



Radio Station's Display Booth Criteria for FamilyLife Conferences

We appreciate the important role the local radio station plays in any event market, especially with regards to reaching listeners with information about the upcoming Weekend to Remember conference. Because we value your partnership and believe you'd welcome the opportunity to connect with your listeners, we'd like to extend an invitation for you to have presence at the conference which you are promoting.

However, in order to maintain clarity of purpose for this FamilyLife conference, please review the following display booth instructions and criteria. The intent of the criteria is to insure that during this conference weekend, couples are focusing on one another and their relationship. We trust the radio stations with booth presence at these conferences will encourage that as well.

1. All requests for booth space are required for each conference season and need to be made at least FIVE (5) WEEKS before a given conference. Submit your request to Michelle Blood at michelle@ambaa.com with all the details as soon as possible to ensure your presence at the event.

Once we receive your request, it will be forwarded to the Senior Event Planner. If there are any questions, they will get back in touch with you.

2. Event Planner *may* only permit up to a maximum of TWO (2) radio station booths at any conference, depending on space availability.
3. Event Planners will determine placement of radio station booths and instruct the hotel to have a skirted table set up in the **foyer of the ballroom by 7:30 a.m. on Saturday morning. No booth set up is permitted on Friday evening.**
4. Booths can be manned during short breaks, lunch, and for thirty minutes before and after each day's sessions on Saturday and Sunday. Please do not man booths during conference "project times" (see the conference schedule at front of media kit for break times).
5. Radio station "live" remotes are subject to approval by the Senior Event Planner and hotel management (these remotes would only be permitted on Friday afternoon/evening, away from the ballroom area and must end by 7:00PM).
6. The following criteria applies to station booth presence at a FamilyLife Conference:
 - a) Station banners can be hung in front of booth (skirted table) or free-standing banners next to booth.
 - b) Program guides, bumper stickers, any "free" logo paraphanelia, are allowed. There is no sale of merchandise permitted.



Display Booth Criteria

(2)

- c) No drawings are allowed at the booth.
- d) No audio or music allowed at booths.
- e) No on site speaker interviews during the weekend except by appointment.
- f) No handouts to the general audience by radio station unless pre-approved by FamilyLife, at least four (4) weeks prior to the requested conference.

7. FamilyLife speakers will make a brief radio station acknowledgement (station call letters/ID and frequency) on Saturday afternoon in this order:

- a) "FamilyLife Today" station(s) within same market (providing release times).
- b) Non-FamilyLife stations promoting the conference and present at event.

This FamilyLife conference does not allow for "stage presence" by radio stations. Please do not ask FamilyLife speakers or ministry representatives to make announcements.

8. Only photography of the crowd from the rear of the ballroom is allowed by media. **No photography of individual conferees is permitted.**



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