



The Radio Advertising Bureau cordially invited you to showcase your products and services at Radio's biggest sales, management, and leadership conference.

**MARKETPLACE SHOWCASE SCHEDULE:
Monday, March 16– Wednesday, March 18, 2009
ROSEN SHINGLE CREEK HOTEL– Orlando, Florida**

The Radio Advertising Bureau (RAB), sponsor of the RAB 2009 – Sales, Management and Leadership Conference, represents more than 6,000 Radio stations in the U.S. and over 1,000 additional members in networks, representative firms, sales, and international organizations. RAB leads and participates in initiatives that promote and advance Radio as a primary advertising medium and provides organizational, educational, research and advocacy programs and services that benefit Radio, its advertisers, and their agencies.

The RAB works to increase and expand the radio industry's share of advertising revenue by designing, developing and implementing appropriate marketing programs, research, sales tools and training activities.

RAB's mandate is to build and sustain radio's positive image as a vibrant International industry. The RAB Sales, Management, and Leadership Conference is the learning experience of a lifetime and without a doubt it's your sales and marketing opportunity of the year with:

- Revised exhibit hall hours to maximize exhibitor efficiency!
- DEDICATED exhibit times!
- TWO Major Prize drawings held in the exhibit hall!
- Two Receptions held in the exhibit hall!
- Refreshment breaks held in the exhibit hall!
- Exhibit Hall on same floor as most speaker sessions!
- Extended Visibility with VIRTUAL EXHIBIT HALL
- AND MORE!

**LET RAB'S INFLUENCE WORK FOR YOU AT RAB'S
29th ANNUAL SALES, MANAGEMENT, AND LEADERSHIP CONFERENCE**

RAB, unlike any other radio meeting in the nation, has the unique ability to pinpoint a specific market audience of difficult-to-reach top radio sales and marketing executive decision-makers at its annual conference. Radio station sales managers, DOS's, general managers, owners, network execs and group heads from across the United States and around the globe will gather for the only all-sales radio meeting

RADIO ADVERTISING BUREAU, INC. 1320 GREENWAY DRIVE, SUITE 500, DALLAS, TX 75038
PHONE: (972)753-6750 **FAX:** (972) 753-6727 **INTERNET:** <http://www.rab.com>.
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Radio stations spend billions annually on business products and services, including digital and Internet services, premium incentives, production tools and services, remote vehicles, computers and software, training materials, cellular phones, travel incentives and more. In fact, **RAB conference attendees spend nearly \$2 billion dollars annually on the type of products and services to be exhibited at RAB 2009...**

WILL YOUR COMPANY BE GETTING ITS UNFAIR SHARE OF THIS MONEY?

Your RAB knows what you want as an exhibitor: Qualified Potential Buyers of YOUR SERVICES! This is why RAB 2009 will be focusing on the toughest challenges and greatest opportunities facing today's broadcasters. Dedicated exhibit hours will boost traffic flow to the exhibit hall. This will be enhanced by exhibit hall social events, RAB's Education and Training Center, Email Kiosks, prize drawings, conference registration and other audience-attracting features to guarantee you maximized opportunities for interfacing with your key buyers. Showcase your latest product innovations and meet one-on-one with decision-making radio sales professionals at the only international meeting designed specifically for radio station sales managers.

RAB's Management Leadership Conference attendees ARE your "target audience" if your firm supplies products or services in any of these categories:

Computer Hardware and Software Program Syndication
Contests & Promotion Services Radio & TV Production
Digital Monetization Services Sales Aptitude Testing / Evaluation
Ethnic Format Products & Services Sales Consulting & Training
E-Commerce Sales & Marketing Research
Internet Services, Software, Web Sites Specialty Advertising & Wearables
Logo Items Sports Programming
Musical Imaging Streaming Media
Network / Programming

Program Syndication
Radio & TV Production
Sales Aptitude Testing / Evaluation
Sales Consulting & Training
Sales & Marketing Research
Specialty Advertising & Wearables
Sports Programming
Streaming Media
Travel Services & Incentives

EXTEND YOUR REACH BEYOND THE BOOTH

Take advantage of promotional and support opportunities that will increase your visibility and add value to the RAB Management Leadership Conference, for both you as an exhibitor and more importantly for your customers and potential new customers in attendance. Please Inquire About Sponsorship Opportunities, Program Guide Advertising, Registration Bag Inserts, Attendee Database Usage And Associate RAB Membership by contacting

Mark Levy, RAB VP / GSM at 972-753-6756 or via email at mlevy@rab.com

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PRELIMINARY SCHEDULE (subject to change)

INSTALLATION:

Sunday, March 15 1:00pm – 8:00pm

EXHIBIT HOURS/ACTIVITIES:

Monday, March 16

Exhibit Hall Open w/ Reg 10:00am – 6:00pm
Refreshment Break in Hall 10:45am – 11:15am
Opening Reception in Hall 4:30pm – 6:00pm
Prize Drawing 5:45pm

Tuesday, March 17

Exhibit Hall Open 10:00am – 6:00pm
Refreshment Break in Hall 10:45am – 11:15am
TGIT Reception in Hall 5:00pm – 6:00pm

Wednesday, March 18

Exhibit Hall Open 9:30am – 12:00pm
Refreshment Break in Hall 10:45am – 11:15am
Prize Drawing 11:00am
DISMANTLE: 12:00 pm

EXHIBIT HALL INFORMATION

HEIGHT LIMITATION:

Advertising displays, logos and exhibit structure must meet the following height limitations:

- Linear booths must not exceed 8 feet. in height.
- Perimeter booths must not exceed 8 feet. in height
- Island/Peninsula booths shall not exceed 14 ft. in height.

CEILING HEIGHT: 27 feet to the soffit and 31 feet to the ceiling grid.

FLOOR LOAD CAPACITY/FINISH: 500-750 pounds per square foot / multi-colored carpet (burgundy/ivory/gold/blue mix)

ELECTRICAL SERVICE/COMMUNICATIONS: Full service is available. Complete information & order forms will be provided in the Exhibitor Service Kit.

FREIGHT ENTRANCE: 12 feet high by 16 feet wide

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RAB's 2009 SALES, MANAGEMENT AND LEADERSHIP CONFERENCE

Monday – Wednesday, March 16 - March 18, 2009

ROSEN SHINGLE CREEK HOTEL– Orlando, Florida

EXHIBIT SPACE APPLICATION/CONTRACT

Mail completed application with deposit to:

RADIO ADVERTISING BUREAU, INC.

ATTN: MARK LEVY

1320 GREENWAY DRIVE (# 500)

IRVING, TEXAS 75038

This application for exhibit space, which will become a contract with the Radio Advertising Bureau (hereinafter called "Exhibit Management") upon written acceptance, is based upon the terms set forth below and the plan of exhibits, rates and general exhibit information attached to this form, all of which constitute a part of this contract.

COMPANY INFORMATION

(Complete company name and address as you wish it to appear on the booth sign and all program materials)

Company Name _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____

Country _____

Telephone _____ Fax _____ Website _____

Exhibits Contact Person _____ Title _____

Email address _____

Exhibit Contact address/telephone/fax – if different from above:

Address _____

City _____ State/Province _____ Zip/Postal Code _____

Country _____

Telephone _____ ext. _____ Fax _____

Is this the company's first time exhibiting at the RAB Management Leadership Conference? ___ Yes ___ No

Has company exhibited under another name? ___ Yes ___ No

(If yes, please indicate previous name _____)

BOOTH SELECTION/PRICING

Exhibit Management is hereby requested and authorized to reserve exhibit space for our use during RAB's annual MLC which is a presentation of the RADIO ADVERTISING BUREAU. Exhibit Management will make every effort to comply with requests for specific assignments of booth locations on a "**SENIORITY**" THEN "**FIRST COME-FIRST SERVED**" basis. Location assignments will be made **solely** at the discretion of Exhibit Management within reasonable time after receipt of this application. Exhibit Management reserves the right to decline any application or disallow any exhibit which is not in keeping with the character of the exposition, to assign Exhibitors to the best alternate space in the event that all of the first choices are already reserved, and to make reasonable changes in location for the benefit of the exhibitor or the betterment of the exposition.

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- BOOTH SELECTION IS AVAILABLE ON A SENIORITY BASIS UPON RECEIPT OF A SIGNED CONTRACT AND DEPOSIT CHECK AS NOTED BELOW.
- EXHIBIT MANAGEMENT RESERVES THE RIGHT TO ALTER THE EXHIBIT FLOOR PLAN.

RATES INDICATED BELOW VALID ON AGREEMENTS EXECUTED AFTER DECEMBER 1, 2008.

Standard linear/inline booths will be provided with an eight foot high curtain back wall, dividing side rails and a booth I.D. sign. One (1) booth constitutes floor space of **10' deep x 10' wide**. Booths reserved after December 1, 2008 will also receive 2 full conference registrations for every 10' x 10' space purchased. Compute booth space costs at the rates listed below for each **10' x 10'** booth reserved. For Premium Booths of 20' x 20' or more, please add \$750. Indicate booth numbers desired and costs. (Note height limitations on page 3).

Size of space desired: _____ X _____

All Booths ___ Standard 10' x 10' Booth \$4,500.00 ___ Corner 10' x 10' Booth \$5,000.00
 ___ Premium Booth Up-charge \$1000.00 for 20 x 20 or larger booth

Each 10' x 10' space includes 2 full conference registrations.

List six (6) preferred exhibit spaces. 1st _____ 2nd _____ 3rd _____
 4th _____ 5th _____ 6th _____

NOTE: Floor plan is located on page 8 of this document and is subject to change by exhibit management and/or to Fire Marshal approval.

_____ **Optional Virtual Exhibit Hall Presence, \$350.** Up from December 1, 2008 – March 30, 2009 (see details at end of agreement).

_____ **Optional Database usage, \$350,** and available only for investments of at least \$3500. Includes pre and post registration name and address sent as an Excel file. Pre-registration list to be delivered by 3/2/09 and post registration list to be delivered no later than 3/26/09.

Total Cost: \$ _____ Amount Enclosed: \$ _____

TERMS: Deposit of 100% due with signed contract to reserve space.

If paying by credit card:

Credit card type _____ Name on the card _____

Card # _____ Expires _____ Security Code _____

Other Exhibitor Booth options:

1) Program book ads.

Quarter Page Ads, \$600 per ad, _____ number of ads, ad total \$ _____

Half Page Ads, \$1100 per ad, _____ number of ads, ad total \$ _____

Full Page Ads, \$2000 per ad, _____ number of ads, ad total \$ _____

2) Door Drops (Client Only, No Subletting)

Outside Door \$2500 Inside Room \$3500 Total Drop \$ _____

3) Extra Bag Inserts

\$2200 per insert, _____ # inserts, _____ \$ _____ insert total

Booth Total _____ **\$ Additional Options Total \$** _____ **Grand Total \$** _____

SPONSORSHIP OPPORTUNITIES. Other sponsor ship opportunities may be available.

___ Yes, please contact us to discuss what those options are!

TERMS & CONDITIONS

Exhibitor agrees to rent the space designated in agreement/compliance with all terms and conditions stated herein, and to pay the rental fees outlined herein. Exhibitor further agrees to comply with all rules and regulations reasonably established by Exhibit Management regarding the exhibition space and the conduct of exhibitors therein. Exhibit Management agrees to permit Exhibitor to use and occupy space designated at the rental price indicated for the purpose of display of products and/or services at RAB's 2009 SALES, MANAGEMENT AND LEADERSHIP CONFERENCE, to be held at The ROSEN SHINGLE CREEK HOTEL in Orlando, Florida, Monday, March 16 – Wednesday, March 18, 2009 during exhibition hours. Exhibit Management reserves the right to make alterations and adjustments to the floor plan.

Operation: Exhibitors are expected to man and maintain their exhibits during all show hours. Exhibit Management reserves the right to evict any exhibitor who, in exhibit management's opinion, detracts from the general character of the show. Any audio use in any booth must not be at a volume that will disturb any adjacent booth space. General cleaning of the exhibit hall (including vacuuming of aisles and trash pickup) will be provided nightly by Exhibit Management. Cleaning of exhibit booths (including vacuuming, trash removal, etc.) is NOT included and must be ordered through the Exhibitor Service Kit and paid for by individual exhibitors.

Use of Space: No exhibitor shall assign, sublet or share space allotted without the expressed consent of Exhibit Management.

Adherence to Terms/Contractual Agreement: As a condition of exhibiting, and when applying for space, the exhibitor agrees to adhere to all terms, conditions and regulations outlined. Exhibitors or their representatives who conduct themselves in an unprofessional manner may be dismissed from the exhibition without refund or appeal. Exhibit Management reserves the right to amend any and all rules and regulations at any time.

Eligibility to Exhibit: Exhibit Management reserves the right to determine acceptability of applications for exhibit space. Applications and proposed exhibits will be accepted or rejected based on criteria including but not limited to the products' or services' professional or educational benefit to the attendees; products or services consistent with the mission, purpose, and goals of Exhibit Management; and spatial constraints in the exhibit hall.

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Booth Space Cancellation/Reduction of Space: All deposits are non-refundable. Notification of cancellation or reduction of booth space must be received in writing by December 31, 2008. Written cancellation notice received by December 31, 2008 shall serve only to ensure that no additional billing occurs. Exhibitors attempting cancellations not made in writing will be held liable for all monies contracted for, whether they use their contracted space or not. Written cancellations will not be accepted after December 31, 2008. Exhibitor will be responsible for Booth Space Cancellation/Reduction of Space. All deposits are non-refundable. Notification of cancellation or reduction of booth space must be received in writing by December 31, 2008. Written cancellation notice received by December 31, 2008 shall serve only to ensure that no additional billing occurs. Exhibitors attempting cancellations not made in writing will be held liable for all monies contracted for, whether they use their contracted space or not. Written cancellations will not be accepted after December 31, 2008. Exhibitor will be responsible for all contracted monies after this date. Any space not claimed and occupied for which no special arrangements have been made prior to the exhibition opening may be resold or reassigned by Exhibit Management without obligation on the part of Exhibit Management for any refund whatsoever.

Installation and Dismantle: Installation and Dismantle dates and hours are outlined in the Preliminary Schedule. While subject to change by 12/31/08, final dates and hours must be strictly adhered to. All exhibits must be fully operational one half hour prior to opening. Exhibitors are prohibited from dismantling booths prior to official close of exhibit hours. Tear down and removal of exhibits shall begin promptly after the close of exhibits.

Exhibit Conduct:

- a. Distribution of materials may be conducted and circulated only within the booth assigned to the exhibitor.
- b. Exhibiting companies must open their exhibit on time and staff the booth at all times during the exhibit hours. No packing of equipment or literature or dismantling of exhibits is permitted until exhibit closing time.
- c. Exhibitors must conduct exhibits in a dignified and professional manner.
- d. Aisles may not be obstructed at anytime because of excessive crowding in the exhibit booth.
- e. Order taking is permitted when conducted in a professional manner.
- f. No copyrighted music may be utilized in the exhibition area in any fashion without obtaining the appropriate licensing. The exhibitor agrees to indemnify, defend and hold harmless Exhibit Management from any and all liability whatsoever for any infringement or violation arising from the use of copyrighted music or material.

Booth Design and Arrangement: Exhibitors must show good judgment and consideration for neighboring exhibits. Booths are 10' x 10' units or multiples thereof. The back wall of any construction in a linear booth shall not exceed 8' in height including signage. All display material is restricted to a maximum height of 4' in the front half or the front 5' of the booth and a maximum of 8' in the rear half or the rear 5' of the booth. Side dividers will be 36" high. No signs or parts of exhibits or any other exhibit materials may be suspended from or attached to the ceiling or taped, posted, nailed, screwed or in anyway attached to the walls, columns, drapes, floor or any other facility surface. All displays and decorations must be fireproof. Exhibitors are responsible for compliance with the American with Disabilities Act (ADA) within their booth and assigned space.

Giveaways: Giveaways, contests and raffles will be permitted only upon approval. A form will be included in the Exhibitor Service Kit to facilitate requests.

Storage: All exhibits are subject to inspection by Exhibit Management and the Fire Marshal during setup and throughout the show to ensure that required areas are kept free of materials. Storage of materials may be required through the official service contractor. Adherence to all fire and safety regulations is mandatory.

Exhibitor Appointed Contractors: An exhibitor choosing to use the services other than those provided through the official service contractors must notify Exhibit Management in writing at least 30 days prior to the opening of the exhibits. A form for notification and insurance certification will be in the Exhibitor Service Kit.

Use of RAB name and logo: The use of the RAB logo on displays, signs, giveaways, promotional literature or other materials is prohibited. The use of the acronym "RAB", reference to the meeting as the RAB Management Leadership Conference, or to the Radio Advertising Bureau may be used in promotional materials only with the express written approval of Exhibit Management.

Liability: Exhibitors must surrender the space occupied in the same condition as received. Exhibitors are required to strictly comply with all terms of their agreement as contained in the Exhibit Space Application/Contract, as well as all applicable terms and conditions contained in the agreement between RAB and the hotel.

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Security: Security will be on premises during installation and removal, however, neither Exhibit Management, service contractors, staff nor directors of any of the same are responsible for vandalism, theft, fire or accident to Exhibitor property. Security service is not provided to individual booth spaces, but will be available to exhibitors at their own expense. Information will be provided in the Exhibitor Service Kit.

Exhibit Hall Access: All entrants into the exhibit hall must be wearing a name badge. Exhibitors will be allowed in the Exhibit Hall one hour prior to exhibit hall opening to attendees and must exit the exhibit hall no later than 30 minutes after exhibit hall closes to attendees. No one under the age of 18 will be allowed in the exhibit hall at any time, including during move-in and move-out.

Insurance: Exhibitors understand that neither the Radio Advertising Bureau nor the exhibit facility maintain insurance covering the exhibitors' property and it is the sole responsibility of each exhibitor to obtain such insurance. Upon contract signature, the Exhibitor agrees to carry and provide proof of insurance for a single limit of not less than one million dollars (\$1,000,000.00) for their employees, agents, contractors, representatives and guests present in each of the following categories: (1) Broad Form General Liability, and (2) Automobile Liability. In addition, the Exhibitor agrees to provide Workers Compensation insurance providing benefits in the State of Florida & Employers' Liability of one hundred thousand dollars (\$100,000.00) per accident. An umbrella liability policy is acceptable, provided all above areas are covered at the indicated amounts. Please email or fax a copy of insurance to Mark Levy at mlevy@rab.com or (972) 753-6727.

Indemnification: Exhibitors assume responsibility and agree to indemnify and defend the Radio Advertising Bureau, the exhibit facility and their respective employees, contractors, representatives and agents against any claims or expenses arising out of the use of the exhibition premises.

Cancellation of the 2009 Management Leadership Conference: It is mutually agreed that in the event the RAB Management Leadership Conference is cancelled due to disaster, strike, labor dispute, governmental intervention, malicious damage, acts of war, or other causes which would prevent its scheduled opening or continuance, then and thereupon this agreement will be terminated and Exhibit Management shall determine an equitable basis for the refund of such portion of the exhibit fee as is possible, after due consideration of expenditures and commitments already made.

Payment and Contractual Considerations: Booths will only be assigned and confirmed when completed Exhibit Space Application/Contract and deposit are received.

AGREEMENT

The individual signing this contract is an authorized representative of the exhibiting company with the full power and authority to sign and deliver this contract. A signature on this application indicates understanding and agreement to comply with all policies terms and conditions contained herein and any others issued by Exhibit Management regarding the RAB Management Leadership Conference.

By: _____ By: _____
(Exhibitor's Authorized Signature)

Company: _____ Radio Advertising Bureau, Inc.
Title: _____ Date: _____ Title: _____ Date: _____
Print Name: _____

Make Checks Payable to / return completed application/signed agreement to:

RADIO ADVERTISING BUREAU, INC. ATTN: Mark Levy
1320 GREENWAY DRIVE (# 500) IRVING, TEXAS 75038
PLEASE MAKE A COPY FOR YOUR RECORDS

Show Management Use Only:

CoID _____ Date Rec'd _____
Total Space Cost _____ Deposit Amount Received _____
Balance Due _____ Balance Paid: Date _____ Booth Size _____
Booth Number _____

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To reserve exhibit space or for information on program advertising, registration bag inserts or sponsorship opportunities please contact:

Mark Levy, CRME

Vice President/GSM of Educational Services

Radio Advertising Bureau

Phone: (972) 753-6756

mlevy@rab.com

Exhibitor Services: An Exhibitor Service Kit, with order forms for furnishings, utilities, communications and other exhibitor services will be provided by GES, the exhibit service contractor. Order forms and payment for these services will be sent directly to GES.

Conference Registration/Hotel Accommodations: Each 10' x 10' booth receives 2 complimentary conference registrations. Additional conference registrations are available at a discounted rate (conference registration includes registration bag, all meal tickets and access to workshops, most cocktail parties, etc.). For registration and hotel accommodations, please contact Gail Steffens. Registering online will result in full charges for all registrations.

Gail Steffens

Convention Manager

Radio Advertising Bureau

Phone: (800) 917-4269

gsteffens@rab.com

For RAB membership information, please contact:

Dolores Nolan

Vice President of Membership

Radio Advertising Bureau

Phone: (800) 998-2153

dnolan@rab.com

For complete 2008 RAB Sales, Management And Leadership Conference information visit: www.rab.com

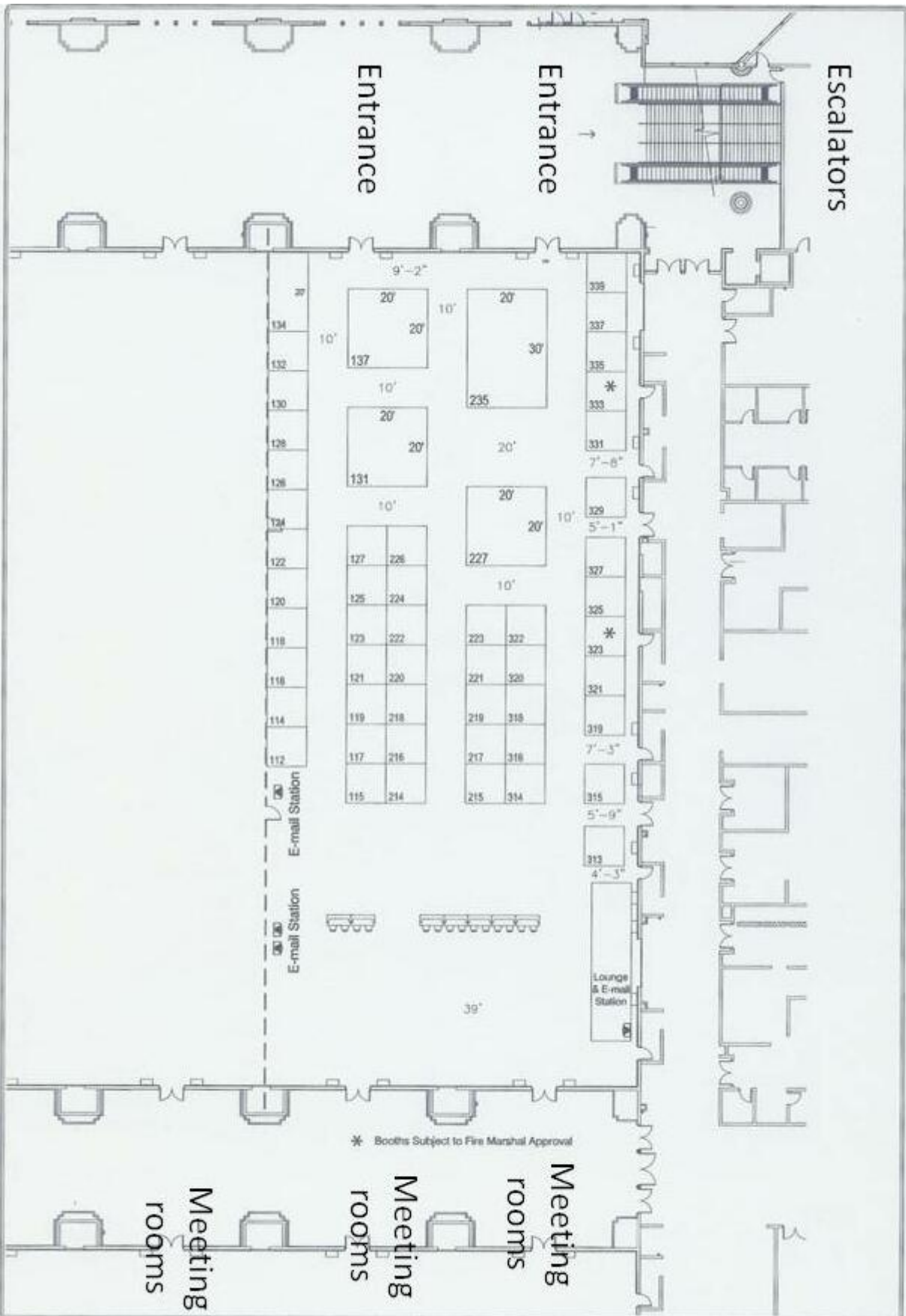


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RAB 2009 Exhibitor Floor Plan, Rosen Shingle Creek Resort, March 16-18, 2009



RAB Management Leadership Conference
March 16 - 18, 2009
 Rosen Shingle Creek • Panzicola F3-H4
 9939 Universal Blvd., Orlando, Florida 32819

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 By: 023492

Extend your reach to America's managers and top salespeople by adding a **virtual booth** to your RAB Conference Marketplace sponsorship!

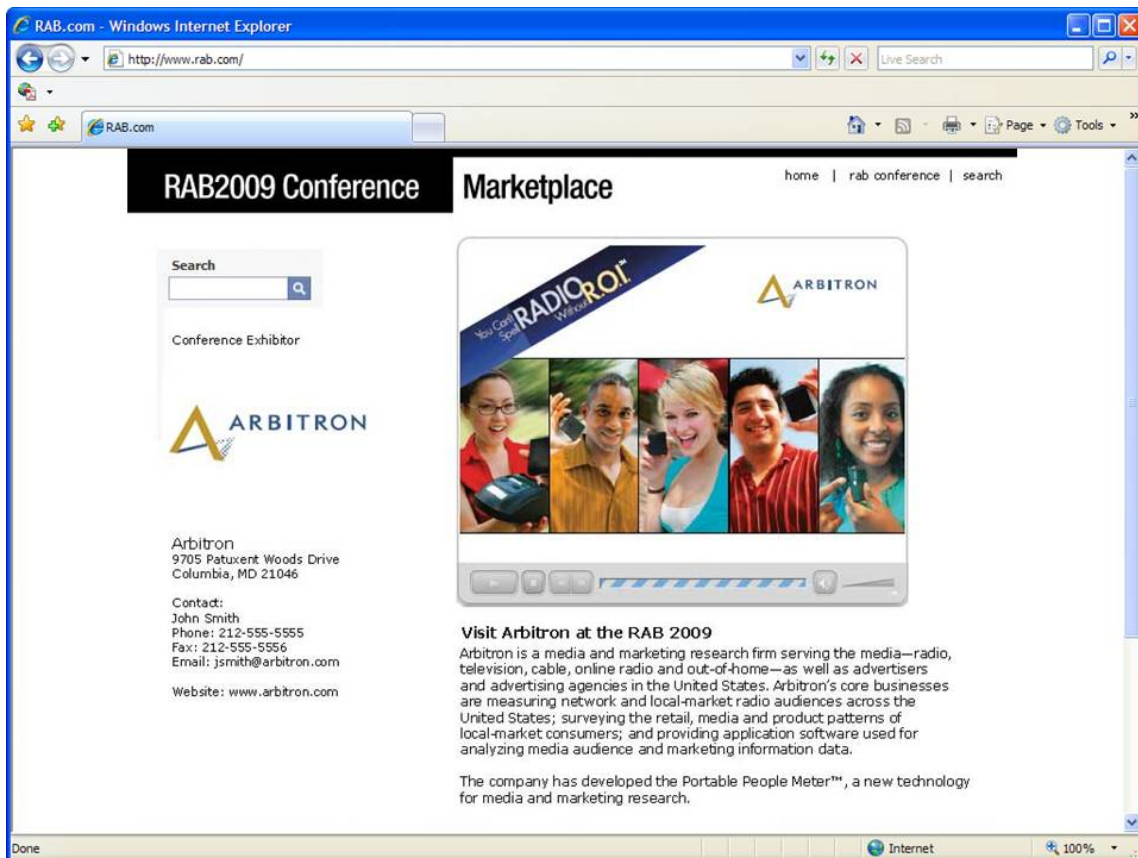


You'll Have The Opportunity To Turn This:

- 400 x 300 graphic or video clip
 - Graphic: JPG, GIF or SWF
 - Video: FLV up to 3 minutes
- 100 word company description plus one text change
- Logo
- Complete contact info, including website link

Into This...





Your virtual booth will be up from December 2008
through March 31, 2009

Extend your reach to
America's managers and top salespeople...
add a virtual booth to your
RAB Conference Marketplace sponsorship!

**For More Information,
Contact Mark Levy at
972 753 6756 or mlevy@rab.com**

