your company logo on towel placed in each golf cart  
Logo exposure on signage, program, website, and promotions  
Post-event registration list

### **GOLF SHIRT**

**\$9,000**

Your company logo on sleeve of Chairman's Forum shirt  
Logo exposure on signage, program, website, and promotions  
Post-event registration list

### **GOLF GLOVE**

**\$4,000**

Your company logo on glove distributed to all golfers  
Logo exposure on signage, program, website, and promotions  
Post-event registration list

### **GOLF BEVERAGE CART SPONSOR**

**\$3,500**

Your company logo on alcohol refreshment cart  
Logo exposure on signage, program, website, and promotions  
Post-event registration list

### **GOLF HAT**

**\$4,000**

Your company logo on hat distributed to all golfers  
Logo exposure on signage, program, website, and promotions  
Post-event registration list

### **GOLF CART STICKERS**

**\$5,000**

Your company logo on front of all golf carts  
Logo exposure on signage, program, website, and promotions  
Post-event registration list

### **GOLF BALLS**

**\$4,000**

Your company logo on golf balls  
One sleeve distributed to all golfers  
Logo exposure on signage, program, website, and promotions  
Post-event registration list



## SPORTSTECH JOURNAL, FALL 2021

Distributed digitally to SVG members and sponsors prior to 2021 Chairman's Forum and NAB Show.

- \$2,000 for full-page ad
- \$1,500 for half-page ad



## SPORTSTECH@NAB SHOW BLOG

Banner at top and bottom of SVG's SportsTech@NAB Show Blog, which covers the latest news throughout the 2021 NAB Show

- \$3,500 for rotating 728x90 banner (Four available)



## SVG INSIDER DAILY E-NEWSLETTER

Banner on SVG's official daily email newsletter, covering every day of the 2021 NAB Show

- \$4,000 for 650x90 Top Banner Location (Monday – Thursday, four days)
- \$3,000 for 650x90 Upper Middle Banner Location (Monday – Thursday, four days)
- \$3,000 for 650x90 Lower Middle Banner Location (Monday – Thursday, four days)
- \$2,000 for 650x90 Bottom Banner Location (Monday – Thursday, four days)







## CHAIRMAN'S FORUM

### HOTEL INFORMATION



### Green Valley Ranch Resort Spa & Casino

2300 Paseo Verde Parkway, Henderson, NV 89052

Located 15 minutes from McCarran International Airport and 25 minutes from the Las Vegas Strip

[CLICK HERE TO BOOK ROOM](#)

SVG CHAIRMAN'S FORUM

## RUSS GABAY MEMORIAL GOLF OUTING

### GOLF COURSE INFORMATION



### Wildhorse Golf Course

2100 W Warm Springs Rd,  
Henderson, NV 89014



### Who Is Russ Gabay?

Russ Gabay was a long-time sports-production executive and SVG Advisory Board member. For 20 years, he served as Vice President and Executive Producer for MLB International. He passed away unexpectedly in 2016 at the age of 59. The annual SVG Chairman's Forum Golf Outing was renamed the SVG Russ Gabay Memorial Golf Outing in his honor. Today, all proceeds from Golf Outing benefit a college fund for Gabay's children, Samantha and Sydney, through the SVG Sports Broadcasting Fund.