



Educating for Tomorrow's Media

## BEA2012 Exhibits, Sponsorship and Advertising Rate Card

(To receive member rate one must be a 2012 Institutional or Associate Member)

### Exhibiting

	Member Rate	Non-Member Rate
10x10 Booth	\$1,600	\$2,300
10x20 Booth	\$3,000	\$3,750

### Advertising

#### Program Advertising

Inside Front Cover (C-2) 4-c	\$1,800	\$2,000
Inside Back Cover (C-3) 4-c	\$1,250	\$1,500
Back Cover (C-4) 4-c	\$1,800	\$2,000
Full Page 4-c ad	\$750	\$900
Full Page b/w ad	\$500	\$750
Half Page b/w ad	\$300	\$600

#### Web Advertising

BEA2012 Home Page (2 spaces available)	\$1,500	\$2,000
BEA2012 Interior Page (1 ad per page)	\$750	\$1,000

(BEA2012 web advertising is a flat fee for the web space of the BEA2012 website. Pages are booked at a first come first served basis. Ads will run from the time they are received until at least 3 months after the event.)

BEAweb.org Home Page	\$500 per month	\$700 per month
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Please contact J-D Boyle for availability and more information.

[jdboyle@nab.org](mailto:jdboyle@nab.org) | Office (202)-429-5456 | Cell (202)-374-1717



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## **BEA2012 Exhibits, Sponsorship and Advertising Rate Card**

### **Sponsorship**

<b>Sunday Opening Night Reception</b>	<b>\$10,000</b>
<b>Festival of Media Arts</b>	<b>See Below</b>
<b>Monday Keynote</b>	<b>\$8,000</b>
<b>Tuesday Reception</b>	<b>\$8,000</b>
<b>Online Program App Sponsor</b>	<b>\$6,000</b>
<b>Continental Breakfast</b>	<b>\$3,500</b>
<b>Conference Bags</b>	<b>\$3,000</b>
<b>Research Competition Sponsorship</b>	<b>\$1,000</b>
<b>Showcase Theater Speaking Slot</b>	<b>\$1,000</b>
<b>Coffee and Snack Breaks</b>	<b>\$750 – \$3,000</b>

### **Special BEA Member Package Deals**

**Package 1: Value \$2,850 Member Price \$2,500**

**10x10 exhibit space, full page b/w ad, and a BEA2012 interior web advert**

**Package 2: Value \$3,100 Member Price \$2,750**

**10x10 exhibit space, full page 4-c ad, and a BEA2012 interior web advert**

**Package 3: Value \$4,100 Member Price \$3,500**

**10x10 exhibit space, full page 4-c ad, BEA2012 interior web advert, and one research competition sponsorship**

**Package 4: Value \$4,300 Member Price \$4,000**

**10x10 exhibit space, 4-c C-3 ad, BEA2012 main page web advert**



### **BEA2012 Festival of Media Arts Sponsorship**

**Name Sponsor – \$30,000 (One)**

**SOLD: Charles and Lucille King Family Foundation**

**Platinum Sponsor - \$15,000 (One)**

**SOLD: AVID**

**Gold Sponsorship - \$5,000 (five)**

**Full Contact List of Entrants in One Category**

**Full Page B/W ad in BEA2011 Program**

**Full Page 4-c ad in Festival Program**

**Logo on Festival Website**

**Logo in all Competition Category Sessions at BEA2011**

**Brief Speaking Opportunity at One Competition Category Session**

**Silver Sponsorship - \$2,500**

**Sponsorship of One category of the Festival of Media Arts**

**Full Contact List of Entrants in Category**

**Half Page B/W ad in BEA2011 Program**

**Half page 4-c ad in Festival Program**

**Logo on Festival Website**

**Logo in Competition Category Session at BEA2011**

**Brief Speaking Opportunity at One Competition Category Session**

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