



#### RAB 2009 SPONSORSHIPS

Sponsors receive a number of additional benefits commensurate with their level of sponsorship. Contact Mark Levy at 972 753 6756 or via email at [mlevy@rab.com](mailto:mlevy@rab.com) for additional details regarding specific benefits.

#### EVENT SPONSORSHIPS

Sunday March 15 –Monday March 16

CDMC Sponsorship

\$5000

Last year saw the RAB's inaugural Certified Digital Marketing Consultant program take place at our conference. This year's program looks to be even better as more members of the Radio Sales Community seek to broaden their knowledge of the digital sales arena. As the sponsor, you will welcome the class as well as have an opportunity to give them a presentation on your company's products and benefits. Includes in-room signage, a bag insert and two conference registrations.

Sunday, March 15, 7:00-8:00 PM

The SAC (Sales Advisory Committee), SMAC (Small Market Advisory Committee) MLC (Managing Leadership Conference) "Thank You" Reception.

\$5,000

Really get to know the powerful people in the industry as the sponsor of this intimate gathering. Includes open bar, hors d'oeuvres, signage, a quarter-page ad and two conference registrations.

March 16-13

All Exhibit Hall Refreshments

\$7,000

Everyone appreciates a hot cup of coffee or a cold drink! YOU can be the "good guy" as the sponsor! There will be one break per day. Includes a full-page ad in the conference book, a bag insert and 2 conference registrations.

Monday, March 16

Welcome To RAB 2009

\$10,000

Get the credit for welcoming everyone to Radio "can't miss" conference of 2009! All attendees checking in will be HANDED a piece of literature from the people behind the counter. On one side will be important information about the hotel and the conference, and on the other will be YOUR marketing piece! You'll also get the opportunity to make brief opening remarks at the "First Timers Orientation," as well as a text message on the in-room phone, two conference registrations, and a bag insert!

**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>.

**NEW YORK DALLAS LOS ANGELES DETROIT CHICAGO**

Opening Reception -- 4:30-6:00 PM.

\$17,000

This event "opens the show!" Be the proud sponsor of our opening reception featuring drinks, hors d'oeuvres and more. Make the first impression on over 1,000 Radio professionals gathered at this opening celebration kicking off Radio broadcasting's premiere convention. Includes signage at all reception bars, a Go Bo sign in the main ballroom, four conference registrations, a full-page ad in the program book, and an insert in the registration bags. In addition, if you supply us with napkins with your logo on them, we'll make sure that everyone uses them!

"Late Night at the Pool" 8:30-10:00 PM

\$25,000 Sold!

Beverages! Music! Palm trees! Talk about a party! Welcome the crowd with brief remarks, watch the crowd enjoy drinks from bars that have your signage on it, see you logo as a Go Bo projection in the main ballroom and more! Includes 4 bag stuffers, 2 full page program ads, access to the conference data base, and of course, plenty of conference registrations!

Tuesday, March 17

Opening Keynote Breakfast -- 7:30-9:15 AM

\$18,000

This event kicks off the business end of the conference with breakfast and a great keynote speaker. The sponsor is allowed to make welcoming remarks and your Go-Bo sign will be displayed in the main ballroom for the entire conference. Also included are four conference registrations, a full-page ad in the program book, and an insert in the registration bags. Don't hesitate - this sponsorship is one of the most sought-after opportunities at the show!

Keynote Lunch -- 12:30-2:15 PM

\$18,000 Sold!

There is nothing like a great business lunch, featuring a great keynote speaker...and this is it! You will be allowed to make welcoming remarks, and your Go Bo sign will be displayed in the main ballroom for the entire conference. Also included are four conference registrations, a full-page ad in the program book, and an insert in the registration bags. This one is BIG if you are looking for great visibility!

Networking Reception -- 5:00-6:00 PM.

\$15,000 Sold!

Hey, it's 5 o'clock somewhere, including our conference! Help everyone relax and chill out over drinks, hors d'oeuvres and more. Includes signage at all reception bars, a Go Bo sign in the main ballroom, four conference registrations, a full-page ad in the program book, and an insert in the registration bags. In addition, if you supply us with napkins with your logo on them, we'll make sure that everyone uses them!

Multi-Cultural Reception -- 6:00-7:00 PM

\$8500 SOLD!

Celebrate Multi Cultural Radio as the sponsor of this prestigious event! Includes open bar, hors d'oeuvres, signage, a quarter-page ad and two conference registrations. If you are looking to expand your business with multi-cultural formatted stations, sponsorship of this reception is a MUST!

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President's Reception (Private) -- 6:00-7:00 PM

\$20,000 Sold!

This prestigious "invitation only event" is just as it sounds -- the most powerful people in Radio at a cocktail reception hosted by RAB's president. You will receive appropriate signage at the event, the opportunity to briefly thank President's Reception attendees, a General Session Go-Bo sign (supplied in advance by your company), a full-page ad in the program book, a bag stuffer, and three full conference registrations.

MIW Reception -- 7:00-8:00 PM- ½ sponsorship with BMI

\$3750

Celebrate Women in Radio as the sponsor of this prestigious event. Includes open bar, hors d'oeuvres, signage, a quarter-page ad and two conference registrations. If you are looking to expand your business with women in the Radio industry, this is the reception to sponsor!

Wednesday, March 18

Industry Awards Breakfast -- 7:30- 9:15 AM

\$18,000

These awards are undoubtedly some of the most coveted in the industry as they truly reflect greatness in Radio sales and management! As the sponsor, you will be allowed to make brief welcoming remarks, and then bask in the appreciation you will see on the faces of the winners of The Ad Council Silver Bell Award, The Radio Wayne Awards, The RAB 2009 Committee Recognition and more!

Your Go Bo sign will be displayed in the main ballroom for the entire conference. Also included are four conference registrations, a full-page ad in the program book, and an insert in the registration bags. Looking to make an impact? THIS IS IT!

Keynote Lunch -- 12:30- 2:15 PM

\$18,000 Sold!

This lunch celebrates the people that work to put the conference together as well as our final keynote. You will be allowed to make welcoming remarks and your Go Bo sign will be displayed in the main ballroom for the entire conference. Also includes are four conference registrations, a full page ad in the program book and an insert in the registration bags...the value speaks for itself!

#### ATTENDEE SERVICE SPONSORSHIPS

Conference Bags

\$12,000 Sold!

Benefit from constant visibility at the RAB Conference by displaying your company logo prominently on the exterior of 1200 Conference Bags. Just imagine each attendee carrying your bag around the conference... then back to work! It's the sponsorship with extended reach, and it also includes three registrations, a half-page ad in the program book and bag insert!

Registration Badges

\$5500 Sold!

Feature your company's logo on the front of every badge at the conference! Includes a registration, full-page insert and quarter-page ad in the program book.

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### Badge Lanyards

\$8000 Sold!

Highlight your company's logo on the lanyard of every attendee at the conference...something that will be brought back to the station after the event! This is one of the most visible sponsorship opportunities at the convention! Includes a full-page ad in the RAB program book, an insert in the program bag and five ads in Radio Sales Today leading up to the conference.

### Your Own Private Session (VERY Limited Availability)

CALL

Here is a chance for you to have your own infomercial. Create your own 75-minute session, with 45 minutes of content followed by 30 minutes of Q-and-A.

### Print Opportunities

Late December / Early January Conference Mailing

\$8500 Sold!

Think about it: your marketing piece and yours alone sent to virtually Every Radio Station in The Country as an integral part of an RAB 2009 Direct Mail Piece! Your RAB will be sending a mailing to over 13,000 Radio stations to announce the "last chance" to attend RAB 2009. This mailing is designed to be picked up, opened, and read, presenting you with the perfect lead-generating opportunity!

### Pocket Program

\$8000

Your message -- and only your message -- will be seen several times a day as attendees reference this convenient at-a-glance schedule for information regarding events, sessions, and exhibitor locations. RAB will print 1,200 pocket programs highlighting your customized four-color ad on the back cover with Sponsor ID and your logo on the front cover. A registration bag insert is also included.

### Program Section Tabs

\$6000 SOLD!

Four EXCLUSIVE full-color, full-page program section tab dividers.

### Ads / Literature Opportunities

Full back Cover (4-color): \$7500 SOLD!

Inside back cover (4-color): \$6000

Inside front cover (4-color): \$6000

2-page spread: \$4500

Full-page B + W: \$2000

Half-Page B + W: \$1000

Qtr-Page B + W: \$500

Registration Bag Inserts (client to provide): \$2000

Magazine/Literature Rack Use (per publication): \$1000

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## Rosen Shingle Creek Resort

As the headquarter hotel, the Rosen Shingle Creek Resort will serve as the center of activity. For advertisers, it's the place to make a unique impression. We have listed a number of opportunities, so find the one that meets your objectives.

### In Room Internet

\$15,000 SOLD!

Your company will receive the credit (and the thanks) for providing free in-room Internet service for all RAB attendees! You will receive a static logo on the sign-in page, GO BO Signage in the main ballroom, insert, full page ad and 3 conference registrations

### Check Your Email Computer Bank Kiosks

\$12,000 SOLD!

Everyone needs to check their email...let our attendees thank you for their FREE opportunity to do so! Includes signage near computers, insert, full-page ad and 2 conference registrations.

### Exhibit Booths

Call

A wide variety of booth space is available for you to display your products and services on our Exhibit Hall Floor! Booth sizes start at 10' x 10'. Please call for pricing!

Exhibit Booth Enhancements (Available only for 10 x20 booths or larger)

### Shoe Shine Stand

Call

Everybody loves a good shoe shine! So, be the good guy and let attendees get their shoes shined "on you!"

### Hotel Room Keys

\$7500 SOLD!

1500 hotel room keys will be printed exclusively with your 4-color artwork for all RAB rooms. Besides your logoed key going to EVERY CONFERENCE ATTENDEE STAYING AT THE HOTEL, you will receive a quarter-page ad in the RAB program book and an insert in the program bag (1200 inserts).

### In- Room Video

\$6000

Be one of a select few companies to have the ability to bring your video marketing message into every hotel room, 24/7. Also includes a bag insert and conference registration!

Door Drops (must be for your own material- no sub-letting allowed)

Placement Inside the Room (750 rooms):

\$3600

Placement Outside the Room (750 rooms)

\$2600

Sticker On USA Today left outside of all rooms

\$2800

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Text messaging on in- room phone  
\$2000 per message

**Other Customized Sponsorships May Be Available!**  
**Please Contact Mark Levy At (972) 753-6756 or [mlevy@rab.com](mailto:mlevy@rab.com)**



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