

BEA's 49th ANNUAL CONVENTION, - Las Vegas, Nevada
April 16 – 18, 2004

BEA 2004 PREMIER AUDIO-VISUAL SPONSORSHIP

This is BEA's **most exclusive opportunity** to kick off a campaign geared towards the electronic media and multi media education market. BEA works with you to make this sponsorship one that can easily multiply your initial investment dollars equal a huge return.

\$25,000

Your investment includes:

A **customized package** that kicks off during the convention and continues all through the year – increasing your investment dollars! Signage throughout the show, advertising, website, mailing lists, are all part of this as well as a comp BEA booth in the exhibition hall and more.

BEA 2004 OPENING CONTINENTAL BREAKFAST SPONSORSHIP

Be the first to welcome attendees to the BEA show at the kick-off continental breakfast held in the Exhibition Hall on Friday morning. It's a great opportunity to introduce your company and product/service to BEA attendees. This event kicks off at 8:00 a.m. on Friday, April 16th.

\$3,000

Your investment includes:

Display of logo and signage at the event and throughout the show; premier recognition in the official convention program; free link on the BEA website to your company's website; 2 complimentary opening night reception tickets; and best of all, a FREE 1 TABLE BOOTH in the BEA exhibit hall!

BEA 2004 OPENING NIGHT RECEPTION SPONSORSHIP

BEA attendees flock to this popular social event to meet old friends and make new ones. It is the perfect place to mix and mingle and begin to develop those important future partnerships! This event takes place on Friday evening, April 16th at 6:00 p.m. Co-sponsorship available!

\$10,000

Your investment includes:

Display of logo and signage at the event and throughout the show; premier recognition in the official convention program; free link on the BEA website to your company's website; complimentary inserts in the convention program; a FREE full page ad in the program; the opportunity to directly address the crowd during this event; and complimentary BEA mail list to follow up long after the convention is over!

BEA 2004 COFFEE BREAKS AND SNACK BREAKS

This is the perfect opportunity to direct traffic to your booth! BEA snack and coffee breaks offer you the time to meet and greet hungry conventioners. Your investment includes, premier recognition in the Official Convention program, signage with your logo, and the opportunity to place materials at the break!

Your investment includes:

The Very Popular Coffee Break! - **\$800**

(includes regular, decaf and a selection of teas)

Add cookies with the coffee break - **\$400**

Snack breaks are a great promo opportunity for a book signing.

Snack Break with Lemonade and Popcorn - \$TBD

Snack Break with Ice Tea and Cookies - \$TBD

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