



**Arkansas  
Broadcasters  
Association**

**2016 Annual Convention  
Thursday-Saturday, July 14-15  
Doubletree Hotel - Little Rock**

The ABA Annual Convention is an excellent opportunity to network and build relationships with 300 Arkansas radio and television broadcasters. As a sponsor or exhibitor, you'll gain recognition for your company and grow your customer base!

Thursday: Management, Sales, Programming & Social Media Sessions, Baseball Game

Friday: Vendor Exhibits, Management, Sales, Programming & Social Media Sessions, Luncheon, Reception & Awards Banquet

## Sponsorship Opportunities

### EVENTS

#### THURSDAY, July 14

##### Convention Registration Area: \$850

Your company name will be the first thing that attendees see when you welcome to the Convention! Includes signage at Registration, one Convention Registration, a Vendor Exhibit Table, one Convention Bag Insert, a half-page black & white ad in the Convention Program and ABA Associate Membership.

##### Take Us Out to the Ball Game: \$1,500

Hit a home run with convention attendees, by treating them all to a night of professional baseball with the Arkansas Travelers and tailgate with our members at a pre-game picnic buffet. Includes signage onboard the bus to the ballpark and at the buffet, two Convention Registrations, a Vendor Exhibit Table, one Convention Bag Insert, a full page black & white ad in the Convention Program and ABA Associate Membership.

#### FRIDAY, July 15

**Breakfast: \$700** You can set the day in motion by treating attendees to a hot breakfast and serving them a heaping helping of your brand. Includes signage, one Convention Registration, a Vendor Exhibit Table, one Convention Bag Insert, a quarter-page black & white ad in the Convention Program and ABA Associate Membership.

##### Luncheon: \$700

Your company will be spotlighted along with the keynote speaker, and your 90 seconds of welcoming remarks are part of the program! Includes signage, one Convention Registration, a Vendor Exhibit Table, one Convention Bag Insert, a quarter-page black & white ad in the Convention Program and ABA Associate Membership.

##### Refreshment Tables in Exhibit Area

###### Morning or Afternoon: \$500

Everyone needs a break and cold drink or hot cup of coffee. Here's your chance to be a hero, and to alert them to your products. Includes signage, one Convention Registration, a Vendor Exhibit Table, one Convention Bag Insert, a quarter-page black & white ad in the Convention Program and ABA Associate Membership.

##### Reception - 5:30-7:00 pm: \$700

It's 5 o'clock somewhere, including our Event! Co-sponsor this event and help everyone relax and chill out over cocktails and hors d'oeuvres. Includes signage in the room and at all reception bars. You have the option to supply napkins with your logo, and we'll make sure that everyone uses them! (Subject to hotel approval.) Also includes one Convention Registration, a Vendor Exhibit Table, one Convention Bag Insert, a quarter-page black & white ad in the Convention Program and ABA Associate Membership.



**For Convention Sponsorship and Advertising Sales, contact:  
Bob Lawrence / [bob@rdrtoday.com](mailto:bob@rdrtoday.com) / 205.678.6131**



## Awards Dinner Banquet: \$1,600 **SOLD!**

Share the spotlight with our honorees, as a co-sponsor of our Convention highlight! Includes an opportunity to make 90 seconds of welcoming remarks, signage, two Convention Registrations, a Vendor Exhibit Table, one Convention Bag Insert, a full page color ad on the inside front cover or outside back cover of the Convention Program and ABA Associate Membership.

## TRAINING SESSIONS

Half Day - AM or PM: \$750 each

- Management
- Sales
- Programming
- Social Media

You're part of the program, with the opportunity to make 90 seconds welcoming remarks and distribute company materials at your session! Includes signage at the session, one Convention Registration, one Convention Bag Insert, a half-page black & white ad in the Convention Program and ABA Associate Membership.

## PROMOTIONAL

### Custom Logo Room Keys: \$1,600

Hotel room keys with your 4-color artwork will be given to every Convention attendee hotel guest! Includes two Convention Registrations, a Vendor Exhibit Table, one Convention Bag Insert, a full page color ad in the Convention Program and ABA Associate Membership.

### Badge Lanyards: \$700

This is of the most visible sponsorships available! Your logo displayed on the lanyard of every badged attendee. (Sponsor provides lanyards.) Includes one Convention Registration, one Convention Bag Insert, a quarter-page black & white ad in the Convention Program and ABA Associate Membership

### Convention Program Ads

|              |                 | Color / B&W   |
|--------------|-----------------|---------------|
| Quarter Page | 2.125" x 1.375" | \$200 / \$100 |
| Half Page    | 4.25" x 2.75"   | \$300 / \$200 |
| Full Page    | 8.5" x 5.5"     | \$500 / \$400 |

## EXHIBITS

### Vendor Exhibit Table Top Booth: \$500

Exhibit Hours: 8:00 am - 4:00 pm on Friday, July 15

Includes one 6' covered & skirted table and two chairs within assigned space, one Convention Registration, signage, one Convention Bag Insert and a listing in the Convention Program.

Electricity and Internet services are available upon request. Any shipping needs should be arranged directly with the convention hotel. Contact Velva French at 800-937-2786.

Significantly enhance your visibility by adding one of the above event sponsorships, at an additional investment of as little as a \$200. Your exhibit space is included with all sponsorships, plus you receive signage at the event that you sponsor, an ad in the Convention Program and a one year ABA Associate Membership.



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