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SHOW DAILY

PROMAX/BDA • NEW YORK TUESDAY/WEDNESDAY, JUNE 17-18, 2008

EXPECT BOLDER FUTURE

BY LAURA DODD

How to make promos generate money, reconnecting with colleagues—foreign and local—and hearing an array of top-notch speakers are among the highlights attendees are looking forward to this week at Promax/BDA.

One challenge facing many networks is how to draw people back to broadcast, said

SEE FUTURE, P. 11

BRANDS BOLSTER CONTENT

BY DENNIS BARKER

More than 100 years ago moviegoers got a preview of the future of marketing when the pioneering film-

PREVIEW

BRAND INTEGRATION

4 P.M. Wednesday

Gramercy

makers, the Lumiere brothers, included shots of the then popular detergent, Sunlight

SEE BRANDS, P. 11



PHOTOS BY ROBERT HOOMAN

Top of the brass ring: back to front, Promax/BDA president Jonathan Block-Verk, and Jill Lindeman, general manager, are at-the-ready for the conference opening, while Frank Radice, executive VP, advertising and promotion, The NBC Agency, preps to host a competition pitting five top music companies vying for the "Promax Idol" title on Thursday.

MARKET CHANGE AHEAD

BY SHARON DONOVAN

A very focused look at the really 'Big Picture' is in store for attendees at Promax/BDA this year, according to its 2008 leadership.

"Promax/BDA's mission is aimed at informing its membership about where the world is going and inspire them with great ideas so that everyone has a take-away when they return to the workplace," said Mike Benson, Promax/BDA chairman. BDA

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EVERY PROGRAM HAS A VOICE

IT'S UP TO YOU TO MAKE THEM HEARD.

the Bonnie Hunt show

Visit the Warner Bros. Suite 4335, 9am - 6pm

WB

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at deadline

Sony Pictures Television's Robert Oswaks has been named president, marketing, and will direct the development and strategic implementation of advertising, marketing, promotion and the media and client relations efforts for network, syndication and cable and new media programming, as well as corporate brand marketing activities. Additionally, Chris Van Amburg has been named VP, new media, digital and mobile

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