



KENTUCKY BROADCASTERS ASSOCIATION

The Voice of Kentucky Broadcasters

75th ANNUAL CONFERENCE Monday-Tuesday, October 10-11 Holiday Inn University Plaza - Bowling Green

Drive business to your company and network with an expected 200 Kentucky station owners, executives, engineers and managers. An excellent series of engineering sessions led by David Sheppard of the Society of Broadcast Engineers will be one of the highlights of this year's event. The conference also features sessions for management and sales, copywriting, digital, sports play-by-play and legal.

Book quickly! - Limited exhibit booth spaces and sponsorships are available and a sell-out is expected.

SPONSORSHIP OPPORTUNITIES

Monday, October 10

Golf Outing Sponsor: \$1,000

- Foursome for your company
- "Presented by Your Company Name" signs prominently displayed at event
- 90 seconds of welcoming remarks at lunch preceding tee time
- Option to provide giveaway items
- 2 Conference registrations
- 1 Conference Bag insert
- Listing in Conference Program
- Table Top Exhibit at Conference

Golf Exhibitor Sponsorship: \$700

- Table Top Exhibit at Conference
- Lunch preceding tee time
- 2 Conference registrations
- 1 Conference Bag insert
- Listing in Conference Program

Conference Kick-Off Reception: \$750

- "Presented by Your Company Name" signs prominently displayed at event
- 90 seconds of welcoming remarks at event
- 1 Conference registrations
- 1 Conference Bag insert
- Listing in Conference Program

Tuesday, October 11

Chairman's Breakfast: \$1,000

- "Presented by Your Company Name" signs prominently displayed at event
- 90 seconds of welcoming remarks at event
- 2 Conference registrations
- 1 Conference Bag insert
- Listing in Conference Program

KBA Luncheon: \$1,250

- "Presented by Your Company Name" signs prominently displayed at event
- 90 seconds of welcoming remarks at event
- 2 Conference registrations
- 1 Conference Bag insert
- Listing in Conference Program

Awards Dinner: \$1,500

- "Presented by Your Company Name" signs prominently displayed at event
- 90 seconds of welcoming remarks at event
- 2 Conference registrations
- 1 Conference Bag insert
- Listing in Conference Program

Morning or Afternoon Refreshment Break: \$500

- "Presented by Your Company Name" sign prominently displayed at event
- 1 Conference registration
- 1 Conference Bag Insert
- Listing in Conference Program

Session Sponsorship: \$700

- “Presented by Your Company Name” signs prominently displayed at event and on video screen
- 90 seconds of welcoming remarks at session
- Table Top Exhibit at Conference
- 1 Conference registration
- 1 Conference Bag insert
- Listing in Conference Program
- Your sponsorship recognition and welcoming remarks will be included in on-demand session video that will remain on the KBA website until Fall 2017.

Topics: Engineering, Management, Sales, Legal & Legislative, Copywriting/Creative, Digital and Sports Play-by-Play

Presenters include David Sheppard of the Society of Broadcast Engineers, Marketing and motivation expert David Rich, and the official voice of the UK Sports Network, Tom Leach.

Jeff Lindeman, labor & management specialist at the law firm of Frost-Brown-Todd, will explain how the new labor law that takes effect on December 1 could impact stations.

Kentucky’s own Beth Mann, one of the nation’s top broadcasters, will talk about the incredible success she has had with the Internet at her radio stations in Cadiz.

Exhibits: \$450 / KBA Members \$350

Centrally located, adjacent to General Sessions, Silent Auction and Refreshment Area

Table Top Exhibit

- 6’ table with 2 chairs
- 1 Conference registration
- Listing in Conference Program
- 1 Night Lodging
- Lunch & Dinner

Exhibit hours 8:00am - 4:00pm Tuesday, October 11

Conference Bag Insert: \$300

- Your promo piece in every attendee’s Conference Bag
- 1 Conference registration

