

Come  
Hang Out  
With  
US!

Exhibitor Info

**Alabama Broadcasters  
Association**

**Annual Convention**

**July 17 - 20, 2008**

**The Grand Hotel  Point Clear, AL**



**ALABAMA BROADCASTERS ASSOCIATION  
ANNUAL CONVENTION ♦ JULY 17 – 20, 2008  
THE GRAND HOTEL ♦ POINT CLEAR, ALABAMA**

**PROGRAM SCHEDULE**

**Thursday, July 17**

- 3 pm Board Meeting
- 3 pm Registration Desk Opens
- 4 pm Exhibitor Set Up
- 6 pm Exhibit Preview Party
- 6:30 pm Welcome Banquet featuring BMI Artist John Ford Coley

**Friday, July 18**

- 9:30 am Registration Desk Opens
- 10 am Exhibit Hall Opens
- 10-11:30 am Secrets to Selling the AU and UA Football Networks (Mike Reynolds, Jim Carabin of UA and Jon Cole of AU)
- 11:45-1 pm Citizen of the Year Luncheon featuring Keynote Speaker Jan Crawford Greenburg, ABC TV
- 1:10-3:00 pm Concurrent Radio and Television Sessions
  - (1) Radio Programming featuring Alan Burns
  - (2) Disasters on Deadline featuring Kent Collins of University of Missouri
- 2:30 pm Break
- 3:00 Enjoy your Free Time!
- 6:30 pm Cocktail Reception
- 7:30 pm Dinner on your own.

**Saturday, July 19**

- 8 am Registration Desk Opens
- 8 am Exhibit Hall Opens
- 8 am Continental Breakfast
- 8:30 am General Assembly Meeting
- 9-11:30 am FCC/Legal Update session featuring ABA Council Scott Johnson & Roy Stewart of the FCC
- 11:45-1:15 Broadcaster of the Year Luncheon
- 1:20-2:30 pm Concurrent Radio and Television Sessions
  - (1) IBOC: Bill Surette of Shivley
  - (2) DTV Update: Mike Diserio of NAB
- 2:30-3:30 pm Small Market Swap Shop (by the pool) Moderated by David Stewart of Monroeville
- 2:30-6:30 pm Enjoy your free afternoon!!
- 6:30 pm Cocktail Reception
- 7 pm Hall of Fame Dinner (Inaugural ABA Hall of Fame Inductees)

**Sunday, July 20**

Have a safe trip home!!!

# ALABAMA BROADCASTERS ASSOCIATION

2008 ANNUAL CONVENTION \* July 17 - 20, 2008

THE GRAND HOTEL \* POINT CLEAR, ALABAMA

## EXHIBIT SPACE APPLICATION & CONTRACT

**EXHIBIT BOOTH FEE IS \$800.00**

EXHIBITING COMPANY \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

### LIST ALL PERSONNEL WORKING THE BOOTH:

NAME: \_\_\_\_\_ EMAIL: \_\_\_\_\_

NAME: \_\_\_\_\_ EMAIL: \_\_\_\_\_

NAME: \_\_\_\_\_ EMAIL: \_\_\_\_\_

NAME: \_\_\_\_\_ EMAIL: \_\_\_\_\_

PRODUCT/SERVICE TO BE EXHIBITED: \_\_\_\_\_

**BOOTH REQUESTS: Booth spaces are issued on a first come, first served basis. Choices are not guaranteed.**

	1 <sup>st</sup> Choice	2 <sup>nd</sup> Choice	3 <sup>rd</sup> Choice
BOOTH #(s)	_____	_____	_____

### Extras:

Wireless Internet Connection - \$100.00 per day \_\_\_\_\_

Telephone Hook Up - \$50 + long distance if applicable per day \_\_\_\_\_

### **EXHIBIT BOOTH REGISTRATION DEADLINE IS JULY 10, 2008**

**NO REFUNDS WILL BE GIVEN AFTER THAT DATE!**

- \* PAYMENT **MUST** ACCOMPANY APPLICATION AND CONTRACT.
- \* PLEASE MAKE YOUR CHECK PAYABLE TO ALABAMA BROADCASTERS ASSOCIATION, 2180 PARKWAY LAKE DRIVE, HOOVER, AL 35244.
- \* THERE WILL BE NO ON-SITE REGISTRATION. NEED ADDITIONAL INFO? CALL (205) 982-5001 OR (800) 211-5189.
- \* HOTEL RESERVATIONS SHOULD BE MADE DIRECTLY WITH THE GRAND HOTEL BY CALLING TOLL FREE (800) 544-9933. BE SURE TO IDENTIFY YOURSELF AS BEING WITH THE ALABAMA BROADCASTERS ASSOCIATION WHEN CONTACTING THE HOTEL. YOU MAY ALSO MAKE YOUR RESERVATION ONLINE AT [WWW.MARRIOTTGRAND.COM](http://WWW.MARRIOTTGRAND.COM) AND USE OUR SPECIAL GROUP RATE CODE OF **ABRABRA**. YOU MUST USE THIS CODE TO GET OUR RATE. THE CUTOFF DATE FOR THIS SPECIAL RATE IS 6/16/08. **THE ABA RATE IS \$249 PER NIGHT (RESORT VIEW ROOM).**
- \* IF YOU BOOK A TWO NIGHT STAY AT THE GRAND AT THE ABA SPECIAL RATE, ABA WILL PAY FOR ONE OF THOSE NIGHTS. RESERVATIONS MUST BE MADE BY 6/16/08 TO RECEIVE THIS SPECIAL OFFER.

The exhibitor agrees to abide by all exhibit terms, conditions and regulations set forth in the exhibit brochure.

\_\_\_\_\_  
Exhibitor Signature Title Date

\_\_\_\_ Visa \_\_\_\_\_ Mastercard \_\_\_\_\_ American Express \_\_\_\_\_ Check Enclosed

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name (as it appears on the card) \_\_\_\_\_

Card Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

# EXHIBITOR INFORMATION

## MOVE-IN

Thursday, July 17, 2008 – 4:00 p.m.

Exhibitors bringing vehicles, please contact Tina Currier at 800.211.5189. Carts will be available at move in.

## SHOW DATES & TIMES

Thursday, July 17, 2008 – Exhibit Preview Party from 6 – 6:30 p.m.

Friday, July 18, 2008 – 10 a.m. – 3:00 p.m. Exhibit Hall Open

Friday, July 18, 2008 – 6:30 p.m. Exhibit Hall Open for Cocktail Reception

Saturday, July 19, 2008 – Exhibit Hall Open for Continental Breakfast at 8 a.m. and a Break at 10:15 a.m.

Saturday, July 19, 2008 – Exhibit Hall Open for Hall of Fame Reception at 6:30 p.m.

## MOVE-OUT

Sunday, July 20, 2008 – 8:00 a.m. – 12 Noon

## BOOTH PACKAGE

Booth Package will include: All booths are 8' x 8' with 8' high back drape and 3' high side dividers, (1) 6' covered & skirted table, two (2) chairs, a wastebasket and an electrical outlet. VALUE ADDED: One (1) complimentary convention registration for access to all educational sessions and meal functions, one (1) free night stay at the Grand Hotel if you stay a minimum of 2 (two) nights, your logo and link on the ABA website through 9/17/08 and mention in the convention program.

## EXHIBITOR KITS

An exhibitor Kit will be sent via email to the email address provided on the application/contract 3 weeks prior to the Trade Show. The Exhibitor Kit will include a letter with instruction for retrieving forms for ordering additional rental furnishings, freight handling, forklift, labor, electrical, wireless internet and telephone. Also included will be hotel information and any updates and pertinent information. If an email address is not provided, then the exhibitor kit will be mailed.

For more information regarding rental items contact Tina Currier at 800.211.5189 or [tcurrier@al-ba.com](mailto:tcurrier@al-ba.com)

## UTILITIES / TELEPHONE

For more information regarding utilities / telephone contact Tina Currier at 800.211.5189 or [tcurrier@al-ba.com](mailto:tcurrier@al-ba.com)

## EXHIBITOR SPONSORSHIPS

Sponsorship and show advertising opportunities are available and can be customized for your company. Contact ABA at 800-211-5189 for complete information.

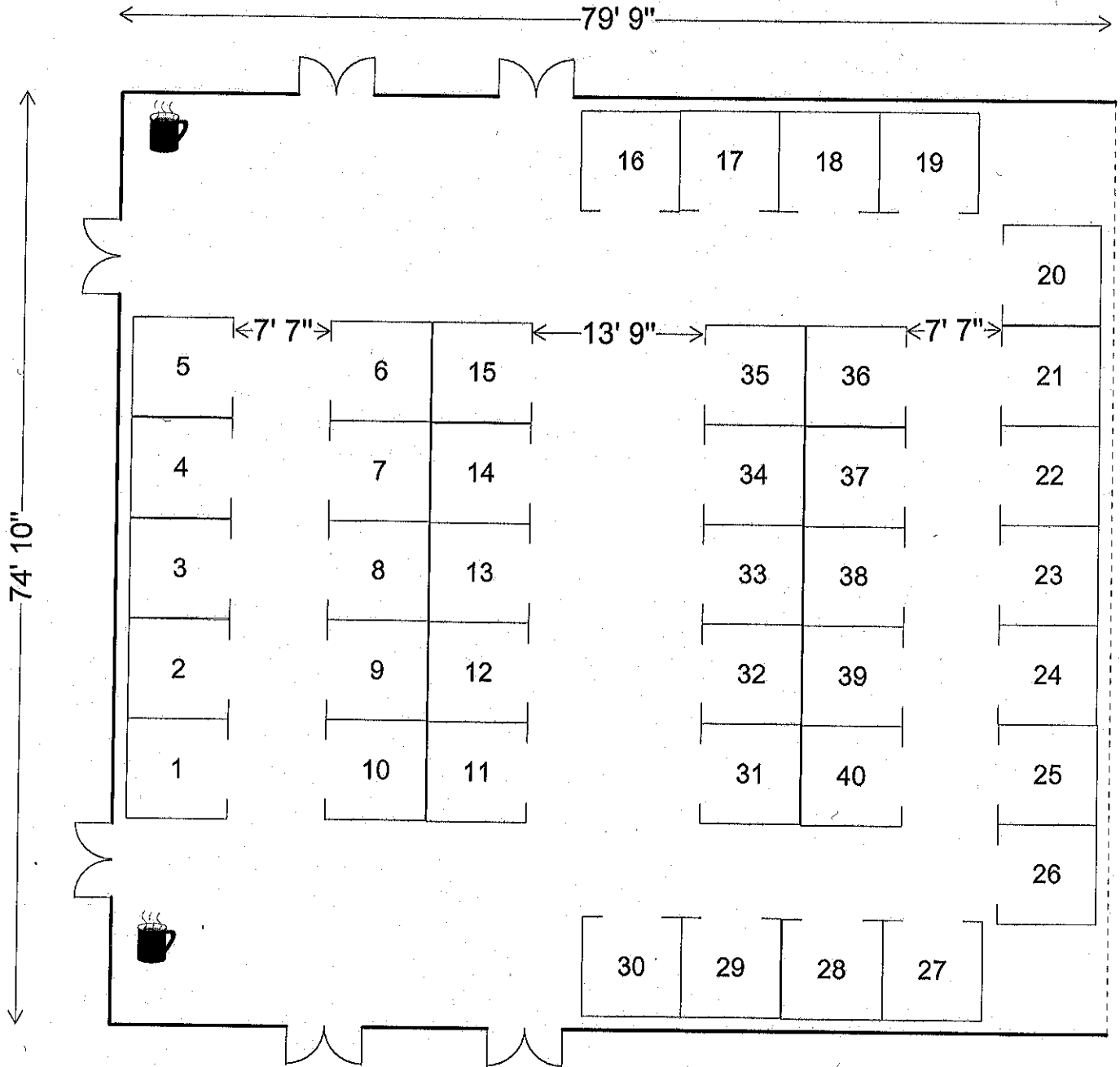
## 2008 BOOTH FEES

**Exhibit Booth fee is \$800 per booth.** If you would like to request more than one booth, please call Tina Currier at 800.211.5189 for rates. **The \$800 fee includes everything listed in the “Booth Package” listing above.** If you need additional equipment/services, please call Tina for a list of equipment/services rates.

# EXHIBITOR RULES AND REGULATIONS

1. All charges for exhibit space must be paid in full by July 10, 2008. A signed contract must be received along with payment. Exhibitors not complying will not be allowed to move-in.
2. Alabama Broadcasters Association cannot guarantee by your exhibiting at this event any financial gain to your or your organization; nor can they guarantee attendance of the same.
3. Refunds: No refunds will be made if spaces engaged are not used, nor will any refund be made for space used but part of the time. Cancellation of exhibit space must be received by July 1, 2008 via email to [tcurrier@al-ba.com](mailto:tcurrier@al-ba.com) or by U.S. Mail to 2180 Parkway Lake Drive, Hoover, AL 35244 to receive a refund.
4. Liability for loss, theft, property damage or destruction and personal injury:
  - A. Exhibitor hereby waives any and all claims against Alabama Broadcasters Association, their agents or representatives resulting from loss, theft, damage, or destruction to its property, or from personal injuries to it, its agents, and/or employees.
  - B. Exhibitor assumes full and complete responsibility for any damage that may occur when moving exhibit material in or out of facility, or destruction of property of others, or person(s) participating in the exhibition. Exhibitor hereby waives any right of indemnification which it may have against Alabama Broadcasters Association, their agents or representatives for any and all claims arising from exhibiting.
5. Insurance: It is expressly acknowledged that Alabama Broadcasters Association, their agents or representatives have not purchased insurance of any kind for the benefit of the exhibitor, nor is it under any obligation to do so.
6. The exhibitor agrees to abide by all rules and regulations of The Grand Hotel at Point Clear, Alabama. All rules and regulations are on file in the general office of the building. No part of any exhibit or any signs relating theretofore, shall be pasted, nailed or otherwise attached to the walls, doors, etc., in any way as to deface same, damage arising by failure to observe these rules shall be paid by the exhibitor.
7. All exhibitors must conform to the size of their space and must not be of such character or arrangement as to obstruct the view or interfere with the exhibits of others. Nothing shall be displayed at a height above the back wall of the booth, which is 8'. Exhibitors having displays requiring greater depth than allocated or those requiring greater height than the 8' limits for their background display, may arrange with Alabama Broadcasters Association for space on the perimeter. Additional width or depth will incur an extra charge dependent on space needed and space available.
8. The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Interviews, demonstrations, distribution of literature, etc., must be made inside the exhibitor's booth. Canvassing outside of booth is forbidden. All exhibitors must wait to dismantle exhibits until show closing.
9. Advertising material or signs of firms, other than those who have engaged space, are prohibited. CANVASSING, SOLICITATION OR BUSINESS IN THE INTEREST OF BUSINESS, EXCEPT BY EXHIBITING FIRMS, IS PROHIBITED.
10. Unethical conduct, infraction of rules or any sexually oriented material, or the part of an exhibitor or their representatives, or both, will subject the exhibitor or their representatives to dismissal from the exhibit hall, in which event it is agreed no refund shall be made by the exhibit management and further no demand for redress will be made by the exhibitor or their representatives.
11. Change of time, place, or floor plan: Alabama Broadcasters Association, their agents or representatives shall have the right to change the location, time and floor plan of the trade show.
12. Your company, or your company representatives, or your agents shall be held jointly, collectively and individually responsible for any and all debts incurred for all exhibit cost, fees, charges and any violation of these Rules and Regulations.
13. Exhibits and Public Policy: Exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention, public safety and State sales tax while participating in this showing. Compliance with such laws is mandatory for all exhibitors and sole responsibility is that of the exhibitor.
14. Loud speakers, radios, television sets, or the operation of any machinery or equipment which is sufficient volume as to be annoying to neighboring exhibitors will not be permitted. Tables or platforms on which the monitor is placed cannot exceed a high of 42 inches.
15. Subletting of Space: The Exhibitor shall not assign, sublet, or apportion the whole or any part of the space assigned or have representatives, equipment or materials from firms other than their own in the exhibit space without written consent from Alabama Broadcasters Association.
16. Alabama Broadcasters Association has the right to refuse an exhibitor on the grounds of non compatibility with the event.
17. The exhibitor authorizes Alabama Broadcasters Association, their employees or agents to use exhibitors' name to promote the event and to solicit other exhibitors for this and future events.
18. Exhibitor agrees to pay when due all royalties, license fees or other charges accruing or becoming due to any firm, person or corporation by reason of any music, either live or recorded, or other entertainment of any kind or nature, played staged or produced by the Exhibitor, its agents, employees or subtenants within the premises covered by the License Agreement including but not limited to, royalties or licensing fees due to BMI, ASCAP or SESAC. Exhibitor agrees to hold harmless this event, its agents and employees against any and all such claims and charges, and to defend, at its own expense any and all such claims and charges. Exhibitor shall have the right, however, to protect and if desired, to litigate and adjudicate any and all such claims.

# Alabama Broadcasters 2008



## Grand Ballroom North

## Reservation Information for



# Annual Convention July 17 - July 20, 2008



To make your reservations over the phone, simply dial  
**1-800-544-9933**

Be sure you tell them you are attending the Alabama Broadcasters  
Association Convention!

To make your reservations online, please go to [www.marriottgrand.com](http://www.marriottgrand.com)  
Go to the column on the right side of the page, select your arrival &  
departure dates, & enter the code "ABRABRA"  
in the box labeled "Group Code".

*ABA will pay for one of your room nights if you book and stay a  
minimum of two nights. You MUST make your reservation by June 16,  
2008 to get ABA's convention room rate of \$249 per night (Resort View  
room) and to take advantage of the ABA Free Night promotion. You will  
be credited for your free room night upon check-out.*

**See you there!**