



NAVIGATING *a Sea of Change*

# ACA's 24<sup>TH</sup> SUMMIT

March 28-30, 2017 • WASHINGTON, D.C.

## SPONSORSHIP LIST

### GRAND HYATT ~ WASHINGTON, DC

AS OF 2/25/17

Reach executive decision makers from independent cable operators  
across the country at ACA's 24th Annual Summit.

#### Sponsors Receive:

- ◆ Logo on ACA Summit marketing materials reaching 1,800 executives from more than 800 cable operators
- ◆ Logo featured on ACA Summit Web site at [www.acasummit.org](http://www.acasummit.org)
- ◆ Logo and recognition on event signage and in Summit program
- ◆ One complimentary registration to the event for sponsorships over \$1,750
- ◆ List of Summit attendees with contact information

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#### PLATINIUM SPONSORSHIP

2 @ \$15,000

1 SOLD / 1 AVAILABLE

Receive exclusive benefits and the highest level of visibility among all of the Summit sponsors:

- Luncheon Speaker – On Wednesday, March 29<sup>th</sup>, ACA's EVP, Rob Shema, will moderate a panel discussion featuring the Platinum Sponsors.
- Sizzle Video – Airing of a 30 second video during the General Sessions on Wednesday, March 29<sup>th</sup>. (Sponsor to provide the video.)
- Column Wraps – Logo prominently featured on columns directly outside of the General Session Ballroom.
- Attendee Registration Email – Platinum Sponsor logos will appear in the registration confirmation email sent to each and every attendee (based on timing of securing the sponsorship).
- Full Page Ad in the Summit Program – Sponsor to provide artwork.
- HTML to all ACA Members – ACA will distribute one email in the month of your choice (May-December) to ACA's members' database with over 1,900 email contacts. Sponsor is responsible for providing the html content for ACA approval.
- First-Tier Logo Placement - Your logo will appear on the top row of the Sponsor sign, general session slides, sponsor recognition page of the program, on the Summit Website and in all Summit marketing emails.
- Attendee Contact List – Platinum sponsors will receive the 2017 attendee contact information in advance of distribution to the other event sponsors.
- Five Complimentary Summit Registrations – cannot be transferred to individuals outside of your company.

## EVENT SPONSORSHIPS

<b>Board Meeting</b>	<b>March 28</b>	<b>2 @ \$6,000</b>	<b>SOLD</b>
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Communicate your message to a captive audience of key decision makers from 19 leading independent cable operators! Your sponsorship features a 15-minute presentation during ACA's board meeting.

<b>Welcome Reception</b>	<b>March 28</b>	<b>see options below</b>	
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Be the first vendors to welcome attendees to the Summit by co-hosting the opening event, featuring food, cocktails, conversation and live music! Located just a few blocks from the Grand Hyatt, The Longview Gallery provides the perfect setting for Summit attendees to reconnect and relax!

<b>Dessert Reception</b>	<b>2 @ \$3,000</b>	<b>1 Sold / 1 Available</b>
<b>Bars</b>	<b>2 @ \$4,000</b>	<b>SOLD</b>
<b>Craft Beer Tasting</b>	<b>1 @ \$6,500</b>	<b>SOLD</b>
<b>Dinner</b>	<b>2 @ \$6,000</b>	<b>SOLD</b>

<b>Wednesday Breakfast</b>	<b>March 29</b>	<b>4 @ \$3,500</b>	<b>SOLD</b>
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One of the best attended events of the show! Help attendees start their day off on the right foot by sponsoring their morning meal. Sponsors' logos will be displayed on signage at the breakfast buffet.

<b>Wednesday Coffee Cafe</b>	<b>March 29</b>	<b>1 @ \$6,500</b>	<b>SOLD</b>
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Ideally located across from the General Sessions to maximize traffic, this coffee bar will feature 2 baristas skillfully serving espressos, cappuccinos and fresh-brewed coffees in cups branded with the sponsor's logo. Attendees will enjoy a selection of syrups and spices to personalize the brew to taste. High top tables located throughout the room will encourage networking, and Wi-Fi will be available so attendees can check email and access the Internet. The sponsor's logo will be prominently displayed on signage. The coffee bar will be open on Wednesday, March 29<sup>th</sup>, from 9am to 5pm.

<b>Wednesday Refreshment Breaks – General Sessions</b>	<b>March 29</b>	<b>2 @ \$3,500</b>	<b>SOLD</b>
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Treat attendees to refreshments during the general sessions. Sponsor logos will be displayed on signage at the refreshment stations.

<b>Wednesday Cocktail Reception in Exhibit Hall</b>	<b>March 29</b>	<b>6 @ \$2,750</b>	<b>SOLD</b>
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Attendees won't pass up this event! Showcase your company by sponsoring the reception with cocktails and hors d'oeuvres. Sponsor logos will be displayed on signage in the exhibit hall throughout the reception.

<b>Thursday Breakfast</b>	<b>March 30</b>	<b>2 @ \$5,000</b>	<b>SOLD</b>
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Help attendees start their day off on the right foot by sponsoring their morning meal. Sponsors' logos will be displayed at the breakfast buffet.

<b>Thursday Lunch &amp; Refreshments on Capitol Hill</b>	<b>March 30</b>	<b>3 @ \$4,500</b>	<b>1 Sold / 2 Available</b>
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Operators will appreciate your company's sponsorship of lunch and refreshments at ACA's Lounge on Capitol Hill. Your company logo will be displayed on signage for the entire day!

**\*\*Only vendors from sponsoring companies are permitted at this event.\*\***

<b>Thursday Closing Dinner</b>	<b>March 30</b>	<b>6 @ \$2,250</b>	<b>4 Sold / 2 Available</b>
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After a day of Congressional meetings, operators look forward to unwinding at this dinner. Showcase your company at the last gathering of the 2017 Summit. All sponsor logos will be displayed on signage at the dinner.

## MISCELLANEOUS SPONSORSHIPS

<b>Hotel Key Cards</b>	<b>1 @ \$4,250</b>	<b>SOLD</b>
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Have your logo in front of attendees every time they use their hotel key card.

<b>Congressional Directory</b>	<b>1 @ \$3,000</b>
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It's the directory that every cable operator will carry with them from Capitol Hill to their cable offices. Have your logo prominently displayed on it!

<b>Summit Program Advertisement</b>	<b>see options below</b>	
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Attendees will reference their program every day during the Summit. Sponsors to provide artwork.

<b>Outside back cover full page ad placement</b>	<b>1 @ \$2,500</b>	<b>SOLD</b>
<b>Inside front cover full page ad placement</b>	<b>1 @ \$2,000</b>	<b>SOLD</b>
<b>Interior full page ads</b> <i>(does not include a comp registration or attendee list)</i>	<b>5 @ \$1,000</b>	<b>SOLD</b>

<b>Event Transportation</b>	<b>1 @ \$6,500</b>	
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ACA strives to make the attendee experience completely turn-key, and an important component is transportation to the events that are held off-site from the hotel. The transportation sponsorship includes magnetic logo signs for each bus in the fleet that will transport attendees to and from the Tuesday night Welcome Reception and to Capitol Hill on Thursday morning. The sponsor's logo will also be prominently displayed on signage near the bus boarding area and on the paddles used to direct attendees to the buses. This high-visibility sponsorship provides prime recognition for one lucky company.

<b>Audio Visual for Sessions</b>	<b>4 @ \$3,000</b>	<b>3 Sold / 1 Available</b>
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Have your company logo on the screen between sessions all day on Wednesday and Thursday morning for all attendees to see!

<b>Attendee Bags</b>	<b>2 @ \$3,250</b>	<b>SOLD</b>
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Sponsor logo will be included on bags that are carried throughout event and to Capitol Hill appointments.

<b>WiFi in General Sessions</b>	<b>1 @ \$6,500</b>	<b>SOLD</b>
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Provide attendees with access to wifi in the General Sessions. Sponsor will receive recognition throughout the day in the General Sessions and will select the landing page.

<b>Charging Station</b>	<b>1 @ \$2,500</b>	
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Attendees can power up their electronic devices at a kiosk running your company video. Sponsor to provide video.