



PUBLIC RADIO

Content Conference

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August 14-17, 2017
Marriott Marquis, Washington, DC



**Marketing and
Sponsorship
Opportunities**

Targeted Visibility with Public Radio
Content Professionals

PUBLIC RADIO

Content Conference

2 0 1 7

Representing more than 800 stations, networks, producers, and professionals, PRPD leads the content conversation in public radio and supports the professionals dedicated to the art and science of public radio programming. The PRPD Content Conference is the only national convening devoted solely to public radio content and programming.

The Public Radio Content Conference is THE most vital opportunity for public radio program directors, producers, executives, and decision makers to gather, network, and lead the discussion of content and programming issues.

The Public Radio Content Conference attracts more than 400 of the public radio system's key professionals dedicated to the art and science of public radio content and its valued service to listeners.

Work directly with PRPD experts to customize your conference marketing experience to present your business and service to more than 400 of the public radio system's most influential decision-makers and content specialists.

CONTACT:

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Attendees:

Program Directors
General Managers
Program Producers
News Directors
Content Managers
On-Air Personalities
Station Managers
Digital Content Staff
Journalists
Marketing Directors
Researchers
CEOs
Network Executives
Distributors





CONFERENCE SPONSORSHIP

Platinum - priced upon request Visibility and benefits include:

- Exclusive sponsorship of one (1) conference luncheon, including ownership of content during and after lunch service (standard a/v provided), logo display and signage, food and beverage costs for PRPD selected options, and rehearsal time (exclusive to Platinum sponsors)
- Two (2) 8X10 display booths in exhibit area (exclusive to Platinum sponsors)
- Eight (8) full conference registrations
- Discount on unlimited additional registrations - \$499 each
- Platinum level logo display on screen in general session room
- Platinum level logo display in conference app banner
- Platinum level logo display in pre-conference promotional emails
- Platinum level logo display on conference web site
- Up to five (5) inserts in the official conference tote bag (plus cost of item production and shipping)
- Pre-conference access to attendee list

Gold - \$30,000 Visibility and benefits include:

- Exclusive sponsorship of one (1) conference beverage break, including speaking opportunity, logo display and signage, and beverage costs
- One (1) 8X10 display booth in exhibit area
- Four (4) full conference registrations
- Discount on unlimited additional registrations - \$499 each
- Gold level logo display on screen in general session room
- Gold level logo display in conference app banner
- Gold level logo display in pre-conference promotional emails
- Gold level logo display on conference web site
- Up to three (3) inserts in the official conference tote bag (plus cost of item production and shipping)
- Pre-conference access to attendee list

Silver - \$12,500 Visibility and benefits include:

- One (1) six-foot table in exhibit area, including priority table placement, skirted table, and two chairs
- Two (2) full conference registrations
- Discount on up to three (3) additional registrations - \$499 each
- Silver level logo display on screen in general session room
- Silver level logo display in conference app banner
- Silver level logo display in pre-conference promotional emails
- Silver level logo display on conference web site
- One (1) insert in the official conference tote bag (plus cost of item production and shipping)
- Pre-conference access to attendee list

*Additional customized sponsorship benefits can be developed in partnership with PRPD.



MARKETING OPPORTUNITIES

PRPD offers a variety of unique opportunities to extend your brand and service to conference attendees. Sponsors receive visibility on the PRPD web site and the conference app, in addition to the selected opportunity:

TOTE BAG INSERT

PRPD will insert your marketing collateral item into the official conference tote bag provided to each attendee. Sponsor is responsible for producing sufficient items and having them delivered to the conference hotel delivered to Shepard (delivery deadline is July 28, 2017; PRPD will provide details on shipping and delivery).

\$400 PRPD members/\$550 non-members

CONFERENCE LANYARD

Exclusive branding on the lanyard provided to each conference attendee; design subject to PRPD approval.

Sponsorship Fee: \$1,850 (plus cost of lanyard production and shipping)

JOB BOARD

Exclusive branding on the shared Job Board for those looking for employees or employment.

Sponsorship Fee: \$2,000

ROOM KEY CARD

Exclusive branding on the room key card provided to each registered guest at the conference hotel; design subject to PRPD approval.

Sponsorship Fee: \$2,000 (plus cost of key card production and shipping)

CHARGING STATION

Exclusive branding on the electronic charging station located in the Exhibit area, with opportunity for placement of sponsor collateral.

Sponsorship Fee: \$2,500

EVENING RECEPTION

From signage, to the event content and program, to branded napkins and collateral, PRPD has built a great way for you to “own” an event at the conference. Event timing, location, and content subject to PRPD approval.

Sponsorship Fee: \$2,500 (plus cost of food, beverage, and ancillary items selected by sponsor)

CONFERENCE TOTE BAG

Exclusive branding on the tote bag provided to each conference attendee; design subject to PRPD approval.

Sponsorship Fee: \$2,700 (plus cost of bag production and shipping)

ROOM DROP

Have the item of your choice (marketing collateral, hospitality item, etc.) delivered to each attendee room at the conference hotel.

Sponsorship Fee: \$3,500, includes hotel delivery (plus cost of item production and shipping)

BEVERAGE BREAK

Exclusive branding as host of a beverage break in the exhibit area, including 30 minutes of beverage service, with opportunity for brief remarks and placement of sponsor collateral.

Sponsorship Fee: \$4,500 (plus additional food and ancillary items selected by sponsor)

CONFERENCE WIFI

Exclusive branding on signage for wireless access information in all conference areas.

Sponsorship Fee: \$5,000

EXHIBIT OPEN HOUSE & RECEPTION

Exclusive visibility as a host of the open house and reception in the Exhibit area on Monday, August 14, with opportunity for brief remarks and placement of sponsor collateral.

Sponsorship Fee: \$10,000

BREAKFAST

From signage, to program content, to branded collateral, PRPD has added another opportunity for you to “own” an event at the conference, by providing a breakfast hour for all attendees.

Sponsorship Fee: Priced upon request, to include cost of food and beverage selected from PRPD menu options.

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EXHIBITS

Exhibiting at the Public Radio Content Conference offers the most targeted and effective face-to-face time with more than 400 leading decision makers in public radio programming. Exhibitors receive access to all attendees throughout the conference. Key drivers of Exhibit area attendance include:

- **NEW THIS YEAR!** Open House and Reception hosted in the Exhibit area on Monday evening, with dedicated networking time outside of other conference programming
- Prime exhibit locations adjacent to the main ballroom for general sessions and meals
- Morning and Afternoon breaks hosted in the Exhibit area on Tuesday and Wednesday
- Travel breaks throughout each day, allowing additional time for networking

Each turnkey exhibit solution includes:

- One (1) six-foot skirted table and two (2) chairs located in the Exhibit area outside the general session room
- One (1) full conference registration
- Additional registrations are available to exhibitors at a discounted rate of \$499 (PRPD members) and \$799 (non-members)
- Exhibitor listing in conference app and onsite signage
- Shipping, furniture, a/v equipment, internet connectivity and other costs are responsibility of exhibitor

Exhibit Schedule:

Monday, August 14	Set-up 12:00pm -5:00pm
Monday, August 14	Exhibit Open House and Reception 5:00pm-6:30pm
Tuesday, August 15	Exhibits open 8:30am-5:00pm
Wednesday, August 16	Exhibits open 8:30am-3:00pm
Wednesday, August 16	Move-out 3:00pm -7:00pm

Exhibit Tables:

Early Bird Pricing -through June 30, 2017:

\$995 each for PRPD members/\$1,595 each for non-members

After July 1, 2017:

\$1,195 each for PRPD members/\$1,795 each for non-members

Exhibit space will be assigned in the order received, following selection by major conference sponsors. Exhibitors will receive a service kit outlining shipping information, order forms for a/v and furniture, and other details.

WHO EXHIBITS?

PRPD attendees are looking for programs, products, and services that make a difference in their daily work with listeners. Recent exhibitors include:

- AIR
- AllClassical Portland
- Alliance
- American Parlor Songbook
- APM
- BirdNote
- Car Talk Vehicle Donation Services
- ChavoBart Digital Media
- CreativePR
- Current and current.org
- Democracy Now
- Forest Incentives
- Hindenburg Systems
- Mountain Stage
- NPR
- OnAirFundraising
- Philosophy Talk
- PRSS
- PRX
- Public Health Minute
- RINGR
- Sound Beat
- StreamGuys
- Undercurrents Radio Camp
- WBUR, Boston
- WESA
- WFMT
- WHYY
- Wide Orbit

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