

# MEDIA AD SALES SUMMIT JANUARY 22-24, 2020 – MIAMI BEACH, FL

This Summit shines a light on the often-under-served area of advertising sales! We will be bringing together industry leaders, experts, and those who touch sales daily – to not only discuss the ins and outs of optimizing media ad sales, but to move the needle in advancing how we both automate and more efficiently buy and sell media.

## AGENDA-AT-A-GLANCE

- Media Consolidation Effects & Scenarios
- Ad Sales & Buying - Automation & Programmatic
- Ad Sales & Buying - Data-Enabled & Targeting
- Marketer POV/In-Housing & MarTech
- Media Measurement and ROI
- Ad Category Spotlight - Automotive
- Ad Category Spotlight - Political
- Ad Category Spotlight - DTC & Future
- Streaming Video/OTT/AVOD
- Regulator Economic Scenarios
- Next-Gen Futures (5G, ATSC 3.0, etc.)
- Tech-enabled Negotiations / Automation

## VENUE | NOBU HOTEL MIAMI BEACH, FL



## SNAPSHOT OF A FEW SPEAKERS



**TAL CHALAZIN**  
INNOVID



**JOHN ROSSO**  
TRITON DIGITAL



**SARAH FOSS**  
FREEWHEEL



**BRENDA SALCE-GARCIA**  
OPERATIVE



**DAN CALLAHAN**  
FOX CORPORATIONS



**JAY STEVENS**  
HUDSON MX



**NICOLE MEADE**  
WIDEORBIT



**JINNY LADERER**  
VCREATIVE



**JO KINSELLA**  
TVSQUARED



**DOUG HURD**  
CLYPD



**SARA FISCHER**  
AXIOS



**STEVE WALSH**  
COMSCORE

# Frequently Asked Questions

## What is the Media Ad Sales Summit?

The Summit, now in its 4<sup>th</sup> year, is an industry-wide event produced by [Matrix Solutions](#) that provides a forum for bringing together and advancing the media ad sales conversation – where the buy and sell side both drive ad revenue.

## Who Will be Attending?

The Media Ad Sales Summit is designed specifically for those invested in the future of media ad sales. Including C-level executives at media companies, advertising agencies, advertisers, and ad tech companies who are committed to collaboration and the advancement of media ad sales. In attendance will be key decision makers from Fox Corporations, Hudson MX, WideOrbit, Comscore, Clypd, Transform, Magid, Adcellerant, Videa and [many more](#).

## When and Where is the Summit?

The 2020 Media Ad Sales Summit will be held January 22-24, 2020 at [Nobu Hotel](#) in Miami Beach, Florida

## What to Expect

At the Media Ad Sales Summit, you will join the convergence conversation, discover new ways to automate the ad buy/sell process, and gain advanced insights on the latest technologies that are accelerating advertising revenue. This niche event provides an intimate setting focused on quality when it comes to content, attendees, and overall experience. This day and a half event provides an abundance of networking opportunities that will enable you to directly connect to key decision makers.

## How much does it cost?

Registration before December 31, 2019 is an investment of \$999. On January 1, 2020, the Summit registration rate will increase to \$1199.

## What does it Include?

Registration includes access to all Summit sessions, breakfast and lunch on both Thursday and Friday during the event, as well as a welcome reception Wednesday evening and a cocktail happy hour on Thursday.

## How do I register?

You may visit our [Media Ad Sales Summit](#) page on the Matrix website to register and stay up to date on more details about the event.

## Is there a deadline to register by?

You may register for the Summit up to the day of. However, there is a limited number of rooms with the discounted Summit Rate at the Nobu Hotel and the hotel does sell out quickly.

## How do I learn about sponsor opportunities?

The Media Ad Sales Summit is produced by Matrix Solutions but is made possible by the support of our sponsors! We have designed a handful of sponsorships that connects sponsors to key decision makers. See sponsorship opportunities [here](#).

## Does the hotel offer discounted rates?

Nobu Hotel has extended special event pricing to all Summit attendees at the rate of \$299/night. Take advantage of this rate [here](#) as there is a limited number of rooms available.

## Is there transportation from the airport to the hotel?

The hotel does offer transportation services that may be booked through their concierge service. [Learn more](#).

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WHERE MEDIA AND  
TECHNOLOGY  
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REGISTER

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