

Knowledge Exchange

Recognition

Community



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

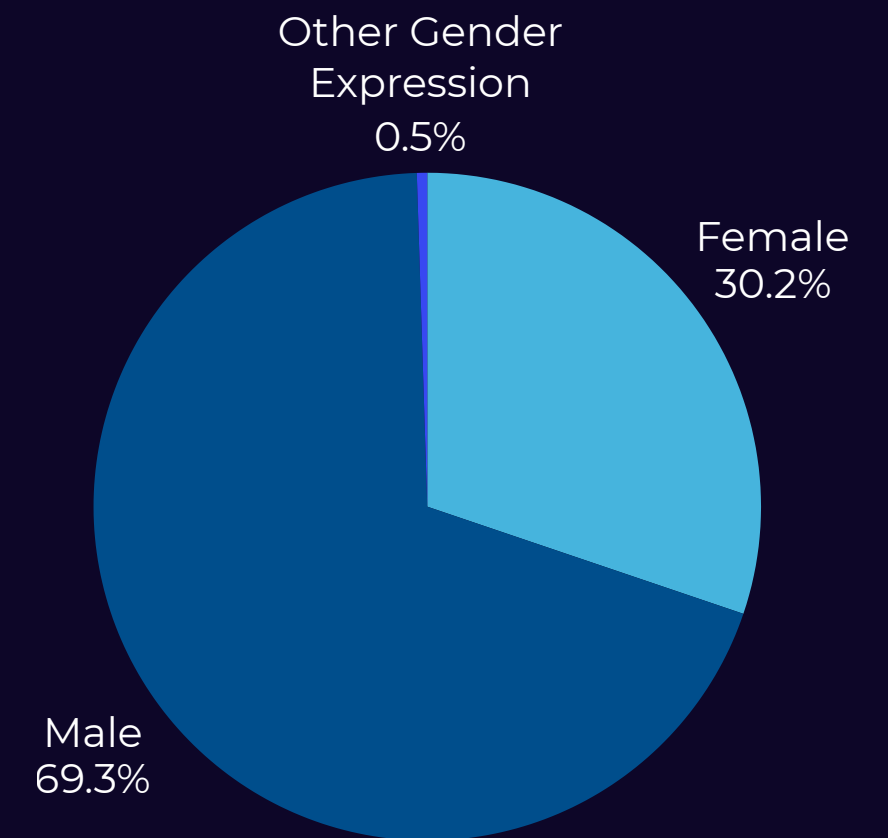
# Member Demographics

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

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



## HPA Awards

Flagship Event

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



## NET

Networking Education  
Technology

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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

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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

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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

## WIP

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

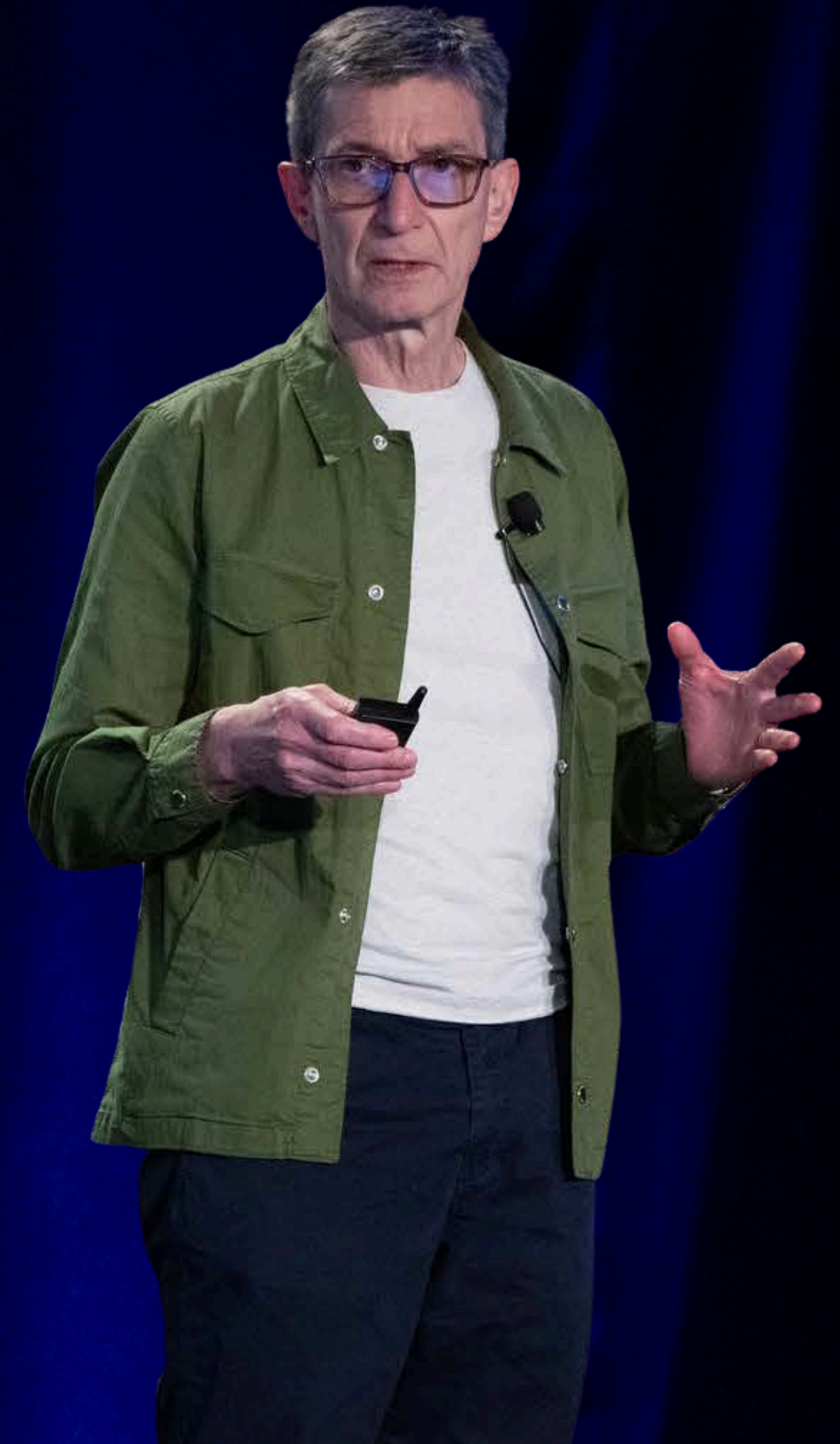


## Host Events

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!

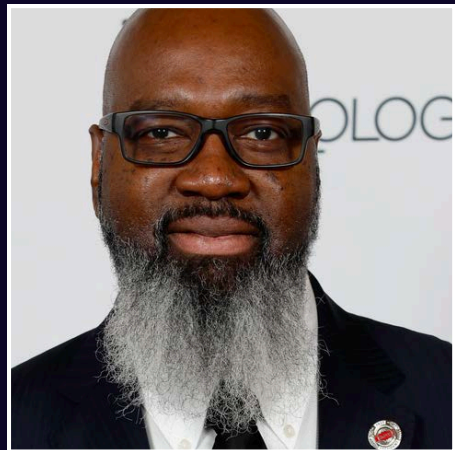


*sample of sponsors from 2024*





# 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



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Aylsworth,  
*Walden  
Pond*



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*MESH*



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*Barco*



# Meet the Staff



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DIRECTOR**

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CO-EXECUTIVE  
DIRECTOR**

Alicia Rock



**TECHNOLOGY  
OPERATIONS  
SPECIALIST**

Max Ma



**MARKETING  
SPECIALIST**

Deanna Villarreal



**MEMBERSHIP  
CONSULTANT**

Roberta Gorman



**CREATIVE  
PRODUCER**

Steve Scheidler



**EVENT  
SPECIALIST**

Erin Coatney





# Thank You

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

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