

Content Conference 2 0 1 6

September 19 – 22, 2016 Hyatt Regency, Phoenix, AZ



Marketing and Sponsorship Opportunities

Providing Targeted Marketing Opportunities to Public Radio Content Professionals

PUBL©C RADIO Content Conference 2 0 1 6

The Public Radio Program Directors Association represents more than 800 stations, networks, producers, and professionals dedicated to the art and science of public radio programming.

PRPD leads the content conversation in public radio and supports its professionals in providing their valued service to listeners. PRPD exists to lead, train, and provide resources to public radio program directors, producers, executives, and decision makers.

More than 500 public radio professionals will gather for the only national meeting devoted solely to public radio's content and programming issues – on air and through digital platforms.

Work directly with PRPD experts to customize your conference marketing experience to best present your business and service to more than 500 of the public radio system's most influential decision-makers and content specialists.

CONTACT:

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Attendees:

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





EXHIBITS

Exhibit Tables \$975 each for PRPD members

\$1,575 each for non-members

Exhibiting with PRPD provides the most targeted and effective face-to-face time with leading decision makers in public radio programming.

Your turnkey solution includes:

- One (1) six-foot skirted table and two chairs located in the Exhibit area outside the breakout rooms
- 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
- Shipping, furniture, a/v equipment, internet connectivity and other costs are responsibility of exhibitor

Exhibitors receive access to all attendees throughout the conference. Key drivers of Exhibit area attendance include breakfast and beverage breaks, travel breaks with featured entertainment, and a dedicated station for recharging electronic devices.

Exhibit set-up begins on Monday, September 19. Exhibits are open Tuesday and Wednesday, September 20 and 21, from 8:00 am – 5:00 pm and Thursday, September 22 from 8:00 am to 4:00 pm.

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

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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.

OFFICIAL CONFERENCE LANYARD SPONSOR

Provided to each conference attendee; design subject to PRPD approval.

Sponsorship Fee: \$1,800 (plus cost of lanyard production)

OFFICIAL ROOM KEY CARD SPONSOR

Provided to each registered guest at the conference hotel; design subject to PRPD approval.

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

OFFICIAL RECHARGE STATION SPONSOR

Your brand will be visibly associated with the electronic recharging station located in the Exhibit Hall throughout the conference.

Sponsorship Fee: \$2,500

OFFICIAL CONFERENCE TOTE BAG SPONSOR

Provided to each conference attendee; design subject to PRPD approval.

Sponsorship Fee: \$2,500 (plus cost of bag production)

OFFICIAL CONFERENCE WIFI SPONSOR

Your brand will be visibly associated with wireless access at the hotel for all attendees for the length of the PRPD Conference.

Sponsorship Fee: \$4,500

EVENING RECEPTION SPONSOR

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 costs selected by sponsor)

BEVERAGE BREAK SPONSOR

Refuel attendees between conference sessions by branding your business as host of a beverage break in the exhibit area, including 30 minutes of beverage service.

Sponsorship Fee: \$4,000 (plus additional food and ancillary costs selected by sponsor)

BREAKFAST SPONSOR

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.

Additional Opportunities include:

ROOM DROP

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

Sponsorship Fee: \$3,000, includes hotel delivery (plus cost of item production)

CONFERENCE 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.

\$350 PRPD members/\$550 non-members

*Insert delivery deadline is September 12, 2016. Upon receipt of order, PRPD will provide details on shipping and delivery deadlines. Inserts must be received, per these instructions, by the specified deadline to be included.

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CONFERENCE SPONSORSHIP

Gold Sponsorship - \$30,000

Support the mission of PRPD with a valuable branding experience at the conference. 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 (booths available to Gold sponsors only)
- Four (4) full conference registrations
- Discount on unlimited additional registrations -\$499 (PRPD Members)/\$799 (Non-members)
- Gold level logo display on screen in general session room before and after all general sessions
- Gold level logo display in banner ad in conference app
- 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)
- Pre- conference access to attendee list

Silver Sponsorship - \$12,000

Support the mission of PRPD with a unique marketing experience at the conference. 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 (PRPD Members)/\$799 (Non-members)
- Silver level logo display on screen in general session room before and after all general sessions
- Silver level logo display in banner ad in conference app
- 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)
- Pre- conference access to attendee list

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