



Join us for the PBS Technology Conference

April 3-5, 2019
The Flamingo
Las Vegas, Nevada

Sponsorship Timeline & Important Dates*

Friday, February 22

- Sponsor and Exhibit contract deadline
- Sponsor and Exhibit payment deadline
- Sponsor and Exhibit logo and copy deadline for agenda and signage (after this date, PBS cannot guarantee that company name and logo will be in printed materials)

Early March

- PBS begins assigning booth space
- Freeman early bird ordering deadline

Wednesday, April 3 — Conference Day 1

- Afternoon Exhibitor set-up (exact timing TBD)
- Afternoon Sessions
- **General Manager tour of PBS booths.** The Chief Digital and Chief Technology Officers from PBS will be providing an Exhibit Hall tour for member station General Managers on Wednesday evening, **time TBD** (approximately one hour). **This is an exclusive opportunity to meet both station and PBS leadership.**

Exhibitor participation is not required, but to take maximum advantage, we recommend that booth setup is complete by 5pm. PBS does not guarantee that all General Managers will have the time to visit all exhibits.

Thursday, April 4 — Conference Day 2

- Breakfast in Exhibit Hall area
- Morning Sessions (includes 30-minute break)
- Luncheon
- Afternoon Sessions (includes 30-minute break)
- Welcome Reception in Exhibit Hall area

Friday, April 5 — Conference Day 3

- Breakfast in Exhibit Hall area
- Morning Sessions (includes 30-minute break)
- Luncheon
- Afternoon Sessions (includes 30-minute break)
- Exhibitor tear-down (exact timing TBD)
- Closing Reception

*The schedule for these dates is tentative and subject to change.

*If you are interested in participating in PBS TechCon,
please contact Naseem Hussain, PBS Director of Meetings & Events, at nhussain@pbs.org*

Sponsorship Packages

Platinum Plus Level (Only 1 available)

Fee: \$50,000

- Exclusive signage in General Session ballroom and prominent signage throughout conference area
- Company logo on conference website, including 300-word company description, contact information and link to company website
- Sole sponsorship of conference's Friday night social event with high profile signage (Platinum + only)
- Two complimentary premium exhibit booths plus 50% discount for additional booth
- Five complimentary full conference registrations
- Access to the attendee email list two weeks prior to event

Platinum Level

Fee: \$35,000

- Exclusive signage in General Session ballroom and prominent signage throughout conference area
- Company logo on conference website, including 250-word company description, contact information and link to company website
- Joint sponsorship of conference's Thursday Welcome Reception with high impact signage (Platinum only)
- One complimentary premium exhibit booth plus 50% discount for second booth
- Four complimentary full conference registrations
- Access to the attendee email list one week prior to event

Gold Level

Fee: \$20,000

- Prominent signage throughout conference area and entrance to General Session ballroom
- Company logo on conference website sponsor page including 200-word company description, contact information and link to company website
- Joint sponsorship of meals and breaks with prominent signage (Gold only)
- Three complimentary full conference registrations and 50% discount for booth
- Access to the attendee email list one week after the event

Silver Level

Fee: \$10,000

- Company logo on conference website sponsor page with 75-word company description, contact information and link to company website
- Signage with company logo throughout conference area
- Joint sponsorship of Small Station Scholarship with acknowledgement in conference mobile guide (Silver only)
- Two complimentary full conference registrations and 50% discount for booth



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Additional Sponsorship Opportunities

Several additional unique sponsorship opportunities are available to provide greater exposure for your company. We produce and ship each of these branded items for you (except where noted). **In order to meet production and print delivery dates, the deadline for these opportunities is Friday, February 22, 2019.** Booth discount is not valid with these add-on opportunities.

Wi-Fi Sponsor

Fee: \$10,000

At events like ours, Wi-Fi is essential. With this sponsorship, our attendees will only have you to thank for getting what they want: FREE Wi-Fi. Immediately upon connecting to the conference network, users will see your name on the splash page. You will also receive: a special “Wi-Fi Sponsored By ...” banner and link to your website on the mobile app; premium placement on signage displayed throughout the conference area, on the conference website and on the rotating slides prior to and after each general session; and a special thank you from the main stage. Don't miss your chance to claim this highly sought-after sponsorship.

Mobile App Premium Sponsor

Fee: \$10,000

Achieve maximum exposure on our mobile app guide. Your logo will appear as an icon on the main navigation page of the mobile app and will be viewed by all visitors. Customize information available to viewers behind that icon: your website, a list of products, special offers, booth information, etc. Enjoy premium placement at the top of our sponsor and exhibitor list and a free Mobile App Banner Ad (see below). We will mention your company as a sponsor everywhere we advertise our mobile app. Our mobile guide includes all meeting and event schedules and information. Attendees will see your branding every time they reference the guide for directions or conference details. Artwork specifications are provided upon receipt of sponsorship contract.

Mobile App Banner Ads (5 available)

Fee: \$2,000

Mobile banner ads are effective, interactive and eco-friendly. Increase your exposure, spread your message and increase foot traffic to your booth. The interactive sponsor banner is located at the bottom of the app's main menu screen. As users browse the app, these rotating ads get lots of screen time. Clicking on a banner ad directs users to a sponsor page with a customizable image, name and description and “More Info” link to additional information – PDF or webpage.



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Additional Sponsorship Opportunities

Breakout Room Signage

Fee: \$8,000

Attendees will see your company logo at every glance as they enter Breakout Rooms during TechCon. Your company logo will be incorporated into our large, 22" x 28" full-color signs outside of Breakout Rooms.

Charging Locker (2 available): NEW

Fee: \$5,000 each/\$8,000 for both

Users will gain access to tablet and phone charging lockers by creating their own digital locker combination right from the touchscreen. The LockerPower comes equipped with a 3M privacy screen for extra security. Your promotional media or branding will be preloaded on the charging kiosk's 19 inch display screen.

Conference Lanyard

Fee: \$7,000

Highly visible lanyards with your company logo are worn daily by all attendees for sessions, meals and events.

Agenda at a Glance

Fee: \$6,000

These convenient, quick-reference pocket schedules contain all of the critical meeting agenda details of our program, feature your logo and are used daily by all attendees.



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Exhibit Opportunities

The PBS Technology Conference offers an excellent opportunity for you to reach the key decision-makers within public broadcasting's engineering, IT, digital, and traffic communities.

Exhibit Space

Floor Plans and exhibit booth space will be available in early March. Exhibit booths are \$7,000 each and will be located down the hall from the General Session ballroom.

The space will be open during and after the conference to allow attendees numerous opportunities to visit your booth. To further drive traffic to your booth, all breakfast meals, all breaks, and the Thursday Welcome Reception are located in (or near) the Exhibit Hall area to ensure that attendees get extra time to stop by for conversation and product demonstrations.

The Chief Digital and Chief Technology Officers from PBS will be providing an Exhibit Hall tour for member station General Managers on Wednesday evening, time TBD (approximately one hour). This is an exclusive opportunity to meet both station and PBS leadership.

As an Exhibitor, you receive:

- 8' deep x 10' wide exhibit space (carpeted booth comes with table and tablecloth, 2 chairs, pipe and drape, trash can and one-line identification sign featuring your company name)
- One full conference registration (includes access to all meals, evening events, and conference sessions)
- Two complimentary generic booth-staff registrations (generic badges, with company name only, do not provide access to meals or events; will be available for pick up at registration desk)
- Opportunity to purchase up to two additional full registrations at the discounted price of \$425 (includes access to all meals and events)
- Company logo and link to company website from the conference website with 50 word company description and acknowledgement on mobile guide

Exhibit Information and Service

Exhibit service information will be available on our website at a later date. Please check with Naseem Hussain or check our website here: www.pbstechconference.org/sponsors-exhibitors
Basic Exhibitor space **DOES NOT include**: electricity, internet, furniture rental, shipping, or storage costs. **Those must be ordered separately via Freeman and/or Encore.**

Booth Only

Fee: \$7,000*

*(*Price increases to \$7,500 after February 8, 2019)*

Discounted Booth Only

Fee: \$3,500*

(With Platinum Plus/Platinum/Gold/Silver Sponsorship)



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Summary of Opportunities

<u>Platinum Plus Sponsor</u>	<u>\$50,000</u>
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<u>Gold Sponsor</u>	<u>\$20,000</u>
<u>Silver Sponsor</u>	<u>\$10,000</u>
<u>Wi-Fi Sponsor</u>	<u>\$10,000</u>
<u>Mobile App Premium Sponsor</u>	<u>\$10,000</u>
» <u>Mobile App Banner Ads (5 available)</u>	<u>\$2,000</u>
<u>Breakout Room Signage</u>	<u>\$8,000</u>
<u>Charging Lockers (2 available): NEW</u>	<u>\$5,000 each/\$8,000 for both</u>
<u>Conference Lanyard</u>	<u>\$7,000</u>
<u>Agenda at a Glance</u>	<u>\$6,000</u>

<u>Exhibit Booth Only</u>	<u>\$7,000</u>
» <u>Discounted Exhibit Booth</u>	<u>\$3,500</u>
<i>(with Platinum Plus/Platinum/Gold/Silver Sponsorship)</i>	

**Exhibit space sells out each year.
Secure your booth early!**



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