



When: January 11—13, 2011

Where: **Loews Vanderbilt Hotel**
2100 West End Avenue
Nashville, Tennessee 37203

Hotel Reservations: To make room reservations, call the Loews Vanderbilt directly at (615) 320-1700, or reserve online at <http://www.loewshotels.com/en/Vanderbilt-Hotel/GroupPages/NETA>

Room Rates: \$135 per night plus tax for a standard single/double room. Mention NETA Conference to get this special rate. This rate will only be honored until **Friday, December 10, 2010**. Room rate or availability is not guaranteed after that date.

Registration Deadline: Register by **Friday, December 10, 2010**, to take advantage of the discounted registration. The rate increases by \$50 after this date.

Sponsorship Deadline: The deadline for sponsorship or exhibit table at the NETA Conference is **Friday, December 10, 2010**.



Preliminary Conference Schedule

Tuesday, January 11

Newcomers Session
General Session
Council Meetings
Opening Reception

Wednesday, January 12

Exhibitor Breakfast
General Session
Concurrent Sessions
NETA Awards Luncheon
Concurrent Sessions
***Special Event at Tennessee State Museum
With Ronnie Milsap***
Hospitality Suites

Thursday, January 13

Breakfast
Concurrent Sessions
Luncheon
Concurrent Sessions
Listening Post

Return all sponsorship forms to Darlene Amick by **Friday, December 10, 2010** via email at darlene@netaonline.org or fax, 803-771-4831.



Agenda-at-a-Glance

\$750

This exclusive sponsorship puts you close to the hearts and eyes of every attendee. The “Agenda-at-a-Glance” is the pocket-size version of the meeting schedule, designed for attendees’ ease of use/reference. Be the sponsor and be appreciated many times a day.

- Acknowledgement and thank you during the conference
- Promotion on the NETA Conference web site

Conference Tote Bag

\$3500

The conference tote bag is one of the most visible sponsorship opportunities. Every attendee will receive an official tote with your company logo or program logo co-branded with the NETA logo. The bag will contain information about the meeting as well as other authorized materials inserted in the bag.

- Acknowledgement and thank you during the conference
- Promotion on the NETA Conference web site
- Waived fee for promotional material in tote

Lanyard

\$1500

A highly visible, long-lasting sponsorship—your company name can appear around the neck of each attendee on specially designed lanyards that will attach the conference badges. The sponsorship includes a one color imprinted logo. The name badge holder is included as part of the sponsorship. With the need for employee identification and building access cards, your good-looking lanyard will be taken home and worn year ‘round.

- Acknowledgement and thank you during the conference
- Promotion on the NETA Conference web site



Water Bottle

\$ 800

New this year! Put your name in the hands and on the lips of every conference goer *and* show your respect for the environment (no bottled water) by sponsoring the BPA-free bottle which will be tucked in every tote bag. People will carry this home, too — lasting value for the savvy underwriter.

- Acknowledgement and thank you during the conference
- Promotion on the NETA Conference web site



Opening Reception

\$1250+

Help kick off the conference by sponsoring the highly anticipated opening reception. The reception is a premiere environment with strong attendance and lively conversation. Sponsor pays full costs of food, beverage, and audio visual needs, in addition to the sponsorship fee.

- Acknowledgement and thank you during the conference
- Promotion on the NETA Conference web site
- Waived fee for promotional material in tote

Hosted Luncheon

\$750+

Underwrite a luncheon and have the opportunity to address all attendees and promote your program, product, or organization. The extended lunch period allows you to make the most of your opportunity. Sponsor pays full costs of food, beverage, and audio visual needs, in addition to the sponsorship fee.

- Acknowledgement and thank you during the conference
- Promotion on the NETA Conference web site
- Waived fee for promotional material in tote

Hosted Breakfast

\$500+

Grab attendees' attention first thing in the morning! Start their day and promote your organization at the same time. Sponsor pays full costs of food, beverage, and audio visual needs, in addition to the sponsorship fee.

- Acknowledgement and thank you during the conference
- Promotion on the NETA Conference web site
- Waived fee for promotional material in tote

Refreshment Break

\$300+

Keep conference attendees refreshed and ready to learn between sessions. This sponsorship includes your company name in the agenda describing the break, and your logo on the signage next to the break. Sponsor pays full food and beverage costs in addition to sponsorship fee.

- Acknowledgement and thank you during the conference
- Promotion on the NETA Conference web site
- Waived fee for promotional material in tote



Exhibition Space

\$1400

The exhibit area is an excellent place to promote your company and/or program. The fee allows access to all conference sessions, evening extras, and meals/reception for one exhibitor. Extra reps wishing to have full conference access will have to pay the member registration fee. If your representative is only there to “table sit” but would like to be included in meal functions or receptions the fee would be the cost of the function(s).

- Acknowledgement and thank you during the conference
- Promotion on the NETA Conference web site
- Waived fee for “visit our exhibit” card in tote bag
- Access to audiovisual, electrical, and internet services for an additional fee
- A more secure location

Promotional Material in Tote Bag

\$250

Promote your organization, product, or service to all attendees by having your message or gift placed in the conference tote bag. You must provide 400 pieces of each item to be included in the tote bag.

Hospitality Suite

\$750+

Your own Hospitality Suite is an outstanding opportunity for you to meet and greet attendees in an informal, relaxed atmosphere. NETA will open the Hospitality Suites Wednesday night, January 12, 2011. Sponsor pays full costs of food, beverage, and audio visual needs, in addition to the sponsorship fee.

- Acknowledgement and thank you during the conference
- Promotion on the NETA Conference web site
- Waived fee for “visit our suite” card in tote bag



Social Media Help Desk

\$1000

New this year! Sponsor a popular stop on the exhibit floor – the social media help desk. This kiosk is staffed by friendly experts in the use of Facebook, Twitter, texting and all sorts of handheld devices, ready with advice or a helping hand. It’s a perfect front-line setting for your media marketing business.

- Acknowledgement and thanks throughout the conference
- Promotion on the NETA Conference web site



Advertisement

\$500-1000

Place your ad in the conference agenda, every attendee's guidebook to conference activities, referred to several times each day during the conference. You must provide a finished promotional piece in camera-ready or electronic art by **Friday, December 10, 2010**, to be included in the agenda.

- Acknowledgement and thank you during the conference
- Promotion on the NETA Conference web site
- Waived fee for promotional material in tote

Inside agenda, B&W, 8½" X 11"

\$500

Inside back cover, color, 8½" X 11"

\$750

Inside front cover, color, 8½" X 11"

\$875

Outside back cover, color 8½" X 11"

\$1000

Internet Kiosk

\$3000

Help attendees stay in touch. Instead of going to their rooms to check email, attendees can use your Internet Kiosk conveniently located in the exhibit area. Know that the first screen they see on any of the four computers will be your home page, or one you design for the audience and your mouse pads. This highly visible sponsorship is exclusive and includes your signage.

- Acknowledgement and thank you during the conference
- Promotion on the NETA Conference web site
- Promotional material in tote bag



Online Video Credit

\$1000

Exclusive sponsorship of videos from NETA conference. Same-day coverage of general sessions will be posted online, and for up to 90 days after, "made possible by..." your exclusive underwriting credit.

- Acknowledgement and thanks throughout the conference
- Promotion on the NETA Conference web site



Travel Grant

\$ 250 each





Help a public media professional attend the 2011 NETA Conference by providing funds toward their travel to Nashville. Station of your choice or NETA will help in matching you with an appropriate, lucky recipient.

- Acknowledgement and thanks during the conference
- Listed in print agenda and online in the NETA Conference website.



Company/Organization _____
 Primary Contact _____
 Title _____
 Address _____
 City, State, Zip _____
 Phone _____ Fax _____
 Email _____ Website _____

Please circle the option(s) you are requesting:

	<u>Cost</u>
Travel Grant 	\$250 each
Agenda-at-a-Glance	\$750
Conference Tote Bags <i>(exclusive)</i>	\$3500
Internet Kiosk <i>(exclusive)</i>	\$3000
Lanyards <i>(exclusive)</i>	\$1500
BPA-free Water Bottle <i>(exclusive)</i> 	\$800
Exhibitor	\$1400
Social Media Help Desk <i>(exclusive)</i> 	\$1000
Opening Reception <i>(exclusive)</i>	\$1250+
Hosted Breakfast	\$500+
Hosted Luncheon	\$750+
Hospitality Suites	\$750+
Refreshment Break	\$300+
Promotional Material in Tote	\$250
Advertisement – Inside B&W	\$500
Advertisement – Inside back cover, color	\$750
Advertisement — Inside front cover, color	\$875
Advertisement – Outside back cover, color	\$1000
Online Video Credit <i>(exclusive)</i> 	\$1000

Grand Total: \$ _____

Application—Page 2

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.

___ Check # _____ Amount: \$ _____

Name on the card _____

___ Charge \$ _____ to my ___ VISA ___ MasterCard

Card # _____ Exp. _____

V-Code _____ (V-Code can be found on signature line of the credit card – 16-digit Account number – 3-digit V-Code)

I understand that by signing and returning this form with payment, I am responsible for all additional expenses as requested on this form. I have also read and agree with the terms and conditions stated in the sponsorship information.

Signature _____ Date _____

For Exhibitors Only

Exhibitors MUST complete a registration form to receive the complimentary registration. Staff members accompanying the exhibitor also need to complete a registration form. Table sitters will only be charged for the meal(s) indicated on registration.

The following people will be staffing my exhibit space:

1. Name: _____

Title: _____

This person's registration is complimentary with your paid exhibit fee.

2. Name: _____

Title: _____

This person's registration is charged at discounted NETA member rate.

Please register online at www.netaonline.org

3. Name: _____

Title: _____

This person's registration is charged at discounted NETA member rate.

Please register online at www.netaonline.org

Return all sponsorship forms to Darlene Amick by **Friday, December 10, 2010**, via email at darlene@netaonline.org or fax, 803-771-4831. Forms can also be mailed to NETA, PO Box 50008, Columbia, SC 29250.