



PUBLIC RADIO

Content Conference

2 0 1 8

Austin, Texas | August 20-August 23



Marketing and Sponsorship Opportunities

Targeted Visibility with Public Radio
Content Professionals

PUBLIC RADIO

Content Conference

2 0 1 8

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

PRPD leads the content conversation in public radio and supports its members in providing valued service to listeners. PRPD leads, trains, and provides critical resources to program directors, producers, executives, and decision makers across the country.

More than 500 public radio professionals will gather in Austin for THE national meeting devote solely to public radio content and programming issues – on air and through digital platforms.

Work directly with PRPD experts to customize your conference marketing experience. 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





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
- Four (4) full conference registrations
- Discount on unlimited additional registrations - \$499 each
- Gold level logo display on screen in general session room before and after all general sessions
- 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)
- 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 before and after all general sessions
- 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)
- Pre-conference access to attendee list

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

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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, in addition to the selected opportunity:

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OFFICIAL CONFERENCE LANYARD

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

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

OFFICIAL JOB BOARD SPONSOR

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

Sponsorship Fee: \$2,000

OFFICIAL ROOM KEY CARD SPONSOR

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

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

OFFICIAL CHARGING STATION SPONSOR

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

Sponsorship Fee: \$2,500

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 items selected by sponsor)

OFFICIAL CONFERENCE TOTE BAG SPONSOR

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

Sponsorship Fee: \$2,850 (plus cost of bag production)

BEVERAGE BREAK SPONSOR

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)

OFFICIAL CONFERENCE WIFI SPONSOR

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

Sponsorship Fee: \$5,000

WELCOME RECEPTION SPONSOR

Visibility as a host of the welcome reception in the Exhibit area on Monday, August 20, with opportunity for brief remarks and placement of sponsor collateral.

Sponsorship Fee: \$10,000

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: \$3,500, 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.*

\$450 PRPD members/\$550 non-members



EXHIBITS

Exhibiting with PRPD provides the most targeted and effective face-to-face time with leading decision makers in public radio programming. Exhibitors receive access to all attendees throughout the conference. Key drivers of Exhibit area attendance include:

- Welcome Reception hosted in the Exhibit area on Monday evening, with dedicated networking time outside of other conference programming
- Continental breakfast hosted in the Exhibit area on Tuesday and Wednesday
- Beverage breaks hosted in the Exhibit area on Tuesday and Wednesday
- Locations for networking and recharging electronic devices

Exhibit Tables

\$1,145 each for PRPD members/\$1,745 each for non-members:

Your turnkey solution includes:

- One (1) six-foot skirted table and two 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
- Shipping, furniture, a/v equipment, internet connectivity and other costs are responsibility of exhibitor

Exhibit Schedule:

Monday, August 20	Set-up 11:00am-4:00pm
Monday, August 20	Welcome Reception 4:00-6:00pm
Tuesday, August 21	Exhibits open till 5:00pm
Wednesday, August 22	Exhibits open till 4:00pm

Tables will be assigned in the order received, following selection by major conference sponsors. Exhibitors will receive a service kit outlining shipping information, a/v and technical specifications, 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
- Allegiance
- 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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