HPA

HOLLYWOOD PROFESSIONAL ASSOCIATION

2024 Membership Kit

ABOUT HPA

The HPA is a non-profit member association dedicated to recognizing, educating, and connecting businesses with a diverse community who provide creative and technical expertise, support, tools and infrastructure for professional content creation, distribution and archive in the media and entertainment industry.

Community — Knowledge Exchange — Recognition

Through our three pillars of activities, the HPA advances the arts, science and business of the media and entertainment industry.

OUR MISSION

Provide global opportunities to discuss, acquire and share knowledge relevant to the professional media content industry ecosystem through educational and networking events, user groups and connected digital collaboration.

Raise awareness of, and celebrate, industry achievements and advancements.

Offer industry education, mentoring and career path support to our members and those seeking careers in the professional creative content and distribution industry.

Represent the interests of our members through participation in relevant forums, organizations and venues.

Foster diversity, equity and inclusiveness through education, mentoring, and active outreach in order to enable the creation of an industry representative of our audiences.

MEMBERSHIP

HPA membership fuels connection and innovation. Our events, both virtual and in-person, encourage industry thought leadership, foster mentoring relationships, recognize innovative projects and exceptional creative work, and bring together community members for education and relationship building. Raise awareness of, and celebrate, industry achievements and advancements.

Corporate Membership Levels*

Networking — $1,250
Executive — $5,500
Elite — $8,500
Premier — $14,500
Foundation — *custom packages*

Individual Membership* ($125)

- Advance registration
- Member discounts to HPA events
- Member-only event invites
- Access to membership directory

*Prices increase April 2024

HPA TECH RETREAT

February 16 - 20, 2025
Westin Rancho Mirage Resort & Spa
Palm Springs, CA

The **HPA Tech Retreat®** is unique among industry events, asking world-class leaders in engineering, technology, creativity and business to turn away from their day-to-day routines and gather to explore and experience the most compelling topics around the creation, management, and dissemination of content. This kind of focused, authentic discussion between experts happens nowhere else. This perennially sold-out event holds high value for sponsors.

SPONSORSHIP OPPORTUNITIES

- Title Sponsor
- Diamond, Platinum, Gold, Silver, Bronze, Star Levels
- Innovation Zone
- Breakfast Roundtables
- Cocktail receptions
- Lanyards
- Social events

+ many others!

5 DAYS OF NETWORKING

- **Welcome Activities**
- **Innovation Zone**
- **Breakfast Roundtables**
- **TR-X**
- **Supersession**
- **Back-to-back networking**

AUDIENCE

of key decision makers and industry leaders

SPEAKERS & ATTENDEES

Past attendees include Dolby, Google, Avid, AWS, Adobe, Warner Bros. Discovery, SONY, NBCUniversal, Walt Disney Studios, and many more

HPA AWARDS

NOVEMBER 7, 2024
Television Academy | Wolf Theatre
Los Angeles, CA

The **HPA Awards** were launched in 2006 to promote creative artistry in the field of post-production, and to recognize the achievement of talent, innovation and engineering excellence in the larger professional media content industry. During a gala evening in November, awards are bestowed on the industry's best.

RECOGNITION
for the creative community

ELEGANCE
with a splash of nostalgia, this event exemplifies the best of the industry

AUDIENCE
of key decision makers and industry leaders

SPONSORSHIP OPPORTUNITIES

- Title sponsor
- Award category
- Trophy
- Registration
- Cocktail reception
- Program ads

HPA

HOLLYWOOD PROFESSIONAL ASSOCIATION

Programs & Groups

WOMEN IN POST

Women in Post (WIP) provides leadership and visibility opportunities for women working in post-production at all levels in motion pictures, television, commercials and other media. WIP is the mentorship incubator for the HPA, launching the successful Young Entertainment Professionals (YEP) Program and helping to power other mentoring and scholarship opportunities for the HPA community.

UPCOMING EVENTS

April 15 – NAB Meet Up
May 14 – WIP Virtual Meet Up
June 20 – WIP Lunch

SPONSORSHIP OPPORTUNITIES

- WIP Summer Networking Lunches
- WIP Keynote lunches at HPA Tech Retreat
- Mentorship events with YEP Class

YOUNG ENTERTAINMENT PROFESSIONALS

Launched in 2016, HPA's **Young Entertainment Professionals (YEP)** was created to encourage worthy individuals to follow a career in the media content industry.

The YEP program attracts accomplished professionals who are young in their career – working in the media content industry, pairing them with mentors and providing them with educational opportunities, discounts industry events, and close connection to a generation of leaders who have come ahead of them.

Membership in YEP is a two-way communication, with sharing from YEP to mentor and mentor to YEP.

SPONSORSHIP OPPORTUNITIES mentorship activities • workshops • graduation • keynotes • evening meet ups

UPCOMING EVENTS May 18 – YEP Community Day December – YEP Graduation

NETWORKING EDUCATION TECHNOLOGY

Networking Education Technology (NET) provides connection and education to any member of the creative technology and business community. From marketing and business development team members to engineers, creatives, executives and young professionals, NET provides the platform to meet peers, learn what's happening in the industry, and explore the latest technologies. NET networking lunches feature expert-led round table discussions focusing on the latest and most important technological developments in our industry.

UPCOMING EVENTS*

March 21 – NET Roundtables

May 9 – NET Roundtables

July 18 – NET Roundtables

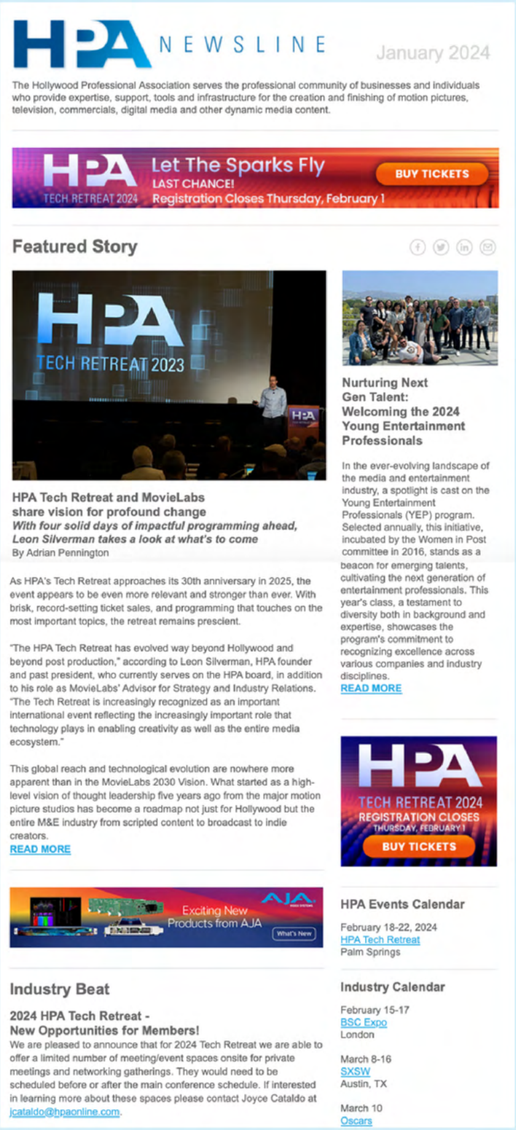
NET SPONSORSHIP OPPORTUNITIES AVAILABLE

*dates subject to change

HPA NEWSLINE

The HPA **Newsline** is a key communications platform of the HPA. With relevant content and a powerful and expanding opted-in database, the HPA Newsline has grown since its initial issue, in June of 2016.

- Monthly curated publication led by professional writers and editors
  - Feature stories on relevant topics, trends and technology from respected journalists
  - Monthly insights from HPA Board of Directors
  - Quarterly President's Column
  - Industry and Member News
  - Industry calendar
  - Industry news
- Email distribution to more than **7,000 opted-in**, qualified readers with a consistent **open rate of 22-25%**
- Social media distribution – corporate member ad options
- Collaborative relationships with key media and trade organizations
- Expanded editorial, expert opinion pieces, educational content
- HPA corporate members are eligible to submit events and members news



HPA ALL

HPA ALL is an internal comittee that strengthens the media & entertainment community by supporting and highlighting career pathways and creating opportunities for contributions by and visibility for underrepresented groups. ALL drives HPA-led initiatives for outreach, education, and networking, and partner with advocacy and identity-based entities and leading industry organizations toward the benefit of our industry as a whole.

DEI INDUSTRY LEADER LED PANELS AND DISCUSSIONS

WANT TO GET INVOLVED?

Attend a WIP lunch or NET event

Sponsor a networking event

Join us in planning the 2024 HPA Awards

Insert a whitepaper in the member newsletter

Volunteer for a committee

Become a mentor

THANK YOU FOR YOUR INTEREST IN HPA!

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