

S.C. BROADCASTERS ASSOCIATION 2010 WINTER CONVENTION

EXHIBITION/SPONSORSHIP INFORMATION SHEET

BROADCAST EXHIBITION

**WHAT:** Exhibition of broadcast-related products, equipment and services at SCBA Winter Convention attended by station owners, managers, sales managers, engineers and programming/production/on-air personnel

**DATE:** Thursday, January 14, 2010 (Convention dates are January 14-15, 2010)

**TIME:** 8:00 a.m. - 5:00 p.m.

**WHERE:** Embassy Suites, Columbia, South Carolina

BOOTH INFORMATION

*Requests received before Nov. 20:*

1 booth = \$330  
2 booths = \$490  
3 booths = \$660  
4 booths = \$835

*Requests received after Nov. 20:*

1 booth = \$390  
2 booths = \$570  
3 booths = \$750  
4 booths = \$930

Booths are 8' X 8' and include 1 draped table, 2 chairs, electricity and a booth sign imprinted with your company name. Security will be provided during the entire event.

**Exhibitors will also receive:** a) free admission to the Thursday luncheon b) exhibitor passes for special clients you may want to invite to the exhibition c) a detailed listing in a directory of exhibitors to be provided to all attendees which describes your firm's products/services, your representatives in attendance and contact information.

RELATED PROMOTIONAL OPPORTUNITIES

PROMOTION #1: Sponsorship of a Convention Event For Maximum Exposure

Sponsorship of an event is not only a show of support for the Association but it also offers the following additional promotion for your company. Sponsorships are open to non-exhibitors.

- A) ASSIGNMENT TO BOOTHS WITH GREATEST VISIBILITY (if you exhibit)
- B) Complimentary ad in Winter Convention Program Booklet (see below)
- C) Signage at event recognizing your firm as sponsor
- D) Recognition at SCBA Awards of Distinction Ceremony on Friday evening

Sponsorship reservations are also first-come, first-serve. Sponsorship opportunities are:

<b><u>THURSDAY EVENT</u></b>	<b><u>COST</u></b>	<b><u>INCLUDES</u></b>
*Coffee Break	\$ 500	¼ pg. ad (\$175 value)
Refreshment Break	500	¼ pg. ad (\$175 value)
Registration (8:00 am - 12 noon)	600	¼ pg. ad (\$175 value)
Registration (12 noon-5:00 pm)	600	¼ pg. ad (\$175 value)
Engineering Seminars (Select AM or PM)	750	½ pg. ad (\$275 value)
Management Seminar (PM only)	750	½ pg. ad (\$275 value)
*Continental Breakfast	850	½ pg. ad (\$275 value)
Luncheon Sponsor	1,000	½ pg. ad (\$275 value)
<b><u>FRIDAY EVENT</u></b>	<b><u>COST</u></b>	<b><u>INCLUDES</u></b>
*Coffee Break	\$ 500	¼ pg. ad (\$175 value)
Refreshment Break	500	¼ pg. ad (\$175 value)
Registration Sponsor	600	¼ pg. ad (\$175 value)
Sales Seminar	750	½ pg. ad (\$275 value)
*Continental Breakfast	850	½ pg. ad (\$275 value)
Awards of Distinction Reception	1,500	Full pg. ad (\$500 value)
Awards of Distinction Dinner	2,000	Full pg. ad (\$500 value) & 2 dinners

*\*Continental breakfast and coffee break sponsors have the option of providing their own company mugs for coffee service.*

**PROMOTION #2 *Advertisement in Convention Program Booklet***

(Professionally produced 8 ½" x 11" booklet distributed to all attendees)

If you don't register for Promotion #1 but still want to place an ad in the convention program booklet, you can do so at the following rates (exhibitors receive premium ad placement):

Full Page	7 ½" wide X 10" high	\$500
Half Page	7 ½" wide X 5" high (Horizontal) or 3 ¾" wide X 10" high (Vertical)	275
Quarter Page	3 ¾" wide X 5" high	175
Eighth Page	3 ¾" wide X 2 ½" high	100