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**Our unique franchises: special issues and events.**

The Hollywood Reporter continues to be on the cutting edge and ahead of the curve in the creation of franchise special issues and special events. For example, the "Next Generation" special issue and cocktail reception in November honors 35 industry executives under the age of 35 and is considered "Young Hollywood's" party of the year. And our "Women in Entertainment, Power 100" special issue and event are the hottest ticket in town every December.

The Hollywood Reporter gives you high profile ways to showcase your brand to the industry through our franchise events. Let us show you how to leverage event marketing and advertising.

**Events and sponsorships**



Sharon Zilber at Key Art Awards.



Danae Laine at Women in Entertainment Breakfast.

**HOLLYWOOD REPORTER FRANCHISE EVENTS:**

**PGA AWARDS BREAKFAST (JANUARY)** An exciting Q&A panel discussion with the film producers nominated for the Producers Guild of America Awards.

**MGA AWARDS "BEYOND WORDS" PANEL (FEBRUARY)** An evening panel discussion with the screenwriters nominated for the 2014 Writers Guild of America Awards, followed by a dessert reception.

**SPONSORSHIP AWARDS (MARCH)** Honors movie marketing at the local theatre level across the nation. Presented at the annual Shofest convention.

**SOUL REEL AWARDS (MARCH)** An annual festival honoring the feature films identified by IMDb Movies as containing the 1000 most quotable film office phrases.

**KEY ART AWARDS (APRIL)** The cornerstone event for the movie marketing community, recognizing the best in trailers, posters, TV spots and more.

**MGA "PROMOTING ONLINE" (SEPTEMBER)** A sell-out panel discussion at the MGA Theatre in Los Angeles with the screenwriters nominated for Emmy Awards by the Academy of Television Arts & Sciences.

**WHAT TEENS WANT CONFERENCE (OCTOBER)** Hosted by The Hollywood Reporter with Nickelodeon and Billboard, this two-day conference delivers strategies for brand marketing executives to use music, movies and the media to sell to teens ages 12 to 17, a \$170 billion market in 2012.

**THE NEXT GENERATION (NOVEMBER)** A reception celebrating the top 35 industry executives 35 years of age and younger. One of Hollywood's most sought-after invitations.

**FILM & TV MUSIC CONFERENCE (NOVEMBER)** Co-sponsored by Billboard Magazine, this 2-day event examines the vital role of music in film and TV productions.

**WOMEN IN ENTERTAINMENT BREAKFAST (DECEMBER)** Honors the 100 most powerful women in the industry, as ranked in the special issue that coincides with the event. Attended by a "who's who" of women in entertainment.

**LITERARY HOLLYWOOD (MONTHLY)** Bringing together the entertainment industry and the book publishing community to discuss the translation of literary works into film and TV productions.

# The Adweek Directory 2003 Package Pb 2003

**Ensheng Dong**



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