

**The Screen is an independent industry-networking forum dedicated to the professional development of the Digital Media and Digital Signage markets.**

The Screen addresses the industry need for information sharing and networking, with the aim of accelerating growth and benefiting the many stakeholders operating in this new creative medium.

The Screen is committed to developing its members' interests through its events, get-togethers and publications.

Membership not only brings a range of benefits, but also represents a commitment to furthering the industry and aligns your company with the ideals of market-leadership and best-practice.

The Screen Forum is for everyone operating and or interested in this arena! Whether you are already firmly established in this field or simply interested in what digital media networks are capable of, our membership is for you.

Membership has been carefully designed to benefit all parties including creative and outdoor agencies, network owners, media buyers, brand owners, investors, media and real estate owners, entrepreneurs and specialist public sector communication bodies.

Do you work in one of these fields? Keep reading to see how you could benefit from membership to The Screen, and check out the great value offered in free and discounted services !



**Key Benefits**

**1. FREE ADMISSION AND PRIORITY ACCESS TO SCREEN EVENTS**

**Briefings & Conferences:**

All Screen events are completely free for Screen members ! The events are designed to bring together all those involved in making digital networks happen, providing industry perspective on specific topics, opportunities and issues facing the market.

**Parties & Product Launches:**

The Screen holds regular parties for members around key events – such as a major product launch or a trade show. The parties help to build a sense of community around our industry and encourage alliances.

All our events provide the chance to network and meet key industry figure heads. They are designed to provide a fertile environment for contacts to be made and partnerships to prosper.

There's nothing to buy, only the most important things to learn, and the most important people to meet.

Screen Members get free and priority invitation to these limited capacity events.

**2. CO-MARKETING WITH AKA.TV.**

The Screen Forum is sister company of AKA.TV, the leading international on-line resource for news and information on the world of digital signage. AKA.TV reaches out to more than 14,000 subscribers across 60 countries and provides a trusted source of industry commentary. Working together with AKA.TV, the Screen Forum provides its members a dynamic platform for international brand development.

Screen Members benefit from co-marketing opportunities on the [www.aka.tv](http://www.aka.tv) and [www.thescreen.org](http://www.thescreen.org) websites.

**All Screen members are entitled to FREE;**

- Full **Member listing** company profile on the AKA.TV website for free.
- Permanent **Banner Presence** on The Screen website homepage
- Free member CEO **'VideoView'** on the AKA.TV website
- 3 Months Free **Click Sponsorship** on AKA.TV Weekly Digest

Screen Members are further entitled to a **30% discount** on homepage, banner and email advertising across **AKA.TV.**

### 3. SCREEN EXPO LINK UP.

Screen Members automatically qualify for a **10% discount** off all sponsorship and exhibition rates related to Screen Expo, the UK show dedicated to the outdoor and indoor digital media sector.

### 4. DISCOUNTS ON PUBLICATIONS.

Membership to The Screen will provide you with free access to our members website which supports a range of products and services;

- Presentations, videos and reviews of the different Screen Events & Conferences.
- Industry reports, research papers and white papers
- Comprehensive glossary of industry terminology
- Members Directory containing contact details for all members.

### The Proposed 2008/09 Calendar :

#### Q3 2008:

##### Breakfast Briefing:

Interactivity & Social Engagement  
Kiosks vs. Digital Signage

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#### Q4 2008:

##### Breakfast Briefing:

Software - SaaS vs Enterprise  
Content Syndication

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#### Q1 2009:

##### Conference:

The Screen Retail Conference, Olympia. (2 days)

##### Breakfast Briefing :

Retail Market Brief  
Media Sales – ‘Aggregate or DIY’

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#### Q2 2009:

##### Conference:

Screen Expo Out-Of-Home Conference,  
Olympia (2 days)

##### Breakfast Briefings:

Financing Digital Signage Projects  
Breakfast Briefing: Content Creation  
Summer Party

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### Take A More Active Role In Shaping the Industry...

The Screen Forum aims to address a lack of industry leadership and foster a more inclusive approach to market our industry capabilities. Our mission is to raise its status as an industry and increase the professionalism of its practitioners.

Screen members will have the chance to take an active part in shaping their industry. Members can influence the topics covered by The Screen and we are keen to support all member initiatives.

### Membership Details:

Membership to The Screen is on a corporate basis with a named individual responsible for principal contact. Any individual from the member company is eligible to participate in activities.

Membership runs for 12 months from the date of joining.

**Cost to Members:** The cost is £500.00 plus VAT (£587.50 total).

**Additional Members:** The cost for additional colleagues joining is £250 plus VAT (£176.25)