



# NETA 2005

CHARLESTON, SC \* JANUARY 23 - 26

*Underwriting  
Opportunities*

THE CITY OF  
CHARLESTON

PREPARED BY G.W. & C.B. COLETON & CO. 1522 KING STREET, CHARLESTON, S.C.

# 2005 NETA Conference Underwriting Opportunities

Do you want to make contact with over 400 professionals in the field of public broadcasting? Don't miss this opportunity to promote your services at the 2005 NETA Conference at Charleston Place Hotel, January 23-26.

Attendance at the conference continues to grow and we are expecting over 400 attendees in Charleston. The conference is planned by and for all disciplines of public broadcasting, including development, programming, engineering, education, production, communication, outreach professionals, **and** general managers. This is a great opportunity to contact and meet with key decision makers and buyers that want to learn more about the products and services you have to offer.

We would be happy to discuss any ideas or suggestions you may have to maximize your marketing potential during the conference. NETA is offering a variety of underwriting opportunities to fit any budget:



Underwriters **at every level** will receive a direct link from the NETA website, recognition in the registration brochure and the official conference agenda book, and the registration list with complete contact information prior to the conference.



Underwrite a meal function and receive special signage and an opportunity to address all conference attendees.



Participate as a vendor and receive one complimentary registration.

After great success in 2004, once again exhibitors are eligible to present a conference session. For a nominal fee, exhibitors will host breakfast and a presentation for conference attendees. If you are interested in submitting a proposal, submit the request with your Vendor Showcase Application. These vendor sessions are limited and will fill quickly. To be eligible to present a session, a vendor showcase application must be submitted before the session proposal will be considered.

## General Conference Information

**Headquarters:** Charleston Place Hotel  
205 Meeting Street  
Charleston, SC 29401  
843-722-4900  
[www.charlestonplace.com](http://www.charlestonplace.com)

**Room Rate:** \$129 single/double

**Registration Fees\*:** NETA Members: \$425 before Jan. 4/\$475 after Jan. 4  
Nonmembers: \$575 before Jan. 4/\$625 after Jan. 4

*\*Each exhibiting company will receive one complimentary registration. If more than one person from an exhibiting company attends for the **sole purpose** of working the exhibit, the fee per person will be \$150. Exhibitors will be charged \$250 for each badge that must be run on-site.*



## Underwriting Opportunities

Review the following information regarding underwriting and participating in the Vendor Showcase and Hospitality Suites during the 2005 NETA Conference. Space is limited, so complete the enclosed forms and return them to NETA as soon as possible.

### Receptions

Attendees never forget those who entertain them. Be the first underwriter to buy attendees a drink and receive the following benefits:

- \* Credit during the reception and the opportunity to address the group.
- \* Promotional material included in attendees' registration packets (provided by underwriter).
- \* Commit to sponsorship by August 2, 2004, and receive credit in pre-conference promotion.
- \* An early bird registration list prior to the conference and a final list after the conference.

January 23     ~~Welcome Reception~~  
January 24     Awards Reception

**Sold!**  
\$18,000\*

*\*This fee only covers food and beverages for the event. The underwriter is responsible for the cost of audiovisual equipment, decorations and miscellaneous expenses for the event.*

### Daily Morning and Afternoon Breaks

Keep conference attendees refreshed and ready to learn by underwriting refreshment breaks. Underwriters will receive:

- \* Text and graphic credit in conference agenda.
- \* Signage in break areas.
- \* An early bird registration list prior to the conference and final list after the conference.

January 24 or 26     Morning Break     \$1,600 (includes coffee and tea only\*)  
January 23 or 25     Afternoon Break     \$2,000 (includes coffee, tea, and sodas\*)

*\*Food can be added to the breaks for an additional fee.*

### Breakfast

Help attendees start the day off and promote your organization at the same time. Underwriters will receive:

- \* Signage at entries to breakfast.
- \* Credit during the breakfast and the opportunity to address the group.
- \* Promotional material included in attendees' registration packets (provided by underwriter).
- \* Commit to sponsorship by August 2, 2004, and receive credit in pre-conference promotion.
- \* An early bird registration list prior to the conference and a final list after the conference.

January 24     \$6,500 continental buffet breakfast\*  
                     \$9,500 for plated breakfast\*  
                     \$10,000 for hot buffet\*

*\*Plus extra charges for any audiovisual equipment.*



## Luncheon

Underwrite a luncheon and have the opportunity to address all attendees and promote your organization. Additional benefits include:

- \* Signage at entries to luncheon.
- \* Credit during the luncheon and the opportunity to address the group.
- \* Promotional material included in attendees' registration packets (provided by underwriter).
- \* Commit to sponsorship by August 2, 2004, and receive credit in pre-conference promotion.
- \* An early bird registration list prior to the conference and a final list after the conference.

January 25      \$14,000 plated\*  
                     \$17,000 buffet\*

*\*Plus extra charges for any audiovisual equipment.*

## Special Event

Make the evening yours by entertaining the NETA attendees in a themed event around your product or services. Additional benefits include:

- \* Promotional material included in attendees' registration packets (provided by underwriter).
- \* Commit to sponsorship by August 2, 2004, and receive credit in pre-conference promotion.
- \* An early bird registration list prior to the conference and a final list after the conference.

January 25      *(NETA will work with underwriter to establish budget and expenses for event.)*

## CyberCafe

When attendees walk up to the workstations, your website will be the first thing they see. Once you have committed your support, all you need to provide is your website address and NETA does the rest.      \$2,500

## Conference Totebags

Promote your company or organization to all attendees by having your company logo on one side of the bag. Each attendee receives a totebag at registration.      \$4,000

## Agenda Advertisement

Provide text and graphic promotional message and we'll make sure every attendee sees it. All ads are one color. Sponsor provides camera ready or electronic art. Commitment and production deadline is November 3, 2004.

*Inside front cover      \$1,000*  
*Inside back cover      \$900*  
*Full-page                \$700*  
*Half-page                \$350*  
*Quarter-page            \$250*

## Promotional Items for Placement in Conference Totebags

Promote your company or organization to all attendees. Underwriter provides 450 of each item and ships the materials to NETA for placement in the totebags.

*NETA Member      \$450*  
*Nonmember        \$650*



## Hospitality Suites

Host your own mini special event on the evening of Monday, January 24, and promote your products and services to potential clients. Additional benefits include:

- \* Text and graphic credit in conference agenda.
- \* Signage at entries to suite.
- \* Promotional material included in attendees' registration packets (provided by underwriter).
- \* Commit to sponsorship by August 2, 2004, and receive credit in pre-conference promotion.
- \* An early bird registration list prior to the conference and a final list after the conference.

See Hospitality Suite Application for more information.

*NETA Member* \$400  
*Nonmember* \$750

## Exhibit Space

The exhibit hall has become a NETA Conference hot spot. Attendees look forward to visiting with vendors and learning about new products and services. Take advantage of this opportunity to have one-on-one meetings with potential clients and old friends. Only confirmed exhibitors are able to participate in the vendor sessions on Tuesday, January 25. Additional benefits include:

- \* Prominent visibility during the entire conference.
- \* One complimentary registration, including all conference meal events.
- \* Recognition in the conference agenda.
- \* An early bird registration list prior to the conference and a final list after the conference.

See Vendor Showcase Application for more information.

*NETA Member* \$1,100  
*Nonmember* \$1,400

## Vendor Breakfast Sessions

Only confirmed exhibitors are eligible to present a 90-minute conference session on Tuesday, January 25. The nominal fee for the session will provide breakfast for your session's attendees. Vendors are responsible for audiovisual or other expenses the session incurs. To be eligible to present a session, a vendor showcase application must be submitted before the session proposal will be considered\*. Proposals will be accepted on a first-come, first-served basis. These vendor sessions are limited and will fill quickly.

*NETA Member* \$450  
*Nonmember* \$650

\*NETA retains the right to refuse any session proposal that conflicts with the mission of the organization or its members.

## Questions?

Contact Beth Helberg at 803-799-5517 x123 or by email to [beth@netaonline.org](mailto:beth@netaonline.org).



# 2005 NETA Conference Underwriting Application

Company/Organization Name \_\_\_\_\_  
Primary Contact \_\_\_\_\_  
Title \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_ Website \_\_\_\_\_

Please check the opportunity you are requesting:

- ~~Sunday, January 23, **Welcome Reception**~~ *Sold!*
- Sunday, January 23, **Afternoon Break** (\$2,000)
- Monday, January 24, **Breakfast** (\$6,500/\$9,500/\$10,000)
- Monday, January 24, **Morning Break** (\$1,600)
- Monday, January 24, **Awards Reception** (\$18,000)
- Tuesday, January 25, **Luncheon** (\$14,000/\$17,000)
- Tuesday, January 25, **Afternoon Break** (\$2,000)
- Tuesday, January 25, **Special Event** (contact Beth Helberg for details)
- Wednesday, January 26, **Morning Break** (\$1,600)
- Agenda Advertisement**
- Inside front cover (\$1,000)
- Inside back cover (\$900)
- Full-page (\$700)
- Half-page (\$350)
- Quarter-page (\$250)
- Conference Totebags** (\$4,000)
- CyberCafe** (\$2,500)
- Promotional Items** for placement in conference totebags (\$450/\$650)
- Item: \_\_\_\_\_

**Payment:**  Check enclosed  Invoice me for \$ \_\_\_\_\_  
 Charge \$ \_\_\_\_\_ to my  VISA  MasterCard

Card # \_\_\_\_\_

Exp. \_\_\_\_\_ V-Code\* \_\_\_\_\_

\*The three-digit V-Code is found on the signature line on the back of your credit card.

Name on the card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please return this form to: NETA, PO Box 50008, Columbia, SC 29250 or fax to 803-771-4831.



## 2005 NETA Conference Exhibit Hall and Hospitality Suite Application

Please complete this form and keep a copy for your records. Return with full payment by **December 1, 2004**. Once NETA receives your form, you will be sent confirmation including information on the hotel, shipping, and audiovisual rental. *NETA retains the right to refuse any organization that conflicts with the mission of NETA or its members.*

\_\_\_\_\_ We hereby apply for a Hospitality Suite at the 2005 NETA Conference. In finalizing this application, we accept the guidelines listed below:

1. Hospitality Suites are available from 9:00 – 11:00 p.m. on Monday, January 24.
2. Hospitality Suites are not sleeping rooms and can only be reserved for the event.
3. Food and beverages, electricity, audiovisual, and telephone/Internet needs are available upon request at an additional fee.
4. No security will be provided during Hospitality Suite hours and NETA will not be held liable for any losses or damages.
5. Hospitality Suites will be assigned based on space availability on a first-come, first-served basis.
6. Hospitality Suite sponsors will be included in the conference agenda and may provide (1) promotional item to be included in the tote bag.
7. All promotional mailings, emails, or other correspondence, must be pre-approved by NETA.
8. NETA will not refund fees for cancellation of Hospitality Suites after December 1, 2004.

\_\_\_\_\_ We hereby apply for exhibit space at the 2005 NETA Conference. In finalizing this application we accept the guidelines listed below:

1. A standard booth will include (1) 6-foot table skirted and draped, with 2 chairs.
2. Electricity, audiovisual, and telephone/Internet needs are available upon request at an additional fee.
3. No security will be provided during the exhibit and NETA will not be held liable for any losses or damages.
4. Spaces will be assigned on a first-come, first-served basis.
5. The vendor receives one complimentary registration including all conference meal events and recognition in the official conference agenda.
6. Vendors are not permitted to hold any pre-planned functions at their booth, including receptions.
7. All promotional mailings, emails, or other correspondence, must be pre-approved by NETA.
8. NETA will not refund fees for cancellation of booth space after December 1, 2004.

### Vendor Showcase Times

Sunday, January 23	Set up	12:00 noon – 6:00 p.m.
Monday, January 24	Exhibit Hours	8:00 a.m. – 5:00 p.m.
Tuesday, January 25	Exhibit Hours	10:00 a.m. – 5:00 p.m.
Wednesday, January 26	Tear down	9:00 a.m. – 12:00 noon

Company/Organization Name \_\_\_\_\_

Primary Contact \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

*The contact information above is how the company/organization will be listed in conference materials. If you would prefer a different listing, please provide that information.*

Exhibit Hall (\$1,100/\$1,400)     Hospitality Suite (\$400/\$750)

Vendor Breakfast Session (\$450/\$650) *attach proposal*

**Payment:**     Check enclosed     Invoice me for \$ \_\_\_\_\_

Charge \$ \_\_\_\_\_ to my     VISA     MasterCard

Card # \_\_\_\_\_

Exp. \_\_\_\_\_ V-Code\* \_\_\_\_\_ \*The three-digit V-Code is found on the signature line on the back of your credit card.

Name on the card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please return this form to: NETA, PO Box 50008, Columbia, SC 29250 or fax to 803-771-4831.



CHARLESTON, SC \* JANUARY 23 - 26

National Educational  
Telecommunications Association  
P.O. Box 50008  
Columbia, SC 29250

Nonprofit  
PRSRT STD  
**P A I D**  
Columbia, SC  
Permit No. 915