

# FUSE

THE CONVERGENCE OF  
TECHNOLOGY & MEDIA

**ATTENDEE PROSPECTUS**

SEPTEMBER 12-14, 2016  
CENTER CITY, PHILADELPHIA, PA  
[fuse.pubexec.com](http://fuse.pubexec.com)

PRESENTED BY

**Publishing**  
EXECUTIVE

**NAPCO**  
MEDIA



## WHAT IS FUSE?

The technology powering the media business is more fragmented than ever. Endless demos and product pitches are a time suck. We designed FUSE, an invitation-only, hosted summit created to enable leaders from across the media & technology spectrum to connect, exchange ideas, and build relationships. FUSE is a free, all-inclusive experience for qualified attendees – key decision makers overseeing technology strategy at leading media companies.

Attendees will share the successes and challenges encountered when adopting and implementing new technology and will have access to THE industry leaders and experts covering THE topics they need to hear about – all to help them make better decisions. **This unique format provides Sponsors with 1:1 meetings with executives intimately involved with strategy and purchasing across major technology areas:**



**Content**



**Marketing + Data**



**Ad Tech**

All qualified executives receive a full participation package that includes travel, hotel accommodations, meals and networking activities. This ensures a cost-effective and quality peer-to-peer experience for attendees. FUSE has limited attendance, and is designed around the small group concept.

### The FUSE Opportunity

As senior publishing & media executives are seeking understanding on how current and future technology platforms, tools and solutions can drive their organizations, vendors are looking for ways to identify and develop relationships with these key executives. FUSE is designed to meet the needs of both attendees and vendor sponsors together in a focused and exclusive business environment.

### BENEFITS of Attending

- ➔ Free full participation package that includes travel, hotel accommodations and meals ensuring a cost-effective experience.
- ➔ Peer exchange sessions, industry roundtables and daily networking activities will also be featured.
- ➔ Accelerate your strategic knowledge of available solutions, advancements and capabilities.

### EXECUTIVE roles such as these will attend FUSE:

- ➔ President, Digital
- ➔ President, eMedia
- ➔ CTO
- ➔ CIO
- ➔ CMO
- ➔ Chief Digital Officer
- ➔ Chief Data Officer
- ➔ VP of Digital
- ➔ VP of Data Intelligence
- ➔ VP of IT
- ➔ VP of eMedia
- ➔ And more



## NETWORK WITH FELLOW EXECUTIVES

FUSE attendees are key executive leaders and decision makers within their organization and in many cases industry leaders. This allows for tremendous opportunities for end-user participants and vendors to share experiences by participating directly with industry experts/visionaries and end-user peer executives, discussing the key technology issues driving their business.

FUSE has limited attendance, and is designed around the small group concept. In order for key executives to participate they must prequalify based upon specific criteria. Because all executives are fully hosted, each attendee is committed to participating in all scheduled business-intensive engagements with vendors.

### Attendee FAQ

#### How much does it cost to attend?

There is no charge for qualified executives to participate. Due to limited space, executives are encouraged to secure their place as soon as possible.

#### Why is this event different from other publishing industry events?

The goal of this meeting is to bring publishing and technology leaders together to formalize relationships in order to further advance the use of publishing and media technologies in critical market segments. Rather than just another trade show or exhibition, this event is focused on building relationships so all members in these complex ecosystems can better understand and advance their needs.

#### What are the 1:1 meetings?

These are private sit-down business meetings between attendees and sponsors that are scheduled prior to the event through an easy to use scheduling system.

#### Beyond 1:1 meetings, are there any other opportunities to network with sellers?

Yes. You can meet with them during luncheons, dinners and other networking activities.

#### What do I need to bring?

We take care of your transfers, hotel, meals and functions. Bring your business cards and inquisitiveness.

### Do You Qualify? [fuse.pubexec.com](http://fuse.pubexec.com)

## DO YOU QUALIFY

- ➔ Qualified attendees receive a fully-hosted conference package including airfare, hotel, meals and all FUSE sessions!
- ➔ If you're interested in attending FUSE, please contact Matt Steinmetz at [msteinmetz@napco.com](mailto:msteinmetz@napco.com), or Mark Subers at [msubers@napco.com](mailto:msubers@napco.com).

