



British Columbia Association of Broadcasters  
74th Annual Conference

**May 6 - 7, 2024**

**River Rock Casino Resort**

# British Columbia Association of Broadcasters 74<sup>th</sup> Annual Conference

**May 6-7<sup>th</sup>, 2024**

**River Rock Casino Resort**

**Richmond, BC**

## **INDUSTRY SPONSOR PROSPECTUS**



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.

# PROSPECTUS FOR SPONSORSHIP OPPORTUNITIES

CHOOSE ONE (1) FROM FOUR (4) INDUSTRY SPONSORSHIP LEVELS:

## Partner

\$2,000

- Logo recognition on BCAB Conference Website
- Logo recognition on Sponsors Signage

## Bronze

\$3,000

### A Bronze level sponsorship includes:

- Logo recognition on PowerPoint rotating slideshow
- Logo recognition on BCAB Conference Website
- Logo recognition on Sponsors Signage
- Verbal recognition at the conference
- 1 Complimentary Registration

## Silver

\$4,000

### A Silver level sponsorship includes:

- Supplied list of all BCAB attendees who have permitted name to be shared.
- Logo recognition on PowerPoint rotating slideshow
- Logo recognition on BCAB Conference Website
- Logo recognition on Sponsors Signage
- Verbal recognition at the conference
- 2 Complimentary Registration

## Gold

\$5,000

### A Gold level sponsorship includes:

- Supplied list of all BCAB attendees who have permitted name to be shared.
- Logo recognition on PowerPoint rotating slideshow
- Logo recognition on BCAB Conference Website
- Logo recognition on Sponsors Signage
- Verbal recognition at the conference
- Banner ad on BCAB conference website
- 3 Complimentary Registration

# PROSPECTUS FOR SPONSORSHIP OPPORTUNITIES

## SPECIALTY SPONSORSHIP LEVELS:

<b><i>Presidents Reception</i></b>	<b><i>EXCLUSIVE</i></b>	<b><i>\$6,500</i></b>
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- Recognition as a Gold Sponsor.
- Supplied list of all BCAB attendees who have permitted name to be shared.
- Logo recognition on PowerPoint rotating slideshow
- Logo recognition on BCAB Conference Website
- Logo recognition on Sponsors Signage
- Verbal recognition at the conference
- Banner ad on BCAB conference website

<b><i>BCAB Breakfast and Keynote Sponsor</i></b>	<b><i>EXCLUSIVE</i></b>	<b><i>\$6,500</i></b>
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- Recognition as a Gold Sponsor
- Logo and Verbal recognition on opening screen of Breakfast and Keynote
- Verbal recognition at the breakfast
- Opportunity to introduce BCAB Opening Keynote speaker.
- Special opportunity to provide promotional materials or items placed at each luncheon attendee seat.  
*(Estimated 125 items/pieces required)*
- Special opportunity to play a promotional video at start of Lunch.  
*(Video to be supplied by sponsor and is limited to a 3-minute maximum duration)*

<b><i>BCAB Lunch Sponsor</i></b>	<b><i>EXCLUSIVE</i></b>	<b><i>\$6,500</i></b>
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- Recognition as a Gold Sponsor
- Logo and Verbal recognition on opening screen of Lunch Programming
- Opportunity to introduce BCAB Lunch Speaker
- Special opportunity to provide promotional materials or items placed at each luncheon attendee seat.  
*(Estimated 125 items/pieces required)*
- Special opportunity to play a promotional video at the start of Lunch.  
*(Video to be supplied by sponsor and is limited to a 3-minute maximum duration)*

<b><i>BCAB Closing Reception Sponsor</i></b>	<b><i>EXCLUSIVE</i></b>	<b><i>\$5,750</i></b>
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- The BCAB Sponsor includes all the benefits the Gold Sponsor, plus the following:
- Logo recognition on all bars & tables

<b><i>Lanyard Sponsor</i></b>	<b><i>EXCLUSIVE</i></b>	<b><i>\$6,500</i></b>
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- 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/Panel Sessions***

**\$6,500**

**The speaker 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

### ***Networking Breaks***

***2 Available***

**\$5,750**

**The Networking Break sponsorship includes all the benefits of the Bronze sponsorship plus the following:**

- Verbal recognition at Networking Break
- Logo recognition at Networking Break

# Sponsorship Order Form - BCAB 2024

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 Email: [bcab@icsevents.com](mailto: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	
	Presidents Reception	\$6,500	
	BCAB Breakfast and Keynote Sponsor	\$6,500	
	BCAB Lunch Sponsor	\$6,500	
	BCAB Closing Reception Sponsor	\$5,750	
	Lanyard Sponsor	\$6,500	
	Speaker/Panel Sessions Sponsor	\$6,500	
	Networking Break	\$5,750	
		<b>Subtotal</b>	
		<b>5% GST</b>	
		<b>Grand Total</b>	

## SPONSOR INFORMATION

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province/State: \_\_\_\_\_

Post/Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

*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 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 2024" and mail to 710 – 1201 W Pender Street, Vancouver, BC Canada V6E 2V2. Attn: Brian Boucher

# Exhibit Opportunities & Order Form - BCAB 2024

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 Email: [bcab@icsevents.com](mailto:bcab@icsevents.com).

Item Please indicate your exhibit selection with a check mark.	Amount	Total
<b>Exhibit Table Top Display + Registration</b> <ul style="list-style-type: none"><li>• Tabletop display in main coffee breaks &amp; social events area during May 6 &amp; 7, 2024</li><li>• Skirted table and two chairs</li><li>• Logo recognition On Conference Website</li><li>• 1 Full Conference registration</li></ul>	\$2,000.00	
<b>Exhibit Table Top Display + 2 registrations</b> <ul style="list-style-type: none"><li>• Table top display in coffee breaks &amp; social events area during May 6 &amp; 7, 2024</li><li>• Skirted table and two chairs</li><li>• Logo recognition in Pocket Program</li><li>• 2 Full Conference registrations</li></ul>	\$2,500.00	
	<b>Subtotal</b>	
	<b>5% GST</b>	
	<b>Grand Total</b>	

**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:** \_\_\_\_\_

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