

& Economic Development Conference Series

Hilton Lexington, KY / Downtown Hotel

PROSPECTUS

The fourth event in Broadband Communities' highly successful Economic Development Conference Series will be held in **Lexington, KY, September 15-17, 2015**. This conference, chaired by noted telecom attorney Jim Baller, will focus on the relationship between high-speed broadband and community economic development, particularly in Kentucky area.

The only conference series of its kind in the country, the event is devoted entirely to the relationship between a community's economic vitality and its access to advanced broadband networks. For public officials at the local, state, county and federal level; economic development professionals; educators; investors; business leaders; broadband activists; county managers and administrators; county commissioners and supervisors; county IT directors; public safety directors; county attorneys; school officials; and mayors. Positive feedback from the first three conferences has been extraordinary, with attendance doubling from the second to the third event.

We are assembling an outstanding multi-disciplinary roster of national, regional, and local experts who have extensive experience in using advanced communications capabilities to foster economic development, promote commerce and create jobs. We will examine what is working well, what is not, and what lies ahead, particularly as Federal Stimulus funding ends. Our speakers will provide attendees a wealth of economic research, case histories, how-to materials, and other practical information that they can use effectively in their communities. We will also provide ample time for networking and learning about relevant cutting-edge products and services.

PROJECTED ATTENDANCE: 500+

ATTENDEES:

- Local, State & Federal Officials
- Telecom Professionals
- Economic Development Resources
- Chamber of Commerce Members
- Business Leaders
- Entrepreneurs
- Investors
- Financial Institutions
- Community Anchor Institutions (Education, Medical, Public Safety & Security)
- Broadband Champions

SESSIONS & TOPICS:

- The Kentucky Story: How Collaborations and Partnerships are Driving Broadband Opportunity
- By the Numbers: Documenting Broadbands Contribution to Economic Development

- Using Broadband to Drive Economic Development and Create Jobs: Successful Local Approaches
- Broadband and Economic Development Professionals Working Together Successfully
- Using Broadband to Drive Economic Development and Create Jobs: Successful State Approaches
- Using Broadband to Drive Economic Development and Create Jobs: Successful Regional Approaches
- Working With Business and the Private Sector
- Anchor Institutions as Drivers and Platforms for Economic Development
- Funding Broadband Projects for Economic Development – And Vice Versa
- The Essential Role of Communities in Driving America’s Competitiveness
- The Role of Government at All Levels in Accelerating the Deployment, Adoption and Use of Advanced Communications Capabilities
- Building Demand Through Aggregation, Affinity Groups, and Other Means
- FTTH Council Community Toolkit Special Program

AGENDA-AT-A-GLANCE:

Monday, September 14

6:00 pm – 7:00 pm Special Reception

Tuesday, September 15:

12:00 pm – 6:00 pm Free Preliminary Workshops

6:00 pm – 8:00 pm Welcome Reception – Exhibit Area

Wednesday, September 16:

7:30 am – 8:30 am Continental Breakfast

7:30 am – 10:30 am Conference Kickoff & Special Sessions

10:30 am – 11:40 am Breakout Sessions

11:40 am – 12:00 pm Networking Break – Exhibit Area

12:00 pm – 1:30 pm Keynote Luncheon

1:40 pm – 2:40 pm Breakout Sessions

2:40 pm – 3:40 pm Networking Break – Exhibit Area

3:50 pm – 4:50 pm General Sessions

5:00 pm – 6:00 pm Breakout Sessions

6:00 pm – 8:00 pm Cocktail Reception – Exhibit Area

Thursday, September 17:

7:30 am – 9:00 am Continental Breakfast – Exhibit Area

9:00 am – 10:00 am Breakout Sessions
10:00 am – 12:00 pm General Sessions
12:15 pm – 2:15 pm Keynote Luncheon
12:30 pm – 2:30 pm Exhibitor Move Out
2:15 pm – 3:15 pm Breakout Sessions

DISPLAY AREAS:

8' x 10' Standard Space: \$3,100

6' Tabletop Display: \$1,400

Displays come complete with:

- 6' Black Draped Table
- 2 Chairs
- Identification Sign
- Two Full Passes for 8'x 10 Booth / One Full Pass for 6' Tabletop Display

TITLE SPONSORSHIPS:

Premier Sponsor: (1 available) This exclusive sponsorship will provide maximum exposure and can be customized to meet your company's core message, provide the highest level of brand recognition, and networking opportunities.

Benefits include:

- Exclusive exhibit space for special demonstrations.
- Premier, highly visible tabletop presence at the conference.
- Featured placement of company logo on major print/digital magazine ads and email campaigns.
- Complimentary full registrations for staff and VIP guests.
- Company logo and link prominently displayed on BBC website.
- Inclusion of company literature in tote bag - One item per welcome package.
- Extensive signage promoting sponsorship at the event.
- Pre and post conference promotion for extended brand visibility.

Diamond & Platinum Sponsors: Second only to our Premier Level - These custom sponsorships provide top-level visibility with an array of benefits that can be fashioned individually in response to the needs and interests of the sponsor. Such benefits can include sponsorship of key sessions or special functions such as regional site visits.

Gold Sponsor: A prime opportunity to position your company as an industry leader.

Benefits include:

- Exclusive sponsorship of Thursday's continental breakfast event.
- Featured placement of company logo on major print/digital magazine ads and email campaigns.
- Complimentary full registrations for staff and VIP guests.
- Inclusion of company literature in tote bag - One item per welcome package.
- Extensive signage promoting sponsorship at the event.
- Pre and post conference promotion for extended brand visibility.

Silver Sponsor: Gain valuable visibility to a targeted audience.

Benefits include:

- Featured placement of company logo on major print/digital magazine ads and email campaigns.
- Two complimentary full registrations for staff and VIP guests.
- Inclusion of company literature in tote bag - One item per welcome package.
- Extensive signage promoting sponsorship at the event.
- Pre and post conference promotion for extended brand visibility.

Featured Sponsor: Exhibitors can gain additional visibility as a featured sponsor through sponsorship of two individual events, such as sponsoring a track session or food & beverage event.

SPONSORSHIP OF FOOD & BEVERAGE EVENTS:

Tuesday Night Welcome Reception: Capitalize on the power of first impressions!

Your company will be the main feature as we kickoff the conference with excellent food, drink, and networking.

Benefits include:

- Featured placement of company logo on major print/digital magazine ads and email campaigns.
- Four complimentary full registrations for staff and VIP guests.
- Company logo and link prominently displayed on BBC website.
- Inclusion of company literature in tote bag - One item per welcome package.
- Extensive signage promoting sponsorship at the event.
- Pre and post conference promotion for extended brand visibility.

Wednesday Continental Breakfast: Kick-start the day – and your brand!

Coffee, pastries, and your company will be the focus of this morning event.

Benefits include:

- Featured placement of company logo on major print/digital magazine ads and email campaigns.
- Two complimentary full registrations for staff and VIP guest.
- Company logo and link prominently displayed on BBC website promoting sponsorship.
- Inclusion of company literature in tote bag - One item per welcome package.
- Extensive signage promoting sponsorship at the event.
- Pre and post conference promotion for extended brand visibility.

Wednesday Morning Networking Break: Refresh the attendees!

Delicious snacks, cold drinks, and your company at center stage.

Benefits include:

- Featured placement of company logo on major print/digital magazine ads and email campaigns.
- Two complimentary full registrations for staff and VIP guests.
- Company logo and link prominently displayed on BBC website.
- Extensive signage promoting sponsorship at the event.
- Pre and post conference promotion for extended brand visibility.

Wednesday Luncheon: A key networking event!

Prominent visibility with a focused audience and highlighted by our keynote speaker – everyone will be in attendance.

Benefits include:

- Featured placement of company logo on major print/digital magazine ads and email campaigns.
- Four complimentary full registrations for staff and VIP guests.
- Company logo and link prominently displayed on BBC website.
- Inclusion of company literature in tote bag - One item per welcome package.
- Extensive signage promoting sponsorship at the event.
- Pre and post conference promotion for extended brand visibility.

Wednesday Afternoon Networking Break: Excite the crowd!

Snacks, cold drinks and coffee with your company as host.

Benefits include:

- Featured placement of company logo on major print/digital magazine ads and email campaigns.
- Two complimentary full registrations for staff and VIP guests.
- Company logo and link prominently displayed on BBC website.
- Extensive signage promoting sponsorship at the event.
- Pre and post conference promotion for extended brand visibility.

Wednesday Night Cocktail Reception: Let's kick it up a notch!

A high point of the conference. Let attendees toast to your company's leadership at this highly attended networking event.

Benefits include:

- Featured placement of company logo on major print/digital magazine ads and email campaigns.
- Four complimentary full registrations for staff and VIP guests.
- Company logo and link prominently displayed on BBC website.
- Inclusion of company literature in tote bag - One item per welcome package.
- Extensive signage promoting sponsorship at the event.
- Pre and post conference promotion for extended brand visibility.

Thursday Continental Breakfast: Get the day started!

Coffee, pastries, and your company will be the focus of this morning event.

Benefits include:

- Featured placement of company logo on major print/digital magazine ads and email campaigns.
- Two complimentary full registrations for staff and VIP guests.
- Company logo and link prominently displayed on BBC website.
- Inclusion of company literature in tote bag - One item per welcome package.
- Extensive signage promoting sponsorship at the event.
- Pre and post conference promotion for extended brand visibility.

Thursday Morning Networking Break: Be a part of the morning momentum!

Delicious snacks, cold drinks, and your company at center stage.

- Featured placement of company logo on major print/digital magazine ads and email campaigns.
- Two complimentary full registrations for staff and VIP guests.
- Company logo and link prominently displayed on BBC website.
- Extensive signage promoting sponsorship at the networking event.
- Pre and post conference promotion for extended brand visibility.

Thursday Luncheon: Leave a lasting impression!

An exceptional opportunity for connecting and networking prior to the conference's conclusion. This luncheon will bring regional state and local authorities together for concluding thoughts and discussion.

- Featured placement of company logo on major print/digital magazine ads and email campaigns.
- Four complimentary full registrations for staff and VIP guests.
- Company logo and link prominently displayed on BBC website.
- Inclusion of company literature in tote bag - One item per welcome package.
- Extensive signage promoting sponsorship at the event.
- Pre and post conference promotion for extended brand visibility.

ENHANCED PROMOTIONAL OPPORTUNITIES:

Attendee Bags: Make your Brand *Omnipresent* – Outfit every attendee with a new high-quality bag. Sponsor may place press kits or other printed material in bags.

Lanyards: Be *Front and Center* – Attendees see your branding from point of registration, through the entire event, as participants wear your logo-imprinted lanyard.

Registration Pens: The *Write Choice* – Attendees will see your name all during the event and long after, every time they use your companies branded pen. Supplied by sponsor, placed at the registration desk and handed to all attendees.

SPECIAL EVENT SPONSORSHIPS:

Tuesday Special Workshop Sponsor: Is your company interested in hosting a workshop? Give us a call to discuss. The BBC staff is anxious to help and collaborate with you on important topics that pertain to community broadband.

Webcast & Video Opportunities: *(In cooperation with BroadbandUS.TV)* Be a part of this sponsorship that gives you long-term visibility that extends far beyond the live event. Webcast is archived for video on demand viewing on BroadbandUS.TV for a year following the event, including sponsor logos and interviews. Turns a two-day conference into a full twelve months of promotion and exposure for your organization with thousands of views.

**Broadband
Communities**
MAGAZINE

Community Toolkit Program

Lexington, KY

September 15-17, 2015

& Economic Development Conference Series



REGISTRATION NOW OPEN

Look for special offers.

[CLICK HERE](#)

Economic Development Conference Series

**Community
Fiber Networks**

Come see how advanced broadband networks
contribute to economic vitality.

CONFERENCE WEBSITE:

<http://www.bbcmag.com/lexington/index.html>

**Ask About Bundling Your Sponsorship with the
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For more information and pricing, please contact Irene Prescott
at 505-867-3299, or via email at irene@bbcmag.com