

Knowledge Exchange

Recognition

Community

HPA

HOLLYWOOD PROFESSIONAL ASSOCIATION

WHO ARE WE?

The HPA is a non-profit member association dedicated to recognizing, educating, empowering and connecting with our diverse community. Our members and partners are individuals and corporations that provide creative and technical expertise, support, tools and infrastructure in technical and creative areas of the media and entertainment industry.



Who does HPA serve?

- Professionals working in entertainment services, including technical, creative and business development roles
- Post production, digital FX, and content creation companies
- Broadcasters, studios, and production companies, along with their technical and creative staff
- Technology hardware and software providers for the media and entertainment industry



Our core themes

The impact of significant technology changes on our business and our industry

The need for our industry to share knowledge within the entire media and entertainment community

The requirement that our industry be informed and skilled

The changing economic climate and its influence on our businesses

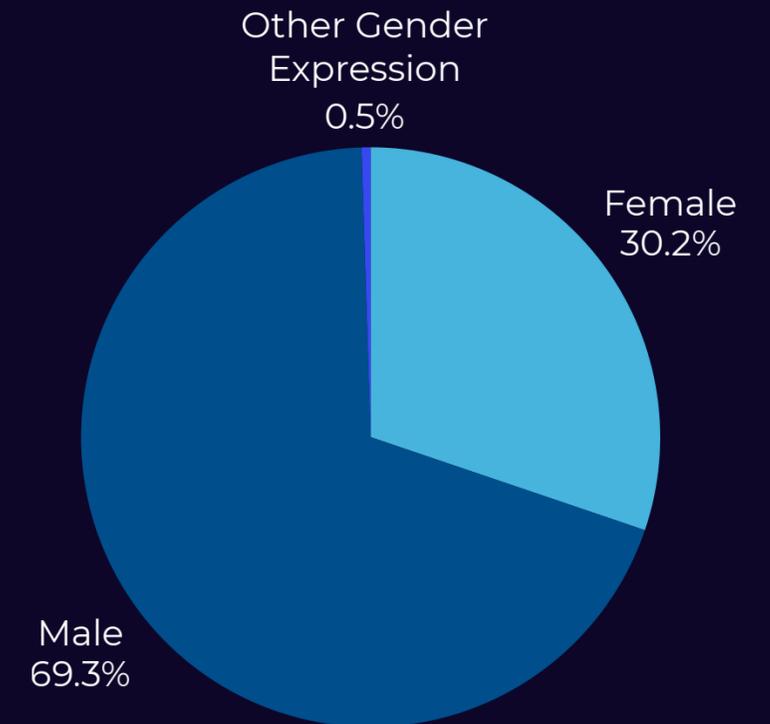
Member Demographics

HPA brings together leading-edge industry professionals from the media and entertainment industry, from studio and media technology CEOs to award-winning creatives from every discipline.

Members
2,000+
Companies
100+

Top Job Roles

CEO
President
Founder
Vice President
Director
Editor
COO
CTO
Cinematographer



Gender

66% of individual members
are located on the West Coast (US)

Our Members

Our members come from all sectors of the media and entertainment industry.



sample list of our proud members

Hollywood Loves Us!

HPA is grateful for the support of industry giants who have presented at and attend our many events through the years.



J.J. Abrams

Filmmaker (*Star Wars*, *Star Trek*, *Armageddon*, *Cloverfield*)

Ben Burtt

Sound Designer (*Star Wars*, *Indiana Jones*, *E.T. the Extra-Terrestrial*, *WALL-E*, *Star Trek*)



Victoria Alonso

Former President of Physical and Post Production, Visual Effects, & Animation at Marvel Studios



Christopher Nolan

Filmmaker (*Oppenheimer*, *Interstellar*, *Inception*, *The Dark Knight*)



Taylor Swift

Best-selling recording artist



MrBeast

YouTuber and media personality (375 million subscribers)



Niko Pueringer

Co-founder of Corridor Digital (10 million YouTube subscribers)



Jeff Rosica

Former CEO of Avid



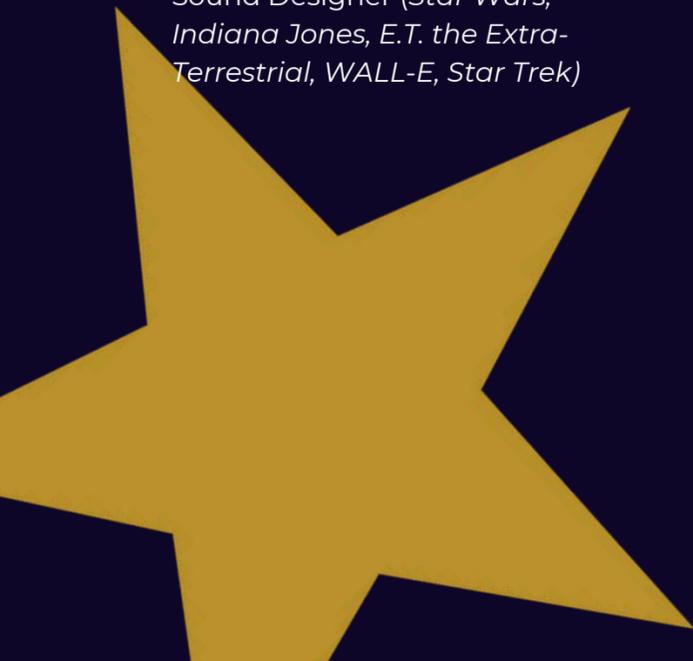
Ray Dolby

Founder of Dolby Laboratories



Avatar: The Way of Water

Presented at Tech Retreat 2023 with participation of director James Cameron, producer Jon Landau, and their team



HPA

TECH RETREAT

The HPA Tech Retreat® is a unique industry event that brings together leaders from the media and entertainment industry to explore the most compelling topics around the creation, management, and dissemination of content. In-depth discussions, networking activities, and hands-on experiences with the latest innovations make this an unparalleled gathering. Attendees, including top industry executives and experts, engage in panels, presentations, and interactive sessions aimed at shaping the future of media and entertainment.

We cap our attendance at ~800 so we can preserve the integrity of our events – keeping the content and the experience top tier.



800+

Total Attendees



77

Technology Exhibitors



319

Companies Represented



323

CEOs and Executives

When: February 14 -18, 2027

Where: La Quinta Resort & Club (La Quinta, CA)

*** HPA uses an organic topic and speaker selection process based on relevance, ensuring that speaking opportunities are never for sale or 'pay-for-play.'**



H2A

TECH RETREAT

Unparalleled networking with a captive audience!



SUNDAY WELCOME ACTIVITIES

Join golf, pickleball, spirit tasting, or yoga to break the ice.



VIP LOUNGE

For select member levels and sponsors.



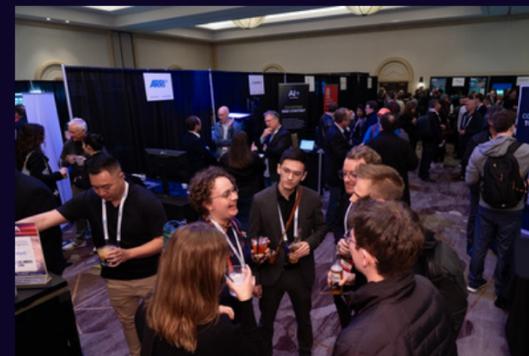
EVENING NETWORKING

Enjoy fire pit socializing and nightly cocktail hours.



ENGAGING CONVERSATIONS

Early birds get first dibs on Breakfast Roundtables.
Discover cutting edge demos in the Innovation Zone anytime.



HPA

A W A R D S

INNOVATION & TECHNOLOGY

For nearly two decades, the HPA Engineering Excellence Award has recognized groundbreaking engineering achievements... and now the **HPA Awards Innovation & Technology** broadens that tradition, introducing multiple categories covering the entire production life cycle from pre-production through distribution and audience experience.

CATEGORIES

- Innovation in Pre-Production
- Innovation in Production & Capture
- Innovation in VFX, Virtual Production & Animation
- Innovation in Post-Production
- Innovation in Distribution & Audience Experience

SPECIAL AWARDS

- **HPA Transformative Impact Award** — Recognizes the single idea with the most potential to transform the professional media content industry ecosystem.
- **HPA Tech Retreat Best in Show** — Selected by HPA Tech Retreat attendees as the most innovative technology exhibited in the Innovation Zone.

KEY DATES

Submission Deadline

October 2026

Nominations Announced

January 2027

Awards Ceremony

February 2027



We provide community, education, and networking with our pillar programs and events



Tech Retreat

Flagship Event

February 14 – 18, 2027
La Quinta Resort & Club | Palm Springs, CA



HPA Awards

Flagship Event

HPA Awards Innovation & Technology
to be presented at the 2027 HPA Tech Retreat



NET

Networking Education
Technology

We host several NET events throughout the year, featuring members of our community who are experts in their field. Topics are wide ranging and include AI, global distribution, business development, mental health, and virtual production.



WIP

Women in Post

Women and allies gather in the summer for our Women in Post lunch series. These events are highly attended and each lunch has a keynote speaker. They also hold pop-up networking and educational events throughout the year.



YEP

Young Entertainment
Professionals

Each year we hand-pick the very best young professionals in media and entertainment from a pool of qualified diverse applicants. They have their own educational events, attend facility tours, and get paired with industry mentors for year-long learning.

Networking Education Technology

NET

NET (Networking Education Technology) nurtures connection with expert-led education that takes on the most current and important technology topics. Whether virtual or in person at venues around Los Angeles, NET events offer attendees the opportunity to look at the challenges and opportunities facing the industry through varied and informed perspectives.

From marketing and business development executives to engineers, creatives, and young professionals, NET is the platform where dynamic conversations about the most engaging topics happen, hosted by industry experts from the companies working at the vanguard.



Women in Post



Empowering women in professional content creation across all media, Women in Post offers leadership opportunities and increased visibility. Our members connect, learn, and share ideas in a welcoming and supportive environment.

WIP hosts a variety of events throughout the year, including the Women in Post lunches at the annual HPA Tech Retreat in Palm Springs and the popular Summer Lunch Series. Our WIP events are always open to people of all genders.



Young Entertainment Professionals



The Young Entertainment Professionals program nurtures the development of talented individuals at the start of their M&E journey, offering mentorship, education, networking with industry leaders, exclusive event invites, and valuable resources to propel their professional journeys. By participating in the HPA community, YEP's gain lifelong access to a vibrant community of peers and industry veterans, which help guide their careers.



Membership Benefits



Discounts

Complimentary tickets and/or discounts for HPA events year round



Exclusive Access

Access to and inclusion in our HPA member directory, where you can connect with peers one-on-one



Spread the Word

Opportunity to submit company news and list company events on our website or send an educational email out to our subscribers



Host Events

Opportunity to host HPA events at your venue or virtually

...and many more!

all membership benefits and offers vary by membership tier



Past Event Sponsors

Our events and programs are made possible by our generous sponsors!



sample of sponsors from 2024



Meet the Board



PRESIDENT

Renard T. Jenkins, *I2A2 Technologies, Labs and Studios*



VICE PRESIDENT

Craig German, Executive M&E Advisor



TREASURER

Graylind Wherry, *Global Leader Group, Capital Advisory Practice*



SECRETARY

Rosanna Marino, Executive M&E Advisor



BOARD MEMBER

Wendy Aylsworth, *Walden Pond*



BOARD MEMBER

James Blevins, *MESH*



BOARD MEMBER

Paul Chapman, *MTI Film*



BOARD MEMBER

Chuck Parker, *Sohonet*



BOARD MEMBER

Morgan Prygrocki, *Adobe*



BOARD MEMBER

Susan Sachs, Industry Consultant



BOARD MEMBER

Joachim Zell, *Barco*

Meet the Staff



**INTERIM
CO-EXECUTIVE
DIRECTOR**

Joyce JC Cataldo



**INTERIM
CO-EXECUTIVE
DIRECTOR**

Alicia Rock



**DIGITAL
PROJECTS
COORDINATOR**

Max Ma



**MEMBERSHIP
ENGAGEMENT
SPECIALIST**

Deanna Villarreal



**MEMBERSHIP
CONSULTANT**

Roberta Gorman



**CREATIVE
PRODUCER**

Steve Scheidler



**EVENT
ASSISTANT**

Erin Coatney



Thank You

Contact us to learn more about membership, sponsorship, and partnership opportunities!

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