

# CCA CONVENTION 2016

September 20 - 22, 2016

Washington State Convention Center  
Seattle, WA

Competitive Carriers Association (CCA) represents nearly 100 competitive wireless carriers, whose licensed areas cover more than 95 percent of the nation. Founded in 1992 by nine rural and regional wireless carriers as a carrier centric organization, CCA has grown to become the nation's leading association for competitive wireless providers serving all areas of the United States. Headquartered in Washington, DC, CCA advocates on behalf of our members' interests and works to educate policymakers on the key issues that impact our members' ability to compete, survive, and thrive.

## **Why CCA's 2016 Annual Convention?**

CCA's 2016 Annual Convention (CCA 2016) provides the ideal meeting place for competitive carriers and wireless stakeholders to come together under one roof for networking, educational and business opportunities.

- We are North America's leading association for competitive wireless providers serving urban, rural, regional and national areas.
- CCA represents more than 85% of all the wireless services providers in the United States and several international carriers.
- Our members spend \$15 billion per year on products and services related to the wireless industry.
- The licensed service area of our members covers 95 percent of the nation, serving more than 120 million customers.
- More than 80% of our carrier membership has attended previous shows, many sending more than a dozen company personnel.
- Our trade show events bring together more carriers than any other conference and are the best venue for meeting and networking with the decision makers of carrier companies. Carrier CEOs and high-level executives walk the exhibit hall, meet with vendors and attend the numerous educational sessions.

Competitive Carriers Association  
805 15th St. NW, Suite 401  
Washington, DC 20005  
Phone: (800) 722-1872

Opportunities subject to change  
due to schedule alterations

# SPONSORSHIP OPPORTUNITIES

## **PINNACLE SPONSORSHIP**

- Custom sponsorship - we will work with you to meet your needs. Includes best exclusive branding, lead generation and speaking opportunities!

Contact Lucy Hodas for details at [LHodas@ccamobile.org](mailto:LHodas@ccamobile.org)

## **DIAMOND SPONSORSHIP Rate: \$15,000 and above**

- Company name or logo promoting Diamond Sponsor status in all CCA2016 materials\*
- Logo recognition in all email blasts regarding the event
- Sponsor ribbon on each company attendee name badge
- Logo on "Sponsor" sign in registration area, and in on-site Program Guide
- Verbal recognition at sponsored event
- Insert in conference tote bag
- 1-time use of post-show direct mail list (through sponsor provided third party)
- Inclusion in a pre-show email blast (with link and 35 word blurb)
- Priority article placement in *The CCA Voice*, CCA's bi-annual magazine\*
- 4 Complimentary Registrations

## **PLATINUM SPONSORSHIP Rate: \$9,500 and above**

- Company name or logo promoting Platinum Sponsor status in all CCA2016 materials\*
- Logo recognition in all email blasts regarding the event
- Sponsor ribbon on each company attendee name badge
- Logo on "Sponsor" sign in registration area, and in on-site Program Guide
- Verbal recognition at sponsored event
- Insert in conference tote bag
- 1-time use of post-show direct mail list (through sponsor provided third party)
- 2 Complimentary Registrations

## **GOLD Rate: \$5,000 and above**

- Company name or logo promoting Gold Sponsor status in all CCA2016 materials\*
- Logo recognition in all email blasts regarding the event
- Sponsor ribbon on each company attendee name badge
- Logo on signage outside the Exhibit Hall and near the Registration desk
- 1 Complimentary Registration

## **SILVER Rate: \$2,500 and above**

- Company name or logo promoting Silver Sponsor status in all CCA2016 materials\*
- Logo recognition in all email blasts regarding the event
- Sponsor ribbon on each company attendee name badge
- Non-Member silver sponsor companies receive CCA member pricing for attendees

## **BRONZE Rate: \$1,250 and above**

- Company name or logo promoting Bronze Sponsor status in all CCA2016 printed materials\*
- Sponsor ribbon on each company attendee name badge

Contact the CCA Events Team for more information at 202.449.9866 or [events@ccamobile.org](mailto:events@ccamobile.org)

\*Subject to production deadlines

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# SPEAKING OPPORTUNITIES

Kick-off CCA 2016 with a (1) hour presentation on the first day of seminars, Tuesday, September 20. You pick the topic, provide a title, description, and the speaker(s) and CCA will promote your session in a pre-show eblast, on the event website, on-site program guide, on-site signs, and the event app. **Includes a designated room at CCA 2016, basic AV, and two full registrations for your speaker.**

## Tuesday, September 20

- 9:45 A.M. – 10:45 A.M.
  - Seminar 1 ..... **SOLD**
  - Seminar 2 ..... **SOLD**
  - Seminar 3 .....
  - Seminar 4 ..... **SOLD**
  - Seminar 5 ..... **SOLD**
  
- 2:00 P.M. – 3:00 P.M.
  - Seminar 6 ..... \$5500
  - Seminar 7 ..... **SOLD**
  - Seminar 8 ..... **SOLD**
  - Seminar 9 ..... \$5500
  - Seminar 10 ... \$5500

*\*Description, title, and speaker must be provided by **August 5, 2016** for inclusion in on-site printed materials.*

# WEB ADS

Exhibiting at the show? Let people know! Advertise front and center on CCA's show website with a banner ad. At very reasonable prices you get prime placement on CCA's event website. There is a limit of five rotating banners in this exclusive spot, so your ad will get maximum visibility!

**Banner Ad: Contact CCA Events Team for pricing. Starting as low as \$500/month**

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# MEETING ROOMS

Looking for a private room to meet with your customers and prospects? CCA offers 10x10 hard walled meeting rooms. Meeting space comes with a table, (4) chairs, basic electric, and a locking door. These rooms are accessible all day!

- **\$2,500/ 1 Day**
- **\$3,999/ duration of CCA 2016**

# EXCLUSIVE SPONSORSHIPS

## **"PASSPORT TO PRIZES" ..... \$500 + GIVEAWAY (Limited to 10)**

A great way to drive traffic to your booth! Your participation in the Passport to Prizes program will generate hundreds of opportunities to get your message across to attendees.

Here's how it works: Attendees will receive the "passport" when they register. After having their card stamped by all participating exhibitors, they return the card to be eligible for one of a number of great prizes.

- Requires donation of a \$100 minimum value generic prize or \$200 value company product.
- Your logo, booth number and the prize you are giving are listed on the passport and on site program
- Prize type and estimated value must be provided by August 5, 2016 for inclusion in print and email promotions.

## **LEAD GENERATION PACKAGE – Limited to 10 ..... \$3,000**

- Flyer insert in show tote bag.
- Inclusion in a CCA pre-show email blast (with link and 35 word blurb).
- Company recognition in post-show email blast.

## **CCA 2016 TOTE BAG SPONSORSHIP ..... **SOLD****

Your logo will be seen throughout the show when you sponsor these bags given to all show attendees when they check in. A great awareness builder!

## **FLYER INSERT IN CCA 2016 TOTE BAG ..... \$1,000/PREMIUM \$1,500**

Deliver your message directly to every conference delegate by including an insert into the show tote bag. Sponsor provides insert. Premium inserts include any non-paper items. Sponsor is responsible for shipping costs.

## **SIGNAGE IN MAIN FOYER/REGISTRATION ..... \$5,000/sponsor / **2 SOLD****

Make your presence known! With your meter board prominently displayed in the registration area, attendees will identify you as an industry leader before they even set foot in the hall.

**Meter board will be designed by vendor but produced by CCA. All meter board proofs must be approved by CCA.**

## **WIRELESS INTERNET ..... \$25,000**

Get your company name and logo in front of CCA 2016 attendees each time they connect to wireless internet. The sponsorship lasts throughout the entire show!

## **HALF PAGE AD IN PROGRAM GUIDE ..... \$8,000**

Feature your ad prominently on the on-site program guide & small ad in the pocket guide!

## **LANYARDS ..... **SOLD****

Badges are required for entrance to all events, so your name will be "front and center" on the lanyards, and attendees, throughout the conference

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# EXCLUSIVE SPONSORSHIPS

**COFFEE SLEEVES** ..... **SOLD**

Display your company logo on every sleeve of coffee purchased at the coffee bar.

**HOTEL KEY CARDS** ..... **SOLD**

Your company logo and personalized image will be printed on all hotel keys cards. Get into the hands of all attendees staying at the conference hotels.

**PHOTO BOOTH** ..... **\$5,000**

Make memories happen at CCA2016! A custom backdrop located in the exhibit hall with your company logo. It's a great way for all attendees to bring your sponsorship home with them.

**CHARGING STATION** ..... **SOLD**

Rather than looking for an outlet, sponsor the charging station on the exhibit hall floor. Graphics will be customized for the sponsor.

**MINTS** ..... **\$3,000**

One of the most popular items at registration! Get your name on these candies that will be located on our registration counters.

**NOTEPAD** ..... **SOLD**

Make sure everyone at the conference takes notes using a notepad printed in 1-color ink with your company name.

## Custom sponsorships are available!

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# EXCLUSIVE SPONSORSHIPS

## **PENS ..... SOLD**

Make sure everyone at the conference takes notes using a customized pen with your company logo. The pen will be produced and placed in each attendee tote bag.

## **LOUNGE ..... SOLD**

Provide attendees with a space to sit, chat with peers, check their email, or enjoy a cup of coffee. Located in a high traffic area, the lounge is the perfect place to make your company name and logo visible to everyone!

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# MOBILE APP SPONSORSHIPS

## **PROMOTION PACKAGE..... \$750**

Get in the palm of every attendee at the show! Our mobile app promotion package includes a push notification and promoted post. A push notification is a text message that is sent through the conference app. This powerful, real-time marketing tool encourages activity at the event and allows the sponsor to command attention of attendees at a specific time with a specific message.

A promoted post is a message pinned to the top of the Activity Feed, the most accessed part of our conference app. The start and end times for promoted posts can be scheduled in advance to ensure that your brand and message will be in front of attendees when they will be most effective: during a key speaker's address, before the exhibit hall floor opening or before the show ends. Use promoted posts to direct attendees to your booth, to announce a flash contest, to tie your product into a session and more!

## **SPLASH SCREEN ..... SOLD**

The splash screen is the first thing users see every time they open the app, an average of 10x per day, per user. It prominently features the sponsor's branding along with the CCA 2016 logo!

## **MENU SPONSOR ..... SOLD**

Elevate your brand to the conference app's premier location – as a sponsored logo on the app menu, which attendees with reference nearly every time they open the app. Give attendees a prominent gateway to your company's offerings by being front and center!

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# NETWORKING SPONSORSHIPS

## TUESDAY, SEPTEMBER 20

MEDIA BREAKFAST ..... **SOLD**

### **Includes a speaker on the panel!**

Exclusive sponsorship on the first full day of our show. Begin the day with a full breakfast and informative speaker panel.

LUNCHEON SEMINAR ..... \$20,000/sponsor/ **1 SOLD**

### **Includes a speaker on the panel!**

This sponsorship includes the opportunity speak on a keynote panel and have play a role in working with CCA to craft a dynamic session open to all attendees. Everyone is invited and lunch is served. Opportunity to live stream this session too!

EXHIBIT HALL RECEPTION ..... \$18,500 / sponsor limited to 2 sponsors

Drive traffic to your booth as a reception sponsor! Sponsors will receive drink vouchers to pass out to attendees for use at one of the bars in the exhibit hall. Make sure carriers and event attendees can enjoy a beverage while networking in the exhibit hall. You'll be the most popular booth in the hall! Drink vouchers will be customized with sponsor's logo and given to the sponsor before the hall opens.

WINE TASTING EVENT..... **SOLD**

Help introduce CCA attendees to Seattle by sponsoring our wine tasting event! Provide all attendees with a unique experience a taste of Washington vineyards for everyone. This is a sure way to reconnect with friendly faces, meet new peers and see what the Pacific Northwest has to offer.

## Custom sponsorships are available!

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# NETWORKING SPONSORSHIPS

## WEDNESDAY, SEPTEMBER 21

HOT BUFFET BREAKFAST..... \$5,000/sponsor limited to 3 / **1 SOLD**

Make sure attendees start the day with a hot cup of coffee and a full American breakfast buffet. Your name and logo will appear front and center as attendees start the day with an all American breakfast.

EXHIBIT HALL LUNCH .....**SOLD**

Everyone loves free lunch! Make sure attendees don't go hungry as they visit the exhibit hall show floor to see the latest and greatest in our industry. Your company name and logo will be prominently featured.

EXHIBIT HALL HAPPY HOUR ..... \$10,000/sponsor limited to 3 available

Sponsor drinks in the exhibit hall, and be the last company on the minds of attendees before the hall closes. Your name and logo will be featured on drink vouchers and also mentioned in remarks.

## THURSDAY, SEPTEMBER 22

FAREWELL BREAKFAST WITH THE EXPERTS ..... \$5,000/ sponsor

Make your company the expert at the table and moderate discussion on the topic you select. Provide attendees one final chance to connect before they head out of town.

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# EXHIBIT PRICING

CCA 2016 offers you an opportunity to showcase your products, services and company message to key decision-makers and stakeholders in the telecom industry. Exhibiting at the conference provides you valuable access to leaders in the field, as well as the opportunity for one-on-one interactions that you won't find at any other show.

## **Booth Fees**

### **CCA Member Booth**

- \$28.50/ sq. ft. before August 12, 2016
- \$29.50/ sq. ft. after August 12, 2016

### **Non-Member Booth**

- \$51.00/ sq. ft. before August 12, 2016
- \$52.00/ sq. ft. after August 12, 2016

- **10'x10', 10'x20' and 20'x20' available**

**Contact the CCA Events Team at [Events@ccamobile.org](mailto:Events@ccamobile.org) about availability and pricing.**

### **Booth fees include:**

- (1) line booth ID sign
- (1) 6' skirted table
- (2) Chairs
- (2) Complimentary exhibit hall registrations per 10'x10' booth space
- A complete listing in the CCA 2016 program (deadlines apply)
- Listing and link on CCA 2016 show website

# EXHIBIT HALL HOURS

## **Tuesday, September 20**

- Exhibitor Move-In 7:00 A.M. – 12:00 P.M.
- Hall Open 3:15 P.M. – 6:15 P.M.

## **Wednesday, September 21**

- Hall Open 11:30 A.M. – 1:30 P.M.
- Hall Open 4:00 P.M. – 6:00 P.M.
- Exhibitor Move-Out 6:00 P.M. – 8:00 P.M.

# IMPORTANT EXHIBITOR DATES

## **July 2016**

- July 15: 50% refund with notice of cancellation

## **August 2016**

- August 12: Early Bird Discount ends. No refunds on cancellations after August 12, 2016.