

NETA
Conference
2024



CPB
Public Media
Thought Leader
Forum



SPONSOR & EXHIBITOR OPPORTUNITIES

**Pittsburgh, PA - Omni William Penn
September 15 - 18, 2024**

The NETA Conference and CPB Public Media Thought Leader Forum is the only gathering dedicated to the foundational cornerstone of public media: education. The NETA Conference is dedicated to providing public media professionals with meaningful and relevant connections to the people and ideas that are at the heart of our mission to educate, engage, and entertain.

You can support public media professionals from across the country as they learn from national thought leaders and engage in impactful dialogue.

This year the Conference will focus on transforming public media, with content in the following areas: Community Engagement, Content, Education, and Station Management.

If you are interested in one or more of the sponsorship opportunities, please complete the [Sponsor Application](#).

***For further questions about sponsorship and packages, please contact
NETA Vice President, Education Tim Eernisse at 803.978.1597 or teernisse@netaonline.org.***

The NETA Conference is designed to offer a variety of professional development and networking opportunities. Our Conference would not be possible without the investments of our sponsors. As a thank-you for your valuable contributions, NETA will include sponsor branding on the Conference website, Conference signage, advertising, and more. You do not want to miss this opportunity to connect with leaders from across public media!

Mission Sponsor (Exclusive)

\$50,000

This exclusive sponsorship is a multi-year partnership to support the 2024, 2025, and 2026 NETA Conference and CPB Public Media Thought Leader Forum and NETA Members throughout the year. The annual Conference is a way to engage with 1,000+ public media professionals from stations across the country as they gather in for 2024 in Pittsburgh, PA, and virtually. Connect with NETA Conference attendees through your support for public media when you showcase your business as our Mission Partner.

Sponsor will receive:

- Exclusive signage near General Session ballroom and prominent signage throughout Conference area
- Prominent identification with logo in Conference virtual platform and app as Mission Sponsor
- Joint sponsorship of Public Media Awards Reception and Gala with a one- to two-minute (100 words) speaking/welcome opportunity in General Session, plus high-impact signage, and all PMA Gala sponsorship items
- Reserved VIP table for Public Media Awards Gala
- Reserved VIP table for all meals and General Sessions during the 2024 NETA Conference
- Prominent logo display as NETA Mission Partner on NETA Conference promotions
- Logo on all pages of Conference website
- Digital banner, 200-word company description, contact information, and link to company website on NETA Conference virtual platform and app
- Opportunity to present one Public Media Award (NETA to select category)
- Opportunity to show 60-second promotional video in General Session
- Two on-site booth spaces in exhibit area (preferred location)
- Ten complimentary NETA Conference registrations; may be used for sponsor or for scholarship recipients
- Opportunity to provide unlimited complimentary tote bag insert for all attendees; items must be produced by sponsor and pre-approved by NETA
- Opportunity to provide a giveaway during NETA General Session
- Invitation to NETA VIP experiences during the 2024 NETA Conference and throughout the year
- Opportunity to produce and lead a NETA Conference Breakout Session (session must be submitted to NETA for approval)
- Access to 2024 NETA Conference registrant list after the conference is completed
- Three-year NETA Affiliate Membership
 - » Opportunity for recognition of the organization's support of NETA on your website
 - » Opportunity to create course on Public Media Learns (must be submitted to NETA for approval)
 - » Opportunity to work with NETA to develop mutually beneficial public media projects
 - » Access to Public Media Learns

Conference Breakfast Sponsor (Two available)

\$30,000

This exclusive sponsorship offers your organization the opportunity to take over a breakfast and catch a captive audience. Sponsor will select table decorations, stage elements, etc. (Additional costs may apply; NETA to select food and beverage.) Sponsor will provide program during the mealtime.

Sponsor will receive:

- Logo on select Conference promotions
- Logo on all pages of Conference website
- Digital banner, 200-word company description, contact information, and link to company website on NETA Conference virtual platform and app
- Two on-site booth spaces in exhibit area (preferred location)
- Five complimentary NETA Conference registrations
- Opportunity to provide up to three complimentary tote bag inserts for all attendees; items must be produced by sponsor and pre-approved by NETA
- Dedicated email to attendees about meal – designed by sponsor with artwork delivered to NETA according to specifications and timelines defined by NETA
- Opportunity to produce and lead a NETA Conference Breakout Session (session must be submitted to NETA for approval)
- Access to 2024 NETA Conference registrant list after the conference is completed
- Dedicated email and social media about sponsor session – with messaging and artwork provided by sponsor
- Dedicated push on Conference virtual platform and app about sponsor activities – combo of meal and session
- One-year NETA Affiliate Membership
 - » Opportunity for recognition of the organization's support of NETA on your website
 - » Opportunity to create course on Public Media Learns (must be submitted to NETA for approval)
 - » Opportunity to work with NETA to develop mutually beneficial partnerships in support of the public media system
 - » Access to Public Media Learns

NETA will be responsible for standard decoration and lighting of the room. Sponsor will be required to cover costs of giveaways, and additional decorations and lighting items separate from sponsorship fee.

Conference Lunch Sponsor (One available)

\$40,000

This exclusive sponsorship offers your organization the opportunity to take over a lunch and catch a captive audience. Sponsor will select table decorations, stage elements, etc. (Additional costs may apply; NETA to select food and beverage.) Sponsor will provide program during the mealtime.

Sponsor will receive:

- Reserved VIP table for Public Media Awards Gala
- Logo on select Conference promotions
- Logo on all pages of Conference website
- Digital banner, 200-word company description, contact information, and link to company website on NETA Conference virtual platform and app
- Digital banner on lunch specific page to feature your sponsorship each time an attendee opens the session
- Two on-site booth spaces in exhibit area (preferred location)
- Ten complimentary NETA Conference registrations
- Opportunity to provide up to three complimentary tote bag inserts for all attendees; items must be produced by sponsor and pre-approved by NETA
- Opportunity to produce and lead a NETA Conference Breakout Session (session must be submitted to NETA for approval)
- Access to 2024 NETA Conference registrant list after the conference is completed
- Dedicated email to attendees about meal – designed by sponsor with artwork delivered to NETA according to specifications and timelines defined by NETA
- Dedicated email and social media about sponsor session – with messaging and artwork provided by sponsor
- Dedicated push on Conference virtual platform and app about sponsor activities – combo of meal and session
- One-year NETA Affiliate Membership
 - » Opportunity for recognition of the organization's support of NETA on your website
 - » Opportunity to create course on Public Media Learns (must be submitted to NETA for approval)
 - » Opportunity to work with NETA to develop mutually beneficial partnerships in support of the public media system
 - » Access to Public Media Learns

NETA will be responsible for standard decoration and lighting of the room. Sponsor will be required to cover costs of giveaways, and additional decorations and lighting items separate from sponsorship fee.

Public Media Awards Gala Co-Sponsor (Two Available)

\$35,000

The Public Media Awards Gala is the opening event of the conference. This upscale event sets the tone for the Conference as we celebrate the best in public media. The Gala provides a unique place to show your support for the mission and work of public media.

Benefits for a co-sponsor include:

- Reserved VIP table for Public Media Awards Gala
- Logo on all Public Media Awards Gala promotions
- Logo on all pages of Conference website
- Digital banner, 200-word company description, contact information, and link to company website on NETA Conference virtual platform and app
- Digital banner on Public Media Awards specific page to feature your sponsorship each time an attendee opens the session
- Opportunity to present one Public Media Award (NETA will select category)
- Opportunity for item on table settings at Gala; item to be provided by sponsor
- Recognition in Public Media Awards finalists and winners announcements
- Joint sponsorship of Public Media Awards Gala with a one- to two-minute (100 words) speaking/welcome opportunity in General Session, plus high-impact signage
- Opportunity to show 30-second promotional video in General Session and Public Media Awards Gala
- Two on-site booth spaces in exhibit area (preferred location)
- Five complimentary NETA Conference registrations
- Opportunity to provide up to three complimentary tote bag inserts for all attendees; items must be produced by sponsor and pre-approved by NETA
- Opportunity to attend NETA VIP experiences during the 2024 NETA Conference
- Opportunity to produce and lead a NETA Conference Breakout Session (session must be submitted to NETA for approval)
- One-year NETA Affiliate Membership
 - » Opportunity for recognition of the organization's support of NETA on your website
 - » Opportunity to create course on Public Media Learns (must be submitted to NETA for approval)
 - » Opportunity to work with NETA to develop mutually beneficial partnerships in support of the public media system
 - » Access to Public Media Learns

Newcomers & Public Media Awards Reception Sponsor (Exclusive)

\$25,000

The Newcomers & Public Media Awards Reception are the opening events of the conference. This upscale event sets the tone for the Conference as we celebrate the best in public media. The Gala provides a unique place to show your support for the mission and work of public media.

Benefits for a co-sponsor include:

- Reserved VIP table for Public Media Awards Gala
- Logo on all Newcomer & Public Media Awards Reception promotions
- Logo on all pages of Conference website
- Digital banner, 200-word company description, contact information, and link to company website on NETA Conference virtual platform and app
- Opportunity to present one Public Media Award (NETA will select category)
- Opportunity to provide a one- to two-minute (100 words) speaking/welcome opportunity during both Newcomer & Public Media Awards Reception
- Opportunity to show 30-second promotional video in General Session
- Two on-site booth spaces in exhibit area (preferred location)
- Four complimentary NETA Conference registrations
- Opportunity to provide up to two complimentary tote bag inserts for all attendees; items must be produced by sponsor and pre-approved by NETA
- Opportunity to attend NETA VIP experiences during the 2024 NETA Conference
- Opportunity to produce and lead a NETA Conference Breakout Session (session must be submitted to NETA for approval)
- One-year NETA Affiliate Membership
 - » Opportunity for recognition of the organization's support of NETA on your website
 - » Opportunity to create course on Public Media Learns (must be submitted to NETA for approval)
 - » Opportunity to work with NETA to develop mutually beneficial partnerships in support of the public media system
 - » Access to Public Media Learns

Connections Sponsor (Exclusive)

\$12,500

At events like ours, Wi-Fi and charging stations are a “must have”! With this sponsorship, attendees will have only you to thank for getting what they want: FREE Wi-Fi and lots of charging room!

Sponsor will receive:

- Logo on all pages of Conference website
- Digital banner, 200-word company description, contact information, and link to company website on NETA Conference virtual platform and app
- One on-site booth space in exhibit area
- Connections area with charging stations in exhibit space (preferred location)
- Four complimentary NETA Conference registrations
- Opportunity to provide up to two complimentary tote bag inserts for all attendees; items must be produced by sponsor and pre-approved by NETA
- Opportunity to attend NETA VIP experiences during the 2024 NETA Conference
- One-year NETA Associate Membership
 - » Opportunity for recognition of the organization’s support of NETA on your website
 - » Opportunity to create course on Public Media Learns (must be submitted to NETA for approval)
 - » Opportunity to work with NETA to develop mutually beneficial partnerships in support of the public media system

You will have a special “Connections Sponsored By ...” banner and link to your website on the Conference virtual platform and app, premium placement on signage displayed throughout the Conference area, on the Conference website, and special thanks from the main stage. Don’t miss your chance to claim this highly sought-after sponsorship.

Virtual Sponsor (Exclusive)

\$12,500

This exclusive sponsorship supports the 2024 NETA Virtual Conference. Over the past two years, more than 2,000 people have attended virtually, and the impact for our system continues. Your support as our virtual sponsor will ensure that station colleagues from around the country will be able to learn, grow, and connect as we work together to transform public media.

Sponsor will receive:

- Logo on all pages of Conference website
- Digital banner, 200-word company description, contact information, and link to company website on NETA Conference virtual platform and app
- Enhanced exhibitor booth on NETA Conference virtual platform and app
- Logo during all breaks and roll-ins for virtual sessions
- Full virtual access for sponsor organization
- One on-site booth space in exhibit area
- Four complimentary NETA Conference registrations
- Opportunity to provide up to two complimentary tote bag inserts for all attendees; items must be produced by sponsor and pre-approved by NETA
- Opportunity to attend NETA VIP experiences during the 2024 NETA Conference
- One-year NETA Associate Membership
 - » Opportunity for recognition of the organization's support of NETA on your website
 - » Opportunity to create course on Public Media Learns (must be submitted to NETA for approval)
 - » Opportunity to work with NETA to develop mutually beneficial partnerships in support of the public media system

Gamification Sponsor (Exclusive)

\$12,500

This exclusive sponsorship offers your organization the opportunity to be part of the Conference in a fun way as public media gathers for the 2024 NETA Conference.

Sponsor will receive:

- Reserved table for the Public Media Awards Gala (10 seats) to invite your current station partners
- Logo on select Conference promotions
- Logo on all pages of Conference website
- Digital banner, 200-word company description, contact information, and link to company website on NETA Conference virtual platform and app
- Opportunity to show 30-second promotional video before General Session
- Featured in select promotions before and during the conference as the exclusive Gamification Sponsor. Gamification is available to both in-person and virtual attendees. Promotion will include signage at conference, on-screen messages in General Session ballroom, and email promotion
- Opportunity to have “special Gamification” opportunities in conference app and in-person, to be coordinated with NETA Gamification manager
- Opportunity for sponsor representative to announce Gamification Winners during NETA Feedback Session on Wednesday
- Two on-site booth spaces in exhibit area (preferred location)
- Four complimentary NETA Conference registrations
- Opportunity to provide up to two complimentary tote bag inserts for all attendees; items must be produced by sponsor and pre-approved by NETA
- Opportunity to attend NETA VIP experiences during the 2024 NETA Conference
- Access to 2024 NETA Conference registrant list after the conference is completed
- One-year NETA Associate Membership
 - » Opportunity for recognition of the organization’s support of NETA on your website
 - » Opportunity to create course on Public Media Learns (must be submitted to NETA for approval)
 - » Opportunity to work with NETA to develop mutually beneficial partnerships in support of the public media system

Public Media Diversity Leaders Initiative (PMDLI) Track Sponsor

SOLD

Sponsor will receive:

- Logo on all promotion of Public Media Diversity Leaders Initiative Track
- Logo on all pages of Conference website
- Digital banner, 200-word company description, contact information, and link to company website on NETA Conference virtual platform and app
- Recognition of Public Media Diversity Leaders Initiative pre-con sponsorship with a one- to two-minute (100 words) speaking/welcome opportunity in General Session, plus high-impact signage
- Opportunity to provide presentation during NETA Conference General Session and PMDLI Track
- One on-site booth space in exhibit area
- Four complimentary NETA Conference registrations
- Opportunity to provide up to two complimentary tote bag inserts for all attendees; items must be produced by sponsor and pre-approved by NETA
- One-year NETA Associate Membership
 - » Opportunity for recognition of the organization's support of NETA on your website
 - » Opportunity to create course on Public Media Learns (must be submitted to NETA for approval)
 - » Opportunity to work with NETA to develop mutually beneficial partnerships in support of the public media system

Conference Bag (Exclusive)

SOLD

Sponsor will receive:

- Logo on all Conference bags
- Logo on select Conference promotions
- Digital banner on NETA Conference virtual platform and app
- One on-site booth space in exhibit area (preferred location)
- Two complimentary NETA Conference registrations
- Opportunity to provide one complimentary tote bag insert for all attendees; items must be produced by sponsor and pre-approved by NETA

“2024 NETA Conference and CPB Public Media Thought Leader Forum” and logo must be visible. NETA must approve final creative and bag features. Bags must arrive at NETA’s designated shipping partner no later than September 1, 2024. NETA will select event bags.

Room Keys

SOLD

This exclusive sponsorship ensures that attendees will see your company or program logo or message every time they enter their rooms. Your logo and/or message will be imprinted on the electronic room key of every 2024 NETA Conference and CPB Public Media Thought Leader Forum attendee. The sponsor pays for design, production costs, and hotel fees, in addition to the sponsorship fee.

Conference Lanyard

SOLD

Highly visible lanyards with your company logo are worn daily by all attendees for sessions, meals, and events. The sponsor pays for design and production costs, in addition to the sponsorship fee.

Exhibitors

\$3,250/booth

To maximize the amount of attendee/exhibitor interaction, the exhibit space will be prominently featured in the foyer, near Registration and the General Session ballroom. We have built networking time into the agenda throughout the Conference, allowing attendees time to explore the exhibit area and engage one-on-one with you. Conference attendees will have the opportunity to explore exhibit booths and stop by for conversation and product discussions or demos during the daily networking breaks.

The exhibit area opens for setup on Sunday, September 15, from noon to 5:00 PM. Exhibitors **MUST** have the installation of their display completed by 5:00 PM on Sunday, September 15. The exhibit area dismantles and move-out will occur on Wednesday, September 18, from 5:00 to 8:00 PM (timing subject to change).

Exhibitors will receive:

- Inclusion on signage outside exhibit area
- Acknowledgment on NETA Conference virtual platform and app with 100-word company description
- One on-site booth space in exhibit area (booth comes with table, two chairs, trash can, and one-line identification sign with your company name; no linens are provided or available)
- One complimentary NETA Conference registration (includes access to meals, evening events, and Conference sessions; does not include pre- or post-conference events)
- Opportunity to purchase additional registrations at the Business Partner price of \$400 (maximum of three additional; includes access to meals and events; does not include pre- or post-conference events)
- Access to 2024 NETA Conference registrant list after the conference is completed

PLEASE NOTE: Booths broken down prior to tear down time without prior approval will be charged a \$250 fee. Basic Exhibitor space DOES NOT include electricity, internet connectivity, furniture rental, shipping, or storage costs. Those must be ordered separately via NETA vendor or direct with the hotel. NETA reserves the right to approve booth displays and handouts.

NETA Conference Scholarship

\$1,200/scholarship

Make a lifelong ally by helping a member of public media attend the 2024 NETA Conference and CPB Public Media Thought Leader Forum by underwriting a scholarship. NETA and sponsor will collaborate on scholarship winner criteria as well as promote the scholarship opportunity via social media, e-newsletter, dedicated email to general managers, and a detailed listing of the scholarship provided by sponsor on the Conference website.

Sponsor will receive:

- Logo on select Conference promotions
- Recognition in dedicated scholarship email of your support
- Recognition during General Session of scholarship support

Scholarship will cover one full Conference registration or a \$500 travel stipend at discretion of the sponsor. Sponsor will select recipient based on chosen criteria; NETA available to choose at request of sponsor.

Bag Insert

\$750

With your message or gift “in the bag,” attendees are certain not to miss it. This year’s bag will hold our meeting essentials, including your special item. This item represents one paper insert or one promotional item. No assembly or collation services will be provided. Please budget for approximately 500 pieces. NETA must review and approve item.

Break Sponsor (Six Available)

\$15,000

Each morning and afternoon coffee break is situated in the exhibit area, which is located prominently outside of the General Session ballroom. Enjoy various levels of branding and recognition of this event throughout the conference.



GENERAL INFO & GUIDELINES

1. Breakout Session placement will be determined by NETA.
2. 8' deep x 10' wide exhibit space (booth comes with a table, two chairs, trash can, and one-line identification sign with your company name; no linens are provided or available). Power and other items will be subject to additional billing.
3. Booths broken down prior to tear down time without prior approval will be charged a \$250 fee.
4. Once you've decided on the sponsorship opportunity that best fits your organization, you will receive a sponsorship agreement to be completed and signed. Shipping address and deadlines for materials will be sent by August 1, for delivery by September 13.
5. Sponsors must provide high-resolution logos for use in print materials (ai, eps, tiff files accepted). If you do not have these file types, NETA can produce one based on your available file for an additional cost.
6. NETA believes in working with like-minded organizations. We reserve the right to deny sponsorship requests from organizations that do not align with our mission and values.

If you are interested in one or more of the sponsorship opportunities, please complete the [Sponsor Application](#).

*For further questions about sponsorship and packages, please contact
NETA Vice President, Education Tim Eernisse at 803.978.1597 or teernisse@netaonline.org.*



SPONSORSHIP & EXHIBITOR SUMMARY

Mission Sponsor	\$50,000
Conference Breakfast Sponsor	\$30,000
Conference Lunch Sponsor	\$40,000
Public Media Awards Gala Co-Sponsor	\$35,000
Newcomers & Public Media Awards Reception Sponsor	\$25,000
Connections Sponsor	\$12,500
Virtual Sponsor	\$12,500
Gamification Sponsor	\$12,500
Public Media Diversity Leaders Initiative (PMDLI) Track Sponsor	SOLD
Conference Bag Sponsor	SOLD
Room Keys	SOLD
Conference Lanyard	SOLD
Exhibit Booth	\$3,250
NETA Conference Scholarship Sponsor	\$1,200
Bag Insert	\$750
Break Sponsor	\$15,000

Want to tailor a sponsorship package to your company?

Contact NETA Vice President, Education Tim Eernisse at 803.978.1597 or teernisse@netaonline.org