

# DID YOU KNOW?

## SAMMA 2007

SOUTH ASIANS IN MEDIA AND MARKETING ASSOCIATION  
MEDIA & MARKETING SUMMIT

SEPTEMBER 28-29, 2007  
NEW YORK CITY

IN 2006, SOUTH ASIANS WERE FOUND LEADING MEDIA AND MARKETING AT 24/7 REAL MEDIA, JOOST, ESPN, CLINIQUE, CBS, VIACOM, PUBLICIS AND GLACEAU...WHILE STARTING NEW VENTURES SUCH AS VIRGIN COMICS AND BOLLYWOOD-ON-DEMAND.



The inaugural **SAMMA Media & Marketing Summit 2007** is the definitive conference bringing together top South Asian executives, leaders and entrepreneurs in new media, marketing and entertainment. Presentations will examine new media platforms, trends in social media, rising stars in branding, India in global media, building marketing plans, and the growing South Asian multicultural market.



Attendees will include 250+ marketing, media and agency executives, managers, entrepreneurs, and professionals from:

- brand management, advertising, and media planning/buying
- broadband, new media, web 2.0, and mobile marketing
- film, television, and entertainment
- consumer promotions, public relations, and integrated communications
- South Asian multicultural media and marketing



The Summit, being presented by SAMMA at NYU Stern (hosted by NYU Stern Media and Entertainment Association), will feature a full day and a half of networking, 10+ sessions, and Gala.

## SPONSORSHIP OPPORTUNITIES

We invite your sponsorship:

- **platinum** | \$7,500 | 3 Available
- **gold** | \$5,000 | 5 available
- **silver** | \$2,500 | 7 available
- **additional** – *Speakers' Lounge* | *Kick Off Cocktail* | *Gala*
- customized packages are available to meet needs of sponsor

For sponsorship information or to secure your position, please contact:

- Manoj Aggarwal | Director, Beyond Interactive  
maggarwal@beyondinteractive.com | 212.500.9306
- Durjoy (Ace) Bhattacharjya | Director, USTA US Tennis Association  
durjoy@usta.com | 914.697.2268

