British Columbia Association of Broadcasters
71st Annual Conference

May 15 – 17, 2018
Manteo Resort Waterfront Hotel & Villas
Kelowna, B.C.

INDUSTRY SPONSOR PROSPECTUS

BCAB
British Columbia Association of Broadcasters

Introduction

The Organizing Committee of the Annual Conference of the British Columbia Association of Broadcasters (BCAB) is pleased to invite you to be a part of the leading Broadcast Conference in Canada.

About the British Columbia Association of Broadcasters

The British Columbia Association of Broadcasters (BCAB) represents private television and radio broadcasters with the mandate to combine the resources and strength of our industry in three key areas: to promote and contribute to community enhancing programs throughout our province, to present a unified and credible voice in matters that affect our growing industry, and to provide our members with information and inspiration through our annual BCAB Conference.

Along with radio and television broadcasters, the BCAB also includes associate members from the advertising and business community that contribute to our broadcasting industry.

Members of the BCAB can access assistance with provincial regulatory issues, legal issues pertaining to broadcasting, and information and support on their industry related concerns.

The BCAB utilizes the many talents, energies and financial contributions of its members to create public service campaigns that promote better communities. The Amber Alert program and the Humanitarian Awards are just two of the many programs assisted by the BCAB. Amber Alert, the voluntary partnership between law-enforcement agencies and broadcasters, activates an urgent bulletin in the most serious child-abduction cases. The Humanitarian Award was established in 1980 by the BCAB and is presented annually to BC organizations whose projects would benefit from a province wide broadcast campaign.

BCAB Conference Attendee Profile

The BCAB Annual Conference has been very well attended in the past with attendees in significant managerial or supervisory positions within Radio and Television stations across the province and Canada. Delegates attending last year included General Managers, Sales Managers, Program Directors, News Directors and National CEO's along with many senior representatives from buying and selling agencies across Canada.

British Columbia Association of Broadcasters

PROSPECTUS FOR SPONSORSHIP OPPORTUNITIES

CHOOSE ONE (1) FROM SIX (6) INDUSTRY SPONSORSHIP LEVELS:

Friend $2,000

- Logo recognition in Pocket Program
- Logo recognition on Sponsors Signage
- Logo recognition on Mobile App
- Golf Hole Sponsorship *(possibly shared)*

Bronze $3,000

A Bronze level sponsorship includes all the benefits of above sponsorship plus the following:

- Logo recognition on PowerPoint rotating slideshow
- Verbal recognition at the conference

Silver $4,000

A Silver level sponsorship includes all the benefits of the above sponsorships plus the following:

- Logo recognition on table cards at all conference presentations
- Supplied list of all BCAB attendees who have permitted name to be shared
- Banner ad on BCAB conference website

Gold $5,000

A Gold level sponsorship includes all the benefits of the above sponsorships plus the following:

- One full delegate registration
- Bag Insert – sponsor may provide item to be inserted into the delegate bag (approx. 150 pieces)

Platinum $6,000

A Platinum level sponsorship includes all the benefits of the above sponsorships plus the following:

- A Second full delegate registration
- E-Blast banner within two E-Blasts sent prior to conference (Art Specs to be supplied to sponsor)

Diamond *$7,000*

- Logo recognition on table cards at Breakfast tables on Wednesday & Thursday
- Logo recognition on table cards during the QCC/HCC Lunch on Wednesday

British Columbia Association of Broadcasters

PROSPECTUS FOR SPONSORSHIP OPPORTUNITIES

SPECIALTY SPONORSHIP LEVELS:

BCAB Awards Gala Title Sponsor — *EXCLUSIVE - SOLD!!* — *$10,000*

The BCAB Awards Gala Title Sponsor includes all the benefits of being a Diamond Sponsor, plus the following:

- Logo recognition in the Awards Program
- Logo recognition on opening screen of awards video production
- Verbal recognition at the Awards Gala
- Special opportunity to play a promotional video at start of Awards Gala
  (Video to be supplied by sponsor and is limited to a 3 minute maximum duration)

BCAB Awards Gala Wine Sponsor — *EXCLUSIVE* — *$8,000*

The BCAB Awards Gala Wine Sponsor includes all the benefits the Platinum Sponsor, plus the following:

- Logo recognition in the Awards Program
- Logo recognition on opening screen of awards video production
- Verbal recognition at the Awards Gala
- Logo recognition on all tables

Mobile App Sponsor — *3 Available* — *$6,000*

The Conference Mobile App sponsorship includes all the benefits of the Gold sponsorship plus the following:

- Logo recognition and bio on the Mobile App through the Splash Screen and Activity Stream
- Logo recognition throughout Mobile Application design
- Opportunity to introduce one of the guest speakers during the conference

Lanyard Sponsor — *EXCLUSIVE – SOLD!!* — *$6,000*

The lanyard sponsorship includes all the benefits of the Gold sponsorship plus the following:

- Logo recognition on lanyards & badge inserts (company to provide inserts)

Speaker Session — *6 Available* — *$6,000*

The luncheon sponsorship includes all the benefits of the Gold sponsorship plus the following:

- Opportunity to introduce Speaker at session
- Verbal recognition at the start of sponsored speaker session
- Logo recognition on presentation slide at start of sponsored speaker session

Luncheon Sponsor — *EXCLUSIVE* — *$5,000*

The luncheon sponsorship includes all the benefits of the Silver sponsorship plus the following:

- Special opportunity to provide promotional materials or items placed at each luncheon attendee seat
  (Estimated 150 items/pieces required)
- Special opportunity for a 20-30 minute introduction of company or product during sponsored luncheon
- Two complimentary tickets to the sponsored luncheon

British Columbia Association of Broadcasters

PROSPECTUS FOR SPONSORSHIP OPPORTUNITIES

SPECIALTY SPONORSHIP LEVELS (Con't):

Pocket Program — *EXCLUSIVE - SOLD!!* — *$5,000*

The Pocket Program sponsorship includes all the benefits of the Silver sponsorship plus the following:

- Advertisement in the Pocket Program *(approximate size 10cm x 10 cm)*

Post Gala Hospitality Suite — *EXCLUSIVE - SOLD!!* — *$5,000*

The Post-Gala Hospitality Suite sponsorship includes all the benefits of the Silver sponsorship plus the following:

- Venue included
- Verbal recognition from the podium at the Awards Gala
- Logo recognition on signage at venue
- Opportunity to act as host for the Hospitality Venue

The BCAB will facilitate beverages being made available at the Hospitality Suite. The Hospitality Suite will be situated adjacent the Gala venue.

President's Welcome Reception — *EXCLUSIVE - SOLD!!* — *$4,000*

The President's Welcome Reception sponsorship includes all the benefits of the Bronze sponsorship plus the following:

- Verbal recognition at President's Welcome Reception
- Logo recognition at President's Welcome Reception

Title Golf Sponsor — *EXCLUSIVE - SOLD!!* — *$5,000*

The Title Golf sponsorship includes all the benefits of the Silver sponsorship plus the following:

- Logo recognition as Title Golf Sponsor on signage at golf registration
- Logo recognition as Title Golf Sponsor on signage at the President's Reception
- Verbal recognition at the President's Reception
- 2 complimentary golf registrations & Welcome Reception tickets

Golf Lunch Sponsor — *EXCLUSIVE* — *$2,500*

The Golf Lunch sponsorship includes all the benefits of the Friend sponsorship plus the following:

- Logo recognition as Golf Lunch Sponsor on signage at golf registration
- Verbal recognition at the President's Reception
- 1 complimentary golf registration & Welcome Reception ticket

Golf Hole Sponsor — *$500*

- Logo recognition on signage at golf registration, President's Welcome Reception, and throughout the Conference
- Golf Hole Signage with Logo at Tee Block *(possibly shared)*

British Columbia Association of Broadcasters

Ad Hoc Meeting	***SOLD!!***	***$5,000***

BCAB will provide the meeting space for your meeting and/or event and will provide your company with the following support:

- Marketing
- Room setup & booking
- Food & Beverage Coordination. Please note that the cost for Food & Beverage must be ordered separately through the hotel. The BCAB coordinator will help in confirming the items required but there will be a separate fee involved.
- BCAB onsite support

The Ad Hoc Meeting date must be confirmed as early as possible in order to secure the meeting space.

Online registration support will not be included.

Sponsorship Order Form – BCAB 2018

Please note that Sponsorships cannot be confirmed until a completed Sponsorship Order Form is received by the Conference Secretariat. Please submit your completed Form by Fax: 1-604-681-1049 or Email: bcab@icsevents.com.

Please select the Sponsorship Item(s) you would like to purchase and indicate with a check mark.

✓	Item	Amount	Total
	Friend Sponsor	$2,000	
	Bronze Sponsor	$3,000	
	Silver Sponsor	$4,000	
	Gold Sponsor	$5,000	
	Platinum Sponsor	$6,000	
	Diamond Sponsor	$7,000	
	BCAB Awards Gala Title Sponsor	$10,000	
	BCAB Awards Gala Wine Sponsor	$8,000	
	Mobile App Sponsor	$6,000	
	Lanyard Sponsor	$6,000	
	Speaker Session Sponsor	$6,000	
	Luncheon Session	$5,000	
	Pocket Program	$5,000	
	Post Gala Hospitality Suite	$5,000	
	President's Welcome Reception	$4,000	
	Title Golf Sponsor	$5,000	
	Golf Lunch Sponsor	$2,500	
	Golf Hole Sponsorship	$500	
	Ad Hoc Meeting	$5,000	
		Subtotal	
		5% GST	
		Grand Total	

SPONSOR INFORMATION

Company Name: _____

Address: _____

City: _____ Province/State: _____

Post/Zip Code: _____ Country: _____

Contact Name: _____ Title: _____

Phone: _____ Email: _____

I/We agree to the above items listed and agree to the pricing and understand we must pay in full before our selections can be guaranteed. I certify that I am authorized to sign and enter into this Application/Contract.

Signing Authority Signature: _____ **Date:** _____

PAYMENT INFORMATION

☐ I will pay by credit card ☐ Please send an invoice to the email address above

☐ I will pay by cheque

Please make cheques payable to: "International Conference Services Ltd. / BCAB 2018"
Please mail to: #300 – 1201 W Pender Street, Vancouver, BC Canada V6E 2V2. Attn: Annie Wong

Exhibit Opportunities & Order Form BCAB 2018

Please note that Exhibits cannot be confirmed until a completed Exhibit Order Form is received by the Conference Secretariat. Please submit your completed Form by Fax: 1-604-681-1049 or Email: bcab@icsevents.com.

Please select the Exhibit Opportunity you would like to purchase and indicate with a check mark.

✓	Item	Amount	Total
☐	**Exhibit Table Top Display + Registration** Includes: • Table top display in foyer outside of main ballroom during sessions on May 16-17 • Skirted table and two chairs • Logo recognition in Pocket Program • Logo recognition on Mobile App • 1 Full Conference registration	$2,000.00	
☐	**Exhibit Table Top Display + 2 registrations** Includes: • Table top display in foyer outside of main ballroom during sessions on May 16-17 • Skirted table and two chairs • Logo recognition in Pocket Program • Logo recognition on Mobile App • 2 Full Conference registrations	$2,500.00	
		Subtotal	
		5% GST	
		Grand Total	

Note: Exhibit staff who are not registered as Full Conference delegates do not have access to social events, conference presentations, conference meals, etc. These items are only available through purchase of a FULL conference registration.

EXHIBITOR INFORMATION

Company Name: _____

Address: _____

City: _____ Province/State: _____

Post/Zip Code: _____ Country: _____

Contact Name: _____ Title: _____

Phone: _____ E-mail: _____

I/We agree to the above items listed and agree to the pricing and understand we must pay in full before our selections can be guaranteed. I certify that I am authorized to sign and enter into this Application/Contract.

Signing Authority Signature: _____ Date: _____

PAYMENT INFORMATION

☐ I will pay by credit card ☐ Please send an invoice to the email address above

☐ I will pay by cheque

Please make cheques payable to: "International Conference Services Ltd. / BCAB 2018"
Please mail to: #300 – 1201 W Pender Street, Vancouver, BC Canada V6E 2V2. Attn: Annie Wong