



2016 ANNUAL CONFERENCE

Friday-Saturday, August 19-20

Hyatt Regency Hoover, Alabama

SPONSORSHIP OPPORTUNITIES

Drive business to your company and network with station owners, executives, engineers and managers. Attendance in 2015 topped 400 and is expected to increase by 10% in 2016!

EVENTS

Friday, August 19

Continental Breakfast **\$1,000**
Your company name will be the first thing that attendees see, when you sponsor the event that kicks off conference activities! Includes your logo on table tents, 1 registration, half page ad in Program Book, and 1 bag insert.

Refreshment Breaks **\$500**
Provide attendees with a morning or afternoon break, with coffee, cold drinks, and a look at your products! Held in the main conference and exhibit area. Includes table signage, 1 registration and 1 bag insert.

Citizen of the Year Luncheon **\$3,000**
Share the spotlight with our honoree and make 90 seconds of welcoming remarks. Includes signage, 2 registrations, 1 full page ad in Program Book, and 1 bag insert.

President's Reception **\$2,500**
Welcome all attendees to the conference, with drinks and hors d'oeuvres! Includes signage at reception and at all bars, 2 registrations, 1 full page ad in Program Book, and 1 bag insert. You have the option to supply napkins with your logo.
(2 sponsorships available)

Saturday, August 20

Continental Breakfast **\$1,000**
You can set the day in motion by treating attendees to a breakfast and a serving of your brand! Includes logo on table tents, 1 registration, half page ad in Program Book, and 1 bag insert.

Refreshment Breaks **\$500**
Provide attendees with a morning or afternoon break, with coffee, cold drinks, and a look your products! Held in the main conference and exhibit area. Includes table signage, 1 registration and 1 bag insert.

Broadcaster of the Year & Hall of Fame Luncheon **\$3,000**
Share the spotlight with our honorees and make 90 seconds of welcoming remarks. Includes signage, 2 registrations, 1 full page ad in Program Book, and 1 bag insert.

Closing Cocktail Party 5-6:00PM **\$2,500**
Host the event that wraps up a great conference and close the deals! Includes signage in room and at all reception bars, 1 registration, half page ad in Program Book and 1 bag insert. You have the option to supply napkins with your logo.
(2 sponsorships available)



For Sponsorship and Advertising Sales, contact:
Bob Lawrence / Bob@RDRtoday.com / 316.613.8752



Session Sponsorships

Per Session: \$1,250

Includes 2 registrations, table top booth, website listing, name in Program Book, 1 bag insert, and brief (maximum 3 minutes) presentation at start of your event.

- Keynote: Major Vinnie Boles “1-2-3-4 Leadership”
- FCC and Legal Review
- Facility Security
- Active Shooter Training
- Talent Coaching for Radio
- Radio and TV Technology Update
- Native Ads in Newscasts: Revenue vs Responsibility
- Digital Sales 101
- Top 10 Digital Questions
- How to Read Your Clients’ Minds
- Developing and Monetizing Your On Air Product - with Brian Wright
- Race, Religion and Politics: Covering the Tough Topics
- Make the Right Call (News)
- Real Time Reporting
- Working with Law Enforcement (News)

PROMOTIONAL & ADVERTISING

Pre-Event Direct Mail & Email \$1,000

All ABA members will receive your promo piece in our June pre-event direct mailing and your logo, link and company description will appear in pre-event email blasts in July and August and your logo and link will be featured on the ABA website Conference Page.

Event Bags \$2,800

Receive constant visibility at and after the Event when your logo is prominently displayed on the exterior of all Event Bags. This is the sponsorship with extended reach, and includes 2 registrations, full page ad in Program Book and 1 bag insert.

Wi-Fi Sponsorship \$2,500

Your company will receive the credit (and the thanks!) for providing Wi-Fi for all our attendees in guest rooms, meeting rooms and the exhibit floor! Includes 1 registration, half page ad in the Program Book, and 1 bag insert.

Gobo: \$2,500

Your logo will be projected onto the wall in the main conference and exhibit area throughout the conference. Includes one registration, company name listing in the Program Book and one registration bag insert.

Photo Booth \$2,000

Your company will provide laughs, fun, and a photo keepsake for attendees! Your logo will appear on the printed photo sheets and also includes signage at the booth, 2 registrations, a half page ad in the Program Book, and 1 bag insert.

Registration Area: \$1,000

Your company name will be the first thing that attendees see! Sponsorship includes signage in the registration area, logo and link on the ABA website, one bag insert and 1 conference registration.

Name Badges \$500

Feature your company's logo on the front of every badge! Includes 1 registration, half page ad in the Program Book, and 1 bag insert.

Badge Lanyards \$500

Highlight your logo on the lanyard of every attendee - one of the most visible sponsorship opportunities at the Event! (Sponsor provides lanyards.) Includes 1 registration, half page ad in the Program Book, and 1 bag insert.



For Sponsorship and Advertising Sales, contact:
Bob Lawrence / Bob@RDRtoday.com / 316.613.8752



Conference Bag Insert **\$500**
Each attendee will receive a copy of your literature or promotional item as an insert in their Event Bag. Even if you can't sponsor or exhibit at the show, this is a great way to still have a presence there.

Charging Station **\$300**
Attendees can review your company materials as they re-charge mobile devices. Includes signage and your materials placed on the table at charging station.

Pop-up Free Standing Sign **\$250**
You'll have visibility throughout the event. Provide your pull up banner to be placed in the main conference and exhibit area.

Program Book Ads

Full color

Premium Full Page - Inside Front Cover, Inside Back Cover, Back Cover: \$1,500
Includes 2 registrations, Table Top Booth, logo on Convention website with link, logo and link in ABA Newsletter for 6 months.

Full Page: \$500

Half Page: \$300

Quarter Page: \$200

Exhibits

Table Top Booth: \$500

One 6' covered skirted table and one chair. Electrical outlet available upon request. Complimentary wireless internet in all meeting rooms. one conference registration with access to all educational sessions and Friday Reception, listing in the Program Book, your logo and link on the ABA website through October 15.

Exhibit hours 8:30 AM - 6:30 PM on Friday, August 19.
Option to also exhibit on Saturday from 8:30 AM to 1:45 PM

Setup hours after 5pm on Thursday or 6:00 - 8:30 AM on Friday.



For Sponsorship and Advertising Sales, contact:
Bob Lawrence / Bob@RDRtoday.com / 316.613.8752

