



Convention Sponsorship Opportunities

October 19, 2026 ~ Wichita Marriott



Contact
GREGG HIBBELER

Email / Phone
GREGG@KAB.NET

785-235-1307



www.kab.net



What is the KAB?

For more than 75 years, the Kansas Association of Broadcasters (KAB) has been the leading voice for commercial and non-commercial radio and television stations across Kansas. We advance the interests of broadcasters through legislative and government advocacy, professional and student education, training, and scholarships. Our mission is to strengthen free, over-the-air broadcasting, enhance the success of Kansas broadcasters, and support their vital role in serving communities across the state.

In short, we advocate, educate, and celebrate Kansas broadcasting.

Convention Overview

KAB's annual convention brings together broadcasters, students, and industry leaders for a day of education, connection, and celebration. Sessions cover technology, sales, news reporting, and management, while our awards ceremony honors outstanding careers and achievements in Kansas broadcasting.

Together, we strengthen the skills of Kansas broadcasters and champion their vital role in delivering free news, weather, and entertainment to communities across the state.

Attendees

Nearly 300 people, on average, attend the KAB Convention each year.

The KAB Convention is more than a place to build relationships — it's an opportunity to grow your business. The majority of KAB professional members who attend are key decision-makers who influence purchasing decisions for products and services within their organizations.





Benefits For Sponsors

Partner with KAB — Power Your Brand, Fuel Kansas Broadcasting

Sponsoring the KAB Convention is about more than visibility. It's about connection. You'll engage face to face with Kansas broadcasters who make buying decisions, set strategy, and shape local media every day.

As a KAB sponsor, you'll:

- Put your brand front and center with station leaders from across Kansas
- Build meaningful relationships that can lead to future business
- Demonstrate your support for local news, weather, and entertainment
- Align your brand with innovation, leadership, and trusted community service

Broadcasting is vital to Kansas, and your partnership helps make it stronger. Let's grow together..

The KAB invites you to support the premier event for Kansas broadcast professionals.



www.kab.net



Sponsorship Packages Offered

We've streamlined our sponsorship options to make partnering with KAB easier and more impactful. Custom packages are also available. Upper-level sponsors receive conference signage, exhibit space, and program advertising.



01

Prime Time Partner

Investment: \$2,500

This is our top-tier opportunity for maximum impact. You'll receive all Mic Check Sponsor benefits, plus exposure through two e-blasts and social media posts, a full-page convention program ad, and exclusive sponsorship of your choice of the Hall of Fame Dinner, Station Awards Celebration, or Convention Luncheon. Includes all meals for 2 attendees.

02

On Air Sponsor

Investment: \$1,500

All the benefits of the Mic Check Sponsor with even more visibility—this level includes a dedicated moment to speak directly to attendees before the KAB session of your choice, plus a half-page ad in the convention program to keep your brand top of mind. Includes all meals for 1 attendee.

03

Mic Check Sponsor

Investment: \$750

Our Exhibit Booth Only option is perfect for organizations looking to showcase their products or services directly to Kansas broadcasters. You'll have a dedicated space in our exhibit area to engage with attendees, demonstrate offerings, and build meaningful relationships

Includes:

- One 6' table with linen and two chairs
- Company logo in the event program and website
- Conference registration for one

Add an Underwriting Item or Event

Select the item or event you'd like to underwrite at an additional cost. Opportunities are assigned on a first-come, first-served basis, so providing multiple choices helps us accommodate your preferences. Recognition on KAB website, social posts, and in program.



04

Sessions / Breaks Sponsorships

Investment: \$250 / \$500

- Opening Keynote - \$500
- AM Management, AM News, AM Engineering, AM Sales - \$250 each
- PM Sales, PM News, PM Engineering, PM Programming - \$250 each

Your logo will appear on event signage.

05

Wifi Sponsor

Investment: \$1,000

As the Wi-Fi Sponsor, you'll provide complimentary internet access throughout the convention. Your logo will appear on event signage, and your company name will serve as the Wi-Fi password for added visibility.

06

Luncheon / Reception / Dinner / Awards

Investment: \$1,000 / \$1,500

Sponsorship opportunities include the Convention Luncheon, featuring KAB's sales and community service awards and interactive Music Bingo; the pre-event Station Awards Cocktail Reception with complimentary drink tickets; the KAB Awards Dinner in the main ballroom; and the evening's main event, the KAB Awards Presentation, where we present more than 300 awards, including the prestigious Station of the Year Awards. Sponsor logos will appear in pre-event promotions, online, on event signage, and in the dinner program. Sponsors also receive recognition during opening and closing remarks at each event.

- Music Bingo Luncheon - \$1,000
- Awards Pre-event Reception - \$1,000
- Awards Dinner - \$1,000
- Awards Celebration - \$1,500



Event Schedule



October 19, 2026



8:00 AM - 5:00 PM



Wichita Marriott
9100 E Corporate Hills Drive



Exhibit Booth Info

Morning and afternoon refreshment breaks will be located in the exhibit area to help promote traffic.

Security is not provided during the hours the exhibit hall is closed. The exhibit space is a designated area to display and/or demonstrate your company's products and services.

Booth Assignment Policy

Requests for booth locations will be handled on a first-come, first-served basis. No booth will be assigned without full payment. KAB reserves the right to determine final exhibit booth assignments. Exhibitors wishing to avoid assignment of space adjacent to a competitor should indicate this on the application for exhibit space. Careful consideration will be given to such requests. KAB reserves the right to alter the floor plan at any time.

Cancellation Policy

Cancellations received in writing by September 15 will be subject to a 50 percent administrative fee. No refund is issued for cancellations received after September 15.