

**ALABAMA BROADCASTERS
ASSOCIATION**

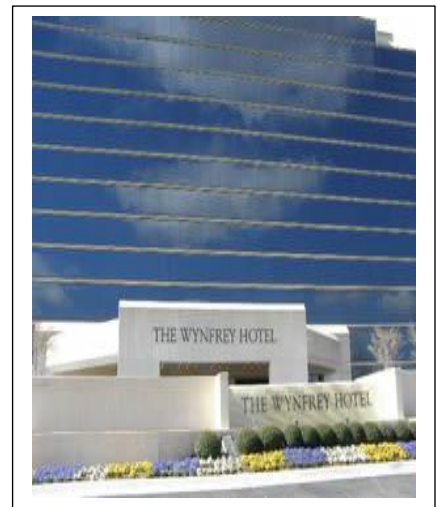
2013 ANNUAL CONVENTION

INVITATION TO EXHIBIT

The Alabama Broadcasters Association 2013 Annual Convention will be held August 16-17 at the Hyatt Regency Birmingham – The Wynfrey Hotel in Hoover, Alabama. Exhibits on Saturday, August 17 only. In conjunction with our convention we are hosting ENGINEERING Sessions on Saturday, August 17. This will be a great opportunity for exhibitors to meet and talk one-on-one with radio and television engineers!

In addition, we will host day long sessions on MANAGEMENT, SALES, NEWS, and TRAFFIC topics!

ALABAMA BROADCASTERS
ASSOCIATION
2180 PARKWAY LAKE DRIVE
HOOVER, AL 35244
(205) 982-5001
(800) 211-5189
(205) 982-0015 FAX
www.al-ba.com



ALABAMA BROADCASTERS ASSOCIATION

2013 ANNUAL CONVENTION * August 16 – 17

EXHIBITS SATURDAY, AUGUST 17 ONLY

HYATT REGENCY BIRMINGHAM–THE WYNFREY HOTEL *
HOOVER, AL

EXHIBIT SPACE APPLICATION & CONTRACT

EXHIBIT BOOTH FEE IS \$400.00

EXHIBITING COMPANY _____

CONTACT PERSON: _____ PHONE: _____

EMAIL: _____

ADDRESS: _____

CITY _____ STATE _____ ZIP _____

PERSON WORKING BOOTH: _____ EMAIL: _____

LIST ADDITIONAL PERSONNEL WORKING THE BOOTH **(REGISTRATION FEE OF \$100 REQUIRED FOR EACH ADDITIONAL PERSON ATTENDING CONVENTION MEAL FUNCTIONS)**

NAME: _____ EMAIL: _____

NAME: _____ EMAIL: _____

PRODUCT/SERVICE TO BE EXHIBITED: _____

Booth spaces are issued on a first come, first served basis. Choices are not guaranteed.

1st Choice 2nd Choice 3rd Choice

BOOTH #(s) _____

Exhibit Booth Registration Deadline is July 31, 2013

No refunds will be given after that date!

PAYMENT ***MUST*** ACCOMPANY APPLICATION AND CONTRACT.

PLEASE MAKE YOUR CHECK PAYABLE TO: ABA, 2180 PARKWAY LAKE DRIVE, HOOVER, AL 35244.

THERE WILL BE NO ON-SITE EXHIBITOR REGISTRATION. FOR ADDITIONAL INFO CALL (205) 982-5001 OR (800) 211-5189.

HOTEL RESERVATIONS SHOULD BE MADE DIRECTLY WITH THE ALABAMA BROADCASTERS ASSOCIATION VIA PHONE, FAX OR ONLINE AT WWW.AL-BA.COM.

THE ABA RATE IS \$129 FOR STANDARD ROOMS,

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 Zip Code: _____

EXHIBITOR INFORMATION

MOVE-IN

Saturday, August 17, 2013 – 7:00am.

EXHIBIT DATE & TIME

Saturday, August 17, 2013, 8:30am–7:00pm Exhibit Hall Open.

MOVE-OUT

Saturday, August 17, 2013 - 7:00pm.

BOOTH PACKAGE

Booth Package will include: One (1) 6' covered & skirted table, one (1) chair. **Electrical outlet available upon request.** Complimentary wireless internet in all meeting rooms. VALUE ADDED: One (1) complimentary convention registration for access to all educational sessions and meal functions on the evening of August 16 and until 7pm August 17, your logo and link on the ABA website through October 15, 2013 and listing in the convention program.

EXHIBITOR SHIPMENTS

Any shipments directly to the hotel should be addressed to:

Hyatt Regency Birmingham-The Wynfrey Hotel

Attn: (vendor/on-site receiver's name)

1000 Riverchase Galleria

Birmingham, AL 35216

Hotel phone: 205-987-1600.

For more information regarding rental items contact Lesa Rice at 800.211.5189 or lrice@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.

2013 BOOTH FEES

Exhibit Booth fee is \$400 per booth. The \$400 fee includes everything listed in the "Booth Package" listing above. If you need additional equipment/services, please call Lesa for a list of equipment/services rates. ***If you have more than one person attending the convention the registration fee for each extra person is \$100.***

EXHIBITOR RULES AND REGULATIONS

1. All charges for exhibit space must be paid in full by July 31, 2013. 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 you 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 31, 2013 via email to lrice@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 Hyatt Regency Birmingham-The Wynfrey Hotel, Hoover, 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.

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HYATT REGENCY BIRMINGHAM-THE WYNFREY HOTEL* HOOVER, AL

TENTATIVE PROGRAM SCHEDULE

Saturday – August 17 morning

- 8:30-7:00 Exhibit Hall Open – Pre-Function Area
- 8:30-1:30 Registration – Pre-Function Area
- 9:00-11:45 News Session – Riverchase B
- 9:00-10:30 Social Media: Prospecting – Wynfrey D
- 9:00-11:45 Engineering Session – Wynfrey E
- 9:00-11:45 Traffic Directors Guild of America for Radio – Devon
- 9:30-11:45 Taking Ownership of Leadership – Riverchase A
- 10:30-11:45 Social Media: Promotion Ideas – Wynfrey D
- Noon-1:15 Broadcaster of the Year Luncheon – Wynfrey ABC

Saturday – August 17 afternoon

- 1:30-4:00 How to be the Complete Salesperson – Riverchase A
- 1:30-4:00 News Session – Riverchase B
- 1:30-2:30 Social Media: Increasing Engagement – Wynfrey D
- 1:30-4:30 Engineering Sessions – Wynfrey E
- 1:30-4:15 Traffic Directors Guild of America for TV - Devon
- 2:30-3:30 Social Media: Workshop – Wynfrey D
- 6:00-7:00 Reception in the Exhibit Hall – Pre-Function Area
- 7:00-9:00 Hall of Fame Dinner – Wynfrey AB

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EXHIBITOR LAYOUT

