



The Louisiana Association of Broadcasters & Mississippi Association of Broadcasters Annual Convention is the premier educational and networking conference for radio, television and media professionals in the deep south.

We expect over 300 Radio and TV Broadcasters to attend. Join us for a full agenda of sessions, exhibits, and social events allowing you the opportunity to network and build relationships with Louisiana and Mississippi station owners, managers, engineers and sales staff.



Louisiana Association of Broadcasters  
660 Florida Street  
Baton Rouge, Louisiana 70801  
(225) 267-4522  
[www.broadcasters.org](http://www.broadcasters.org)



Mississippi Association of Broadcasters  
855 S Pear Orchard Rd. #403  
Ridgeland, Mississippi 39157  
(601) 957-9121  
[www.msbroadcasters.org](http://www.msbroadcasters.org)

# SPONSORSHIP OPPORTUNITIES

## Pre-event Sponsorships

Email Blasts (unlimited available) \$250

## Hotel Opportunity Sponsorships

Cell Phone Charging Station (6 available) \$500

Ice Cream in Exhibit Hall SOLD \$500

Guidebook App \$500

Wi-Fi sponsorship (2 available) \$1,000

## Banquet & Reception Sponsorships

LAB/MAB Board Meeting & Luncheon (Wednesday morning) \$1,500

Refreshment Break (Wednesday, 4 available) \$500

Welcome Reception (Wednesday evening, 2 available) \$5,000

Board Dinner (Wednesday evening) \$10,000

Breakfast in Exhibit Hall (Thursday morning) \$5,000

Bloody Mary & Mimosa Break (Thursday) \$1,000

Luncheon (Thursday, 2 available) \$5,000

Engineering Luncheon (Thursday, 2 available) \$2,500

Afternoon Refreshment Break (Thursday afternoon) \$500

Closing Celebration (Thursday evening, 4 available) \$5,000

Entertainment Sponsorship (Thursday evening) SOLD \$1,000

## Session Sponsorships

NAB Legal Session \$1,000

General Session \$1,000

News Session \$1,000

Television Sales Session \$1,000

Radio Sales Session \$1,000

Engineering TV Sessions \$1,000

Engineering Radio Sessions \$1,000

Management Session \$1,000

## Sponsorship Levels

*Some Sponsorships include one (1) convention registration, name on event \room sign, stage podium mentions, half-page program ad, name in program and website sponsor listing. Sponsor may provide own pop-up sign to be displayed in event room.*

Diamond	\$10,000 and up
Platinum	\$5,000 - \$7,500
Gold	\$2,000 - \$3,500
Silver	\$750 - \$1,500
Bronze	\$250 - \$500

## PRE-EVENT

### Pre-Convention Email Blast                      unlimited \$250

Your company logo, link to your website and a one-line description of your company will be included in one of the Pre-Convention Email Blasts sent to more than 400 Louisiana and Mississippi radio and television stations.

## HOTEL OPPORTUNITIES

### Cell Phone Charging Station    6@ \$500

Your company can keep attendees in communication with an area to charge their phones while on the go! This sponsorship includes a table top sign at the charging station, one (1) quarter page ad in the convention program and one (1) bag insert. There are five (5) stations available for sponsorship. **To sponsor all stations the total is \$3,000.**

### Ice Cream in Exhibit Hall    SOLD \$500

Help attendees cool off with an ice cream treat.

- One quarter page ad in convention program
- One convention bag insert
- Logo and link in convention program app

### Guidebook App    \$500

Stay front and center throughout the convention on the Guidebook App.

### Wi-Fi Sponsorship    \$1,000

Your company will receive the credit for being our Convention Internet Provider! No one can live without their smartphones or iPads and free Wi-Fi is always appreciated.

- Signage with company logo at event
- Logo and link in convention program app
- One quarter-page ad in convention program
- One convention bag insert

## EVENT OPPORTUNITIES

WEDNESDAY, MAY 30

### LAB/MAB Board Meeting & Luncheon    \$1,500

There's nothing like a great business lunch, featuring a great keynote speaker...and this is it! As the sponsor of this event, you have the opportunity to make welcoming remarks to these groups.

- Signage with company logo at the event
- Recognition from the podium
- Opportunity to make 90 seconds of remarks
- Quarter-page ad in Convention Program
- Logo and link in convention program app
- Conference Registration for one attendee
- One convention bag insert

### Refreshment Break    4@ \$500

Everyone loves a cold drink or hot cup of coffee...here's your chance to be a hero as a refreshment break sponsor!

- Signage with company logo at event
- One quarter-page ad in convention program
- Logo and link in convention program app
- One convention bag insert

### Welcome Reception    2@ \$5,000

This reception is the official Kick-Off of the 2016 LAB/MAB Joint Annual Convention. Be the proud sponsor of our Welcome Reception taking place in our Exhibit Hall, featuring drinks, hors d'oeuvres and more.

- Signage in room and at all reception bars
- One exhibit space
- Two conference registrations
- One full page ad inside convention program
- Logo and link in convention program app
- One convention bag insert

## **Board Dinner \$10,000**

Sponsor this fun-filled evening with some of the most powerful broadcasters in both Louisiana and Mississippi.

- Signage with company logo at event
- Three (3) complimentary registrations
- One full-page ad inside convention program front cover
- Logo and link in convention program app
- One convention bag insert

## **THURSDAY, MAY 31**

### **Breakfast in Exhibit Hall \$5,000**

You can set the day in motion while attendees enjoy a New Orleans style breakfast and mingle with Exhibitors.

- Signage with company logo at event
- One exhibit space
- Two conference registrations
- One full page ad in convention program
- Logo and link in convention program app
- One convention bag insert

### **Bloody Mary & Mimosa Break \$1,000**

This traditional break in the mid-morning is always appreciated by attendees. It is a tradition with the LAB/MAB Convention and you can take all of the credit this year by being this year's sponsor.

- One quarter-page ad in convention program
- One conference registration
- Logo and link in convention program app
- Signage with company logo at event
- One convention bag insert

## **THURSDAY, MAY 31 (cont'd)**

### **General Luncheon 2 @ \$5,000**

Share the spotlight with our keynote speaker and have an opportunity to personally welcome our lunch guests.

- Signage with company logo at event
- One half-page ad in convention program
- Logo and link in convention program app
- Opportunity to make 90 seconds of remarks
- One conference registration
- One convention bag insert

### **Engineering Luncheon 2 @ \$2,500**

Share the spotlight with Engineer keynote speaker and have an opportunity to personally welcome our lunch guests.

- Signage with company logo at event
- One half-page ad in convention program
- Logo and link in convention program app
- Opportunity to make 90 seconds of remarks
- One conference registration
- One convention bag insert

### **Afternoon Refreshment Break \$500**

Everyone loves a cold drink or hot cup of coffee...here's your chance to be a hero as a refreshment break sponsor!

- Signage with company logo at event
- One quarter-page ad in convention program
- Logo and link in convention program app
- One convention bag insert

### **Closing Celebration 4@ \$5,000**

This event hallmarks the end of a great convention. Each year we celebrate with live music and signature meal.

- Signage in room and at all reception bars
- One exhibit space
- Two conference registrations
- One full page ad inside convention program
- Logo and link in convention program app
- One convention bag insert

### **Entertainment Sponsorship SOLD**

**\$1,000**

Sponsor the live music at the closing celebration on Thursday evening.

- Signage with company logo at event
- One quarter-page ad in convention program
- One conference registration
- Logo and link in convention program app
- One convention bag insert

## Convention Programs - Unlimited

### Full Page **\$750**

- Full-page black & white ad in convention program
- Color Logo on Sponsor Board
- Color Logo on LAB & MAB websites
- Social Media Placements from LAB & MAB

### Half Page **\$400**

- Half-page black & white ad in convention program
- Color Logo on Sponsor Board
- Color Logo on LAB & MAB websites
- Social Media Placements from LAB & MAB

### Quarter Page **\$250**

- Quarter-page black & white ad in convention program
- Color Logo on Sponsor Board
- Color Logo on LAB & MAB websites
- Social Media Placements from LAB & MAB

## Convention Exhibitor

### Table Top Exhibit **\$650**

Includes one (1) 6' covered & skirted table, two (2) chairs within assigned space, and one (1) complimentary registration. Additional equipment, such as internet, electricity, etc. as well as shipping of equipment, must be arranged directly with hotel. Set-up will be from 9am - 2pm on Wed. 5/30 and tear-down is from 3pm - 5pm on Thur. 5/31.