



Texas Association of Broadcasters Convention Sponsorship Opportunities

Whether you want to reach owners, managers, sales people or engineers,
a TAB sponsorship allows you the opportunity to connect with your target audience.

Mobile App Sponsorship

Be the sponsor of the new TAB Convention & Trade show mobile app! Get your name and brand in front of ALL attendees. **Please note:** The sponsorship is a 2 year commitment.

Sponsorship: \$6,000/year (2 year commitment)

- Three (3) Full convention registrations for sponsor representatives (\$375 value)
- One (1) Complimentary TAB Gold Patron Associate Membership (\$450 value)
- Company advertisement on the mobile app Splash Screen
 - Covers the entire screen
 - Displays when the app is opened
- Four (4) Banner ads within the app
 - Posted at the top of the screen
 - Rotate multiple banners (advertise multiple products!)
- Four (4) Push Notifications
 - Alerts display in the center of the screen
 - Attendees who have downloaded the app receive the messages
- One (1) Head table seat and recognition at the Community Service Awards Breakfast (the kickoff event on the main day of the Convention!)
- Special introduction at the convention and recognition in the printed program
- Pre- and post-convention publicity
- Opportunity to insert promotional materials in the convention tote bags
- Sponsor focus on www.tab.org and in the *TABulletin*
- List of all convention attendees (to be provided post-convention)

Annual Awards Gala

Texas broadcasting's biggest night, TAB's Annual Awards Gala features presentation of the Pioneer, Broadcaster and Associate of the Year Awards. This year, special guest Herman Cain will present the Keynote Address.

The banquet is held on Thursday evening – the main day of the convention – and typically garners 240 attendees.

Previous co-sponsors include Barger Broadcast, George Marti and Jackson Walker.

Co-Sponsorships: \$5,000 each (1 available)



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Meeting Room Sponsorship

Secure exposure throughout the convention! TAB will brand one of our meeting rooms with your firm's logo – making sure you remain top-of-mind throughout the event.

Sponsorships: \$4,000 each (several available!)

- Two (2) full convention registrations for sponsor representatives (\$250 value)
- One (1) complimentary TAB Gold Patron Associate Membership (\$450 value)
- One (1) full page ad in the Convention Program (\$800 value)
- Special introduction at the convention and recognition in the printed program
- Pre- and post-convention publicity
- Opportunity to insert promotional materials in the convention tote bags
- Sponsor focus on www.tab.org and in the *TABulletin*
- List of all convention attendees (to be provided post-convention)

Exhibit Hall Happy Hour

Have your company host a cocktail hour in the exhibit hall from 3:30-4:30pm on Thursday, August 8. The event takes place during Trade Show hours.

Co-Sponsorships: \$3,500 each (2 available)

- One (1) complimentary TAB Gold Patron Associate Membership (\$450 value)
- Two (2) full convention registrations for sponsor representatives (\$250 value)
- One (1) full page ad in the Convention Program
- Signage in the Exhibit Hall during the event
- Special introduction at the convention and recognition in the printed program
- Pre- and post-convention publicity
- Opportunity to insert promotional materials in the convention tote bags
- Sponsor focus on www.tab.org and in the *TABulletin*
- List of all convention attendees (to be provided post-convention)

Lanyard Sponsorship

Sponsorship: \$3,500 (1 available)

- Company name/logo will be on all official TAB Convention lanyards (to be distributed with official badges)
- One (1) complimentary TAB Gold Patron Associate Membership (\$450 value)
- Two (2) full convention registrations for sponsor representatives (\$250 value)
- One (1) half-page ad in the Convention Program
- Special introduction at the convention and recognition in the printed program
- Pre- and post-convention publicity
- Opportunity to insert promotional materials in the convention tote bags
- Sponsor focus on www.tab.org and in the *TABulletin*
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Power Station Sponsorship

Your company will be the co-sponsor of our NEW power stations, placed in the exhibit hall. It will have places for attendees to charge phones, computers, etc. and include a small lounge area.

Co-Sponsorships: \$3,500 each (2 available)

- One (1) complimentary TAB Associate Membership (\$250 value)
- Two (2) full convention registrations for sponsor representatives (\$250 value)
- Significant signage in power station area
- Special introduction at the convention and recognition in the printed program
- Pre- and post-convention publicity
- Opportunity to insert promotional materials in the convention tote bags
- Sponsor focus on www.tab.org and in the *TABulletin*
- List of all convention attendees (to be provided post-convention)

Walk-Around Lunch Co-Sponsorship

It's one of the convention's best attended events! Attendees will enjoy lunch as they traverse through TAB's Trade Show. Current sponsors include Harris Broadcast and RF Specialties.

Sponsorship: \$3,500 (1 available)

- Two (2) full convention registrations for sponsor representatives (\$250 value)
- One (1) complimentary TAB Silver Star Associate Membership (\$350 value)
- One (1) full page ad in the Convention Program (\$800 value)
- Signage in the Exhibit Hall during the lunch
- Special introduction at the convention and recognition in the printed program
- Pre- and post-convention publicity
- Opportunity to insert promotional materials in the convention tote bags
- Sponsor focus on www.tab.org and in the *TABulletin*
- List of all convention attendees (to be provided post-convention)

General Convention Co-Sponsorship

Your logo will be the first thing broadcasters see when enter the Renaissance lobby, and they'll remember you throughout the event! Benefits include complimentary registrations, memberships and more! Current sponsors include Broadcast Works and SESAC.

Co-Sponsorships: \$2,500 each (2 available)

- One (1) complimentary TAB Associate Membership (\$250 value)
- Two (2) full convention registrations for sponsor representatives (\$250 value)
- Special introduction at the convention and recognition in the printed program
- Pre- and post-convention publicity
- Opportunity to insert promotional materials in the convention tote bags
- Sponsor focus on www.tab.org and in the *TABulletin*
- List of all convention attendees (to be provided post-convention)



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Golf Tournament Co-Sponsorship

Start the TAB convention on the links! Our tournament is set for Wednesday morning, the first day of the convention. Last year, more than 60 broadcasters played at the beautiful Avery Ranch Golf Club.

As always, the tournament provides time for players and sponsors to go through the whole course, connect with clients, renew old friendships and eat lunch – all at a leisurely pace.

Current sponsors include Avid Technologies, CNN Newsource Sales and Kantar Media.

Co-Sponsorships: \$2,000 each (several available!)

- One (1) complimentary TAB Associate Membership (\$250 value)
- Two (2) full convention registrations for sponsor representative (\$250 value)
- Four (4) complimentary golf passes for sponsor representatives and/or clients (\$400 value)
- Special introduction at the convention and recognition in the printed program
- Pre- and post-convention publicity
- Opportunity to insert promotional materials in the convention tote bags
- List of all convention attendees (to be provided post-convention)
- Sponsor focus on www.tab.org and in the *TABulletin*

Session Demo Sponsorship

Sponsorships: \$1,500 each (2 available)

- One (1) complimentary TAB Associate Membership (\$250 value)
- One (1) full convention registration for sponsor representative (\$125 value)
- Opportunity to present a Session Demo – 30-45 minutes in length on Thursday, Aug. 8
- FREE passes to give potential clients so they can attend your demo
- Pre- and post-convention publicity
- Opportunity to insert promotional materials in the convention tote bags
- List of all convention attendees (to be provided post-convention)
- Sponsor focus on www.tab.org and in the *TABulletin*