



Step Outside the Ballroom as PromaxBDA Conference Kicks Off

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Once a year, entertainment executives from across the globe gather at the PromaxBDA Conference to mix and mingle, celebrate award-winning work, and discuss everything from how to create a killer on-air campaign, to tips for adapting to new trends as the very concept of "television" takes on new meanings.

While the many speakers and sessions will provide valuable insight into a changing industry, there are plenty of other places where these conversations will be taking place. As this year's conference kicks off June 11 at the Hilton Midtown in New York, here's a look at some of the fun and inspirational opportunities and activities happening outside the ballroom.

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Opening Night Party

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Networking is best done beneath soaring granite arches in a designated New York landmark-if we do say so ourselves. Celebrate at the PromaxBDA's Opening Night Party on June 12 from 8 p.m. - 10 p.m. at the architectural masterpiece that is Gustavino's.

PopUp F5 at PromaxBDA

A conference within a conference? You bet. PopUp F5 in partnership with Motionographer, will bring together some of the innovators and thinkers who are paving new paths in media and design. This means digital artists, visual storytellers, filmmakers, scientists, comedians and visionaries-all coming together to weigh in on where the future is heading.

Attendance is free to registered attendees but space is currently booked. However, you can still RSVP to get on the waitlist.

RELATED: The Daily Brief Podcast: Carlos El Asmar Talks Pop Up F5

Operation Backpack

Conference attendees will have the chance to give back by stuffing pencil cases, which will go into backpacks full of school supplies for homeless children in New York through Operation Backpack. PromaxBDA teamed up with Caleb and Calder Sloan's Awesome Foundation to make this happen, and the activation is in partnership with Volunteers of America-Greater New York. Gather June 14 from 10 a.m. - 3 p.m. in the back of Americas Hall to donate your time to this cause. Pressed for time? Make a financial donation which will be matched up to \$20,00.

BPG Gallery and Auction

Ten world renowned female photographers will showcase their work at a three-day exhibit and silent auction to benefit PromaxBDA's Promo Pathway training program to provide career opportunities to talented, diverse youth within the entertainment industry.

Signed prints and rare works will be up for bid at the Americas Hall during the conference, and the silent action closes Thursday, June 14 at 7 p.m.

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Stephen Arnold Music Guitar Giveaway

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Past attendees know to show up early to Stephen Arnold Music's guitar giveaway. This year will feature '60s Woodstock theme-complete with a psychedelic cardboard bus-as the company raffles off a custom Gibson SG-arguably one of the most iconic guitars of the era. This one is hand-painted with peace signs and flowers.

RELATED: Stephen Arnold Music to Raffle Off 1960s-Themed Guitars