

2020 LAB/MAB ANNUAL CONVENTION & TECHNICAL ENGINEERING CONFERENCE

HOTEL
MONTELEONE

Sponsorship Brochure
May 27th - 28th, 2020



www.broadcasters.org
www.msbroadcasters.org

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



Mississippi Association of Broadcasters
403 Z Towne Center Blvd., Ste D.
Ridgeland, Mississippi 39158
(601) 957-9121
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

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.

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

Guidebook App **\$500**

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

Wi-Fi Sponsorship **2@ \$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 27

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
- Logo and link in convention program app
- One (1) complimentary attendee registration
- One quarter-page ad in convention program
- 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
- Logo and link in convention program app
- One quarter-page ad in convention program
- One convention bag insert

Welcome Reception **2@ \$5,000**

This reception is the official Kick-Off of the 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
- Logo and link in convention program app
- One (1) complimentary attendee registration
- One full page ad inside convention program
- One convention bag insert

WEDNESDAY, MAY 27 (con'd)

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*
- *Logo and link in convention program app*
- *Two (2) complimentary attendee registrations*
- *One full-page ad inside convention program front cover*
- *One convention bag insert*

THURSDAY, MAY 28

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*
- *Logo and link in convention program app*
- *One (1) complimentary attendee registration*
- *One full page ad in convention program*
- *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.

- *Signage with company logo at event*
- *Logo and link in convention program app*
- *One (1) complimentary attendee registration*
- *One quarter-page ad in convention program*
- *One convention bag insert*

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*
- *Opportunity to make 90 seconds of remarks*
- *Logo and link in convention program app*
- *One (1) complimentary attendee registration*
- *One half-page ad in convention program*
- *One convention bag insert*

THURSDAY, MAY 28 (cont'd)

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*
- *Opportunity to make 90 seconds of remarks*
- *Logo and link in convention program app*
- *One (1) complimentary attendee registration*
- *One half-page ad in convention program*
- *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*
- *Logo and link in convention program app*
- *One quarter-page ad in convention program*
- *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*
- *Logo and link in convention program app*
- *One (1) complimentary attendee registration*
- *One full page ad inside convention program*
- *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*
- *Logo and link in convention program app*
- *One (1) complimentary attendee registration*
- *One quarter-page ad in convention program*
- *One convention bag insert*

Convention Programs - Unlimited

Full Page

\$750

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