



PMBA ALL ACCESS

2021 ANNUAL CONFERENCE

June 1-4, 2021

About the Conference

PMBA is in its 41st year, and at the 2021 Virtual Annual Conference, we expect to attract more than 500 attendees. Our virtual event is accessible to a larger, more diverse audience while removing the barriers and cost of travel. There is no better time to attend! Each year's event offers infinite opportunities and centers around quality education, a full lineup of informative speakers, and engaging networking activities. The PMBA Annual Conference is designed specifically for public media professionals: general managers, CFOs, financial and business executives, HR professionals, and a broad array of supporting organizations. Decision-makers leverage the PMBA Annual Conference to find solutions they need to achieve maximum operational excellence.

Attendee Benefits

Attendees will:

- Get current on compliance, auditing, and accounting best practices.
- Gain insight on major giving, fundraising, and underwriting.
- Gain a unique understanding of issues surrounding diversity and inclusion in the system.
- Establish connections with industry peers and share different perspectives.
- Participate in live sessions where attendees can interact with the speakers.

Sponsor and Exhibitor Benefits

Sponsors and exhibitors will:

- Develop a greater awareness of your products and solutions.
- Ignite your lead generation efforts.
- Gain visibility of your target market while collaborating on best practices and industry results.
- Engage with current customers and prospects, creating lasting industry partnerships.
- Highlight your brand through preset packages or reach out to us to customize your own.

To reserve your sponsorship, contact Melissa Badami at mbadami@PMBAonline.org or (240) 801-3749.



Sponsor Levels & Benefits	Platinum \$10,000	Gold \$5,000	Silver \$4,000	Honor Roll Plus \$2,000
Conference Promotion				
Placement of company name only (no logo) on the list of sponsors posted on the conference platform.	✓	✓		
Placement of company logo on the list of sponsors posted on the conference platform.	✓	✓	✓	
Logo click-through on conference platform to company website.	✓	✓	✓	
Placement of company name on conference platform without logo by category on conference list of sponsors.				✓
One pre- AND one post-conference email sent to attendees on behalf of sponsor. <i>*Copy subject to approval.</i>	✓	✓		
One pre- OR one post-conference email sent to attendees on behalf of sponsor. <i>*Copy subject to approval.</i>			✓	✓
Premium virtual booth placement offering highest visibility.	✓			
Prime virtual booth placement offering second highest visibility.		✓		
Virtual booth listed alphabetically by sponsor level.			✓	✓
Dedicated article in <i>PMBA Statements</i> to be redeemed any time throughout the year.	✓	✓		
Logo and company name listed on PMBA promotional conference website with click-through to company website.	✓	✓	✓	
Electronic list of conference registrants from those who have opted-in to receiving communications from sponsors.	4 weeks prior, 2 weeks prior, final list	2 weeks prior	Final list only	Final list only
Company logo listed by sponsorship level and click-through to company website on all marketing material pre- and post-event. <i>*Pre-event dependent on date of sponsorship payment.</i>	✓	✓	✓	✓
Company logo listed in <i>PMBA Statements</i> “thank you” by sponsorship level and click-through to company website.	✓	✓	✓	✓



Sponsor Levels & Benefits <i>(continued)</i>	Platinum \$10,000	Gold \$5,000	Silver \$4,000	Honor Roll Plus \$2,000
Conference Participation				
Registrations	All registrations complimentary	All registrations complimentary	Two complimentary registrations	One complimentary registration
Opening conference remarks.	3 minutes	1 minute		
Closing conference remarks.	3 minutes	1 minute		
Ability to introduce one concurrent educational session.	✓	✓	✓	✓
Ability to include company logo on session description you are introducing.	✓	✓	✓	✓
Ability to play company/organizational video/commercial during a break (must be prerecorded). <i>*Limited availability. First come, first served.</i>	120-second spot	90-second spot	60-second spot	30-second spot
Exhibitor Benefits				
Real-time access to your booth's engagement statistics. <i>*From easy-to-read dashboard.</i>	✓	✓	✓	✓
Unlimited content for download in booth.	✓	✓	✓	✓
Direct link to company website from booth.	✓	✓	✓	✓
Direct access to company social media accounts.	✓	✓	✓	✓
Chat feature in conference booth.	✓	✓	✓	✓
Ability to schedule 1:1 meetings with conference attendees.	✓	✓	✓	✓
On-demand access to the conference attendee directory.	✓	✓	✓	✓
Attendee tags and ribbons for easy identification.	✓	✓	✓	✓
Dedicated push notification to attendees during the conference on the conference platform.	✓	✓	✓	✓
Unlimited booth representatives.	✓	✓	✓	✓
An open meeting room during breaks to meet with attendees.	✓	✓	✓	✓
Event booth content and representative contact information available for 30 days after event.	✓	✓	✓	✓
Easy-to-build exhibit booth.	✓	✓	✓	✓
Training on booth creation and technical support.	✓	✓	✓	✓
Year-Long Benefits				
One gratis house ad in <i>PMBA Statements</i> .	6x	5x	4x	3x
Article in <i>PMBA Statements</i> .	3x	2x	1x	
Logo with click-through listed by sponsorship level on PMBA website under "Partnership Opportunities."	✓	✓	✓	✓



A La Carte Sponsorship Add-Ons

Commercial Corners | \$750

New this year! What is a commercial corner?

The Commercial Corners present an opportunity for sponsors to play a larger part in the conference program with a 15-minute presentation. This can be a session, commercial in nature, like a webinar on a product roll-out or a case study. Sessions that aim to improve the day-to-day work life of PMBA conference attendees will be best received.

- Only nine time slots available, so act fast.
 - Three 15-minute slots each morning.
 - No limit on number purchased.
- Listing of your Commercial Corners stay on the website for six months.

Banner Ad | \$300

Station Supporter

Open to stations only, this level is designed for members that would like to provide some additional support for this year's event. Benefits of this level will include:

- Listing of your station's logo in the "thank you" section of the sponsorship list.
- Listing on the conference platform as a station supporter.
- Recognition of your station on the PMBA website.
- Verbal "thank you" during the conference program when listing the sponsors.
- A "2021 Hero" ribbon for your badge when we can meet at our next in-person conference.

**To reserve your sponsorship, contact Melissa Badami at
mbadami@PMBAonline.org or (240) 801-3749.**

PMBA 2021 HERO

All sponsors and supporters of the 2021 PMBA Virtual Annual Conference are our heroes and will be recognized at the 2022 Annual Conference with a "PMBA 2021 Hero" ribbon.



Sponsor/Exhibitor Contract

Sponsor/Exhibitor Billing Information

ALL CORRESPONDENCE SHOULD BE SENT TO

COMPANY NAME

PHONE FAX

EMAIL

ADDRESS

CITY, STATE, ZIP

Company Information to be Published

COMPLETE COMPANY NAME (NAME OF ORGANIZATION WILL BE PUBLISHED EXACTLY AS SHOWN)

ADDRESS, IF DIFFERENT FROM ABOVE

CITY, STATE, ZIP

PHONE FAX

COMPANY WEB ADDRESS

EMAIL

Preferred Sponsorship Level

Sponsorship and/or Exhibitor

- Platinum Sponsor
 Gold Sponsor
 Silver Sponsor
 Honor Roll Plus
 Exhibitor
 Commercial Corner
 Banner Ad

SPONSORSHIP LEVEL COST

COMMERCIAL CORNER(S) COST

BANNER AD COST

TOTAL COST

Payment

- Please invoice me. Payment terms net 30 days.
- Check made payable to PMBA.
- Credit card payment.
- Visa MasterCard American Express

Amount to be charged: \$ _____

CARD NUMBER

CARDHOLDER NAME

SIGNATURE

The Public Media Business Association (PMBA) reserves the right to charge your credit card the correct amount if there is an error in calculation of total amount due.

It is understood that this application will become a binding contract upon acceptance by PMBA and is subject to the terms, conditions, rules, and regulations contained herein. A copy will be returned to you indicating contract acceptance along with virtual booth information and instructions for next steps.

YOUR SIGNATURE INDICATES THAT YOU AGREE TO ABIDE BY THE RULES AND REGULATIONS DETAILED ON THE TERMS & CONDITIONS PAGE OF THIS CONTRACT.

AUTHORIZED APPLICANT SIGNATURE

TITLE DATE

PUBLIC MEDIA BUSINESS ASSOCIATION AUTHORIZED SIGNATURE

TITLE DATE

Return signed contract to:

Melissa Badami, Sponsorship Sales Manager
PMBA | 1300 Piccard Drive LL 14,
Rockville, MD 20850

Phone: (240) 801-3749



Terms & Conditions

Virtual Event Services

A virtual event is an online event in which content from both the Public Media Business Association and multiple client participants is presented on a website in a manner designed to re-create certain aspects of a real-life exhibition hall environment. The Public Media Business Association will be producing and hosting an online virtual event from June 1–4, 2021. The Client wishes to participate in the event as an exhibitor, and the Public Media Business Association and the Client agree that the Public Media Business Association shall provide the Client with an online virtual “booth space” and other elements of the agreed booth package indicated on this contract. The Public Media Business Association will provide on-demand viewing of the event, including the Client’s contributions thereto, for a period of 30 days after the live event date.

Development and Production

Timeline. A detailed development and production timeline for the event, including the Client’s delivery obligations, will be developed after signature of this Agreement (the “Timeline”). Once mutually agreed to, the Timeline will be incorporated into this Agreement by this reference. The Client expressly acknowledges its understanding that if the Client does not respond in a timely manner to the Public Media Business Association’s requests for information or otherwise fails to comply with the Timeline, the Public Media Business Association shall be under no obligation whatsoever to change the dates of the event or any pre-event marketing campaigns. Client contributions that did not appear during the live event may not appear during the on-demand period.

EVENT RESPONSIBILITIES

Public Media Business Association. Except as otherwise described, the Public Media Business Association’s event team will handle all event details, including creating or otherwise arranging for the presentation of content for conference hall sessions, recruiting attendees and exhibitors, providing virtual booth spaces to clients, and managing the event.

Client. The Client will be responsible for the virtual booth that will reside in the virtual booth space, including designing the booth, providing the content to be presented in the booth, and staffing the virtual booth on the day of the live event. The Client will be responsible for creating and/or licensing and securing all rights to fully use as contemplated by this Agreement all the content to be presented in the Client’s booth. The Public Media Business Association reserves the right, but has no obligation, to review the Client’s proposed booth content prior to the event.

Registration List

(A) Use of Registration List. The Client represents and warrants to the Public Media Business Association that it will not sell or otherwise provide the Registration List, in whole or in part, to any third party, but instead shall use the Registration List solely for the Client’s own educational and self-promotional purposes, provided that such permitted use shall include the Client’s use of third-party marketing companies or other agents to accomplish such purposes, as long as those companies agree to use the Registration List solely for the benefit of the Client. Notwithstanding the foregoing, once the Client has established its own independent business relationship with the persons on the Registration List by emailing or otherwise contacting such persons concerning products/services that are not jointly produced/presented with the Public Media Business Association. The Client may use the information contained on the Registration List in any manner permitted by its privacy policy, provided that the Client may not identify the Public Media Business Association as the source of such information when sharing or disclosing such information to third parties (if such sharing or disclosing is permitted under its privacy policy). (B) Compliance with Laws/Information Security. The Client shall (a) use the Registration List in accordance with any and all applicable laws and regulations, federal, state, or foreign, governing the use of such information, including any and all applicable privacy laws (including the U.S. CAN-SPAM law), as well as the Client’s posted privacy policy; (b) shall electronically store and process the Registration List on secure, password-protected computer systems in a controlled environment reasonably designed to protect the information contained on such systems from unauthorized access, use, or disclosure; and (c) promptly notify the Public Media Business Association upon the Client’s discovery of any breach of the security of computer systems on which the Registration List was stored or processed if the Registration List was or is reasonably believed to have been acquired by any unauthorized person.

Payment

Payment, 100% of the contracted price, will be due within 30 days of receipt of invoice or 10 days prior to the event opening date of June 1, 2021.

Cancellation

After contract signing, if the Client cancels at any time more than 30 days in advance of the event’s live date, the Public Media Business Association shall retain 50% of the event fee as a liquidated damages fee. Should the Client cancel the event 30 days or less in advance of the event’s live date, the Client shall be



Terms & Conditions *(continued)*

responsible for 100% of the event fee as a liquidated damages fee. The Client's cancellation request must be received in writing, and any payment will be due to the Public Media Business Association within 30 days after the Client's receipt of such invoice. The Client acknowledges that the amounts set forth in this cancellation section represent an agreed measure of compensation for the costs to the Public Media Business Association (including the Public Media Business Association's time and labor costs) and are not to be construed as a forfeiture or penalty.

Changes to Event | Reservation of Rights

The Public Media Business Association reserves the right to change the live date and/or title of the event, and to change and/or substitute speakers or moderators, at the Public Media Business Association's sole discretion as to what is best for the event. The Public Media Business Association reserves the right (but has no obligation) to review the content or material to be presented by the Client, and to reject or remove any content or other material presented by the Client if the Public Media Business Association reasonably views such content as potentially obscene, derogatory, unlawful, violative of any third party's rights, or otherwise objectionable.

Indemnity

The Client shall indemnify and hold harmless the Public Media Business Association, its directors, officers, employees, and agents from and against all claims, losses, damages, liabilities, costs, or expenses, including reasonable attorneys' fees with respect to any third-party claim against the Public Media Business Association to the extent arising out of (i) the Client's breach of Section 3 or Section 4; or (ii) content or any other materials supplied by or on behalf of the Client in its virtual booth or in email marketing sent by the Client related to the event, if any, or otherwise provided to the Public Media Business Association for inclusion in the event or event-related blasts.

Disclaimer

Except as expressly set forth in this Agreement, neither party makes any other warranty with respect to any subject matter of this Agreement, and each party hereby disclaims all implied warranties, including without limitation the warranties of noninfringement, merchantability for a particular purpose. Neither party shall be liable to the other party for any indirect, incidental, consequential, special, exemplary, or punitive damages arising out of this Agreement or its termination, or the breach of any of its provisions, whether for

breach of warranty or any obligation arising there from or otherwise, whether liability is asserted in contract or tort (including negligence and strict product liability), and irrespective of whether the parties have been advised of the possibility of any such loss or damage or any remedy specified if this Agreement fails of its essential purpose. The parties agree that, for the purposes of this provision, direct damages under this Agreement shall include any damages resulting from breaches of marketing activities in accordance with all applicable marketing implementation laws and regulations or violations of the restrictions on use of the Registrant List in the Registration List Section.

Force Majeure

Neither party shall be liable by reason of any failure or delay in the performance of its obligations hereunder (except for the payment of money) on account of strikes, fires, flood, storms, acts of God, war, government action, terrorism, power outages, or any other cause beyond the reasonable control of such party.

Governing Law

This Agreement will be governed by and construed in accordance with the laws of the state of Maryland, without giving effect to its conflicts or choice of law rules.

Entire Agreement | Miscellaneous

This Agreement sets forth the entire agreement between the parties and supersedes any and all prior written or oral statements, discussions, communications, and agreements between them with respect to the subject matter hereof. This Agreement may not be modified except in writing signed by the party to be charged with such modification, except that the parties may modify the timeline by mutual agreement in writing. This Agreement, and any rights or obligations hereunder, may not be assigned by either party without the prior written consent of the other party, provided however, that Public Media Business Association may assign this Agreement to an affiliate on written notice. This Agreement is binding upon and will inure to the benefit of the parties and their respective successors and permitted assigns. This Agreement may be signed by facsimile, with such facsimile being deemed an original for all purposes.