The 2019 Radio Show is more than just a conference. It’s a convergence of all who thrive in the audio space. A gathering of the most creative minds in broadcasting, podcasting and streaming. A place where professionals – from rookies to seasoned veterans – come together to shape the future of the business. To formulate your marketing plan and take advantage of this audience and the opportunities below, please contact:

**Radio Show Exhibit Sales**
800 622 3976 (within U.S.)
+1 202 595 1953 (outside U.S.)
exhibit@nab.org

**Austin MacCubbin**
202 429 5322
amaccubbin@nab.org

Have a new idea for sponsorship or advertising? Let us know and we’ll work with you to bring it to the Radio Show!
The Exhibit Hall
Meet with Radio’s Top Decision Makers

Exhibit Space

Exhibit Floor Booth ........................................ $38.00 per square foot
Premium Lobby Booth .................................... $43.00 per square foot

Exhibit Space Includes:

• Exhibitor Booth Personnel Registration:
  - Eight badges per 100 square feet
  - Includes access to conference sessions (excludes food functions)
• Company Listing:
  - Listing in the official online Radio Show exhibitor directory
• Priority Points:
  - 10 points for participation and one point for each paid 100 sq. ft. occupied
• Radio Show Mailing List:
  - Access to the pre or post-show mailing list (email address included for all registrants that have opted in to share information)

Radio Show Exhibitor Referral Program

All current 2019 Radio Show exhibitors are eligible for discounts on their exhibit space for referring new exhibitors to the Radio Show.

• Referring exhibitor must be a contracted exhibitor for the 2019 Radio Show
• Referred exhibitor must have not exhibited or sponsored at the Radio Show for two years or more (past 2016)
• $250 will be discounted off both the referred and referring exhibitor’s total exhibit space cost for the 2020 Radio Show following the completion of the 2019 Radio Show** (Maximum two referrals per exhibiting company)

**If referred exhibitor cancels exhibit space or does not pay for their exhibit space for any reason, the referring exhibitor will not receive the discount.

Private Off-Floor Meeting/Rooms

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Sponsorship
Your Best Opportunity to Showcase Who You Are

The following sponsorship opportunities have been created to offer your company increased exposure to the Radio Show audience. Because Radio Show sponsors make it possible to provide essential or enhanced services and activities to attendees, all sponsors will receive the recognition benefits listed below in addition to those unique to each opportunity.

- Sponsor recognition alongside the event or service listing when promoted in official Radio Show promotional print pieces or in electronic communications
- Complimentary conference registrations to the Radio Show
- Sponsor’s logo with a link to corporate website from the Radio Show Sponsor page
- Acknowledgement in the sponsor “thank you” advertisement appearing in the Radio Show Guide and on-site “thank you” signage at the Radio Show

Premier Event Sponsorships

Radio Show Opener

Tuesday, September 24, 6-8 p.m.
Kick off a great Radio Show by aligning your brand with the first Radio Show Opening Party. This premier event will welcome attendees to the Radio Show and allow for relaxation and fun before the business of the event begins. Sponsorship includes extensive branding in pre-show promotion as well as on-site branding. Sponsor will be promoted as Presenting Sponsor in all press and marketing materials, appearing as “Radio Show Opener, Presented by Sponsor.”

Opening Party Presenting Sponsor ................................................................. Sponsor: $15,000
Opening Party Supporting Sponsor ............................................................... Sponsor: $5,000

Student Scholars Orientation ................................................................. Sponsor: $7,000

Insights from the Top (formerly Radio Show Luncheon) ............................. Sponsor: $14,500
Wednesday, September 25, 11:45 a.m.-1:15 p.m.
This prominent event will honor a distinguished member of the radio industry as the 2019 National Radio Award recipient. It also features a keynote address from a prominent figure. As the sponsor, you may make brief opening remarks to over 2,000 top radio professionals, you will receive a VIP reserved table for ten at the luncheon and ten invitations to the National Radio Award Reception prior to the luncheon.

Wednesday Night Concert ................................................................. Sponsor: $10,000
Wednesday, September 25, 9 p.m.
Have your company highlighted front and center with our musical guest. This concert will include exposure to all of the industry professionals at the Radio Show as well as giving you the touch of showbiz you deserve.
Premier Event Sponsorships cont'd.

Attention is the New Currency Keynote (formerly Advertiser Breakfast) ............................................. Sponsor: $17,500
Thursday, September 26, 7:30-9 a.m.
This prominent event will feature a keynote address or panel presentation from an advertising luminary and the presentation of Radio Ink’s Radio Wayne Awards. As the sponsor, you may make brief opening remarks to over 2,000 top radio professionals and you will receive a VIP reserved table for 10 at the breakfast.

NAB Marconi Radio Awards Dinner & Show .................................................................................................. Sponsor: 20,000
Thursday, September 26, Reception 6-7 p.m., Dinner & Show 7-10 p.m.
As the premier event of the Radio Show, the NAB Marconi Radio Awards are bestowed only on those radio stations and personalities that have demonstrated excellence in selective categories throughout radio. Put your name beside the best in radio! Includes one reserved table at the event.

Post-Marconi Party Rights ......................................................................................................................... Sponsor: $4,000
Thursday, September 26, 10 p.m.
NAB will provide function space and marketing for you to host your very own reception following the Marconi Awards Dinner & Show.

Exhibit Hall Events

Coffee Break .................................................................................................................................................. Sponsor: $6,000
Wednesday, September 25, 10-10:30 a.m.
Capture attendees' attention throughout the event by providing a much-needed coffee break in the Exhibit Hall. This will also allow you to distribute your promotional pieces and we will provide signage featuring your logo.

Beverage Break ............................................................................................................................................. Sponsor: $15,000
Wednesday, September 25, 4:45-5:30 p.m.
After a productive day be the company who gives the relief of a cold beverage. Cheers both friends and competitors and we’ll recognize you as the official sponsor of this beverage break.

Snack Break .................................................................................................................................................. Sponsor: $6,000
Thursday, September 26, 2:30-3 p.m.
Provide the energy for attendees to keep going by sponsoring this snack break and give them something to munch on.
Popular Convention Items

Conference Bags ................................................................. Sponsor: $9,000
Dominate the Radio Show by putting your company logo prominently on the exterior of the official Radio Show conference bags. Just imagine attendees carrying your bag around Dallas – then back to work! Sponsorship includes two conference bag inserts and four complimentary registrations.

Lanyards .................................................................................. Sponsor: $7,000
Every Radio Show attendee will sport your logo around their neck with this popular keepsake. We will produce and distribute lanyards on which only the sponsor's logo/message will appear. Not only do these lanyards capture attention on site, this item extends your exposure well after the show. Sponsorship includes three complimentary registrations.

Notepads .................................................................................. Sponsor: $4,500
We will produce and distribute notepads containing the sponsor's artwork, contact information, logo and message. They will be placed in the conference bags, in session rooms and on notepads given to you to distribute as desired. Sponsorship includes two complimentary registrations.

Radio Show Registration Sponsorship .............................................. Sponsor: $18,000
Sponsorship of the Radio Show registration includes extensive branding pre-show, onsite and even following the event. Now partnering with Experient, the registration process has been redefined and offers additional opportunities to ensure the sponsor touches each registrant! Included, but not limited to a full-color ad on the back of all badges!
**Thought Leadership**

**Info Session**

This is your opportunity to program your own official Show session. NAB will provide the room and promote it as part of the official program, you provide the panel and content. Time slots are limited!

**Conference Session Sponsorships**

This year the Radio Show will include several amazing Breakout Sessions and General Sessions. What better way to feature your company before a majority of attendees than to be one of our Conference Session Sponsors:

**General Session Sponsorship**

- All Benefits from Breakout Session Sponsorship
- Additional Benefits:
  - Sponsor welcome video (max length 30 seconds) will be placed on the sponsor webpage
  - Opportunity to provide one banner for placement in the Session hallway
  - Premium position web tile ad on the Conference Pillar web page within the Radio Show website
  - Two complimentary conference registrations to the Radio Show

**Breakout Session Sponsorship**

- Benefits
  - Sponsor may provide promotional materials to be distributed at the back of each breakout session room
  - One complimentary conference registration to the Radio Show
  - Sponsor representative will have the opportunity to make up to two minutes of opening remarks at the beginning of conference session
  - Sponsors logo will appear on session screen as attendees enter and exit the session
  - Sponsor recognition in text next to the session listing in the Radio Show Guide, Radio Show website and on-site signage.
Digital Advertising
Reach Radio’s Key Players On the Go

Podcasts
Radio Show Podcasts
This year, the Radio Show team will be hosting weekly podcasts, featuring upcoming content for the 2019 Radio Show. Listeners will hear from panelists, steering committee members and members of the NAB and RAB staff to provide insight and updates on the upcoming conference in September in Dallas! Be a part of this exciting new opportunity and reach over 50,000 prospective listeners with your message!

Promotional Emails
Radio Show Promotional Email Advertising
We will create and execute a series of Radio Show promotional emails sent out to over 20,000 industry professionals in the months leading up to the event. This is your opportunity to provide a 160x600 tower ad and a 25 word in-content description with your logo, which will link back to your website.

468x60 Banner Over the Fold Sponsor: $2,000/month
160x600 Tower on Right Rail Sponsor: $2,000/month
Exclusive on Both Options Sponsor: $5,000/month

Dedicated Promotional Email
Limited to a very few, these emails are your brand and message sent to Radio Show pre-registered attendees. The emails are created entirely by you and sent out directly by the Radio Show on your behalf.

NAB Database Sponsor: $3,500
Combined NAB & RAB Database Sponsor: $5,000

RadioShowWeb.com
Website Advertising
The Radio Show website (radioshowweb.com) is the number one source of information for Radio Show preparation and therefore the ideal space to promote your booth location and highlight products and services in the months leading up to the event. Contact amaccubbin@nab.org for more information.

728x90 Banner at Top of Page Sponsor: $1,000/month
160x600 Tower on Right Rail Sponsor: $1,250/month
Exclusive on Both Options Sponsor: $2,500/month
### On-Site Advertising and Promotions
Make Your Brand Part of the Action

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<th>Live Remote Broadcasts</th>
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<tr>
<td>Hotel TV Channel</td>
<td>Attract attention to your show by</td>
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<td>broadcasting live from the Radio Show.</td>
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<td>Hotel Key Cards</td>
<td>We provide the prime space and</td>
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<td>promotion, you provide the talent and</td>
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<td>Hotel Room Drops (In Room)</td>
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### Banners
Call Austin at 202 429 5322 for details!

### Print
**Radio Show Guide**
This is the official guide to the Radio Show, containing exhibitor and session listings. It’s the primary print piece onsite and the best spot.

Email amaccubbin@nab.org for more information.

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**PROMOTE YOUR BRAND**

grow your sales

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RadioShowWeb.com  facebook.com/radioshowweb  @radioshowweb  #radioshow2019