

2025 Michigan Broadcast Engineering Conference

FEBRUARY 25-26, 2025 | JW MARRIOTT, GRAND RAPIDS

Partner with the Michigan Association of Broadcasters at the 2025 Michigan Broadcast Engineering Conference (MBEC) to gain valuable brand exposure with managers and broadcast engineers from throughout the Great Lakes State. MBEC includes the iconic Beer and Bull Reception, educational broadcast engineering sessions, and the presentation of the Carl E. Lee Engineering Excellence Award.



BEER & BULL RECEPTION | \$2,000

February 25, 2025, Founders Brewery, Grand Rapids

Broadcast engineers, station management, and more gather for an annual evening of networking and social gathering that includes Beer and (no) Bull. This popular event allows vendors to meet face to face with potential customers in a no-pressure, relaxed setting.

- Four Event Registrations (Includes Beer & Bull and Michigan Broadcast Engineering Conference)
 - One 8' Vendor Table at Michigan Broadcast Engineering Conference on February 26th
 - Opportunity to Speak at Beer & Bull
 - Full Page Ad in the Event Program
 - Banner Placement at Beer & Bull (provided by sponsor) & Logo Inclusion in Pre-Event Marketing & Website
 - :60 Promotional Video Distributed to MAB E-Newsletter Subscribers Ahead of Event
- Non-exclusive, multiple available.*



BEER & BULL SHUTTLE | \$1,500

Help to shuttle Beer & Bull attendees between Founders Brewery and the JW Marriott on February 25th.

- Four Event Registrations (Includes Beer & Bull and Michigan Broadcast Engineering Conference)
 - One 8' Vendor Table at Michigan Broadcast Engineering Conference on February 26th
 - Opportunity to Speak at Beer & Bull
 - Full Page Ad in the Event Program
 - Signage on the Shuttle
 - Logo Inclusion in Pre-Event Marketing & Website
 - :60 Promotional Video Distributed to MAB E-Newsletter Subscribers Ahead of Event
- Non-exclusive, multiple available.*



AWARDS LUNCH | \$1,500

February 26, 2025, JW Marriott Grand Rapids

The conference lunch features the presentation of the Carl E. Lee Engineering Excellence Award.

- Four Event Registrations (Includes Beer & Bull and Michigan Broadcast Engineering Conference)
 - One 8' Vendor Table at Michigan Broadcast Engineering Conference on February 26th
 - Opportunity to Speak Ahead of Lunch
 - Full Page Ad in the Event Program
 - Banner Placement at Lunch (provided by sponsor) & Logo Inclusion in Pre-Event Marketing & Website
 - :60 Promotional Video Distributed to MAB E-Newsletter Subscribers Ahead of Event
- Non-exclusive, multiple available.*



VENDOR TABLE | \$450

February 26, 2025, JW Marriott Grand Rapids

Connect with station personnel and those making buying decisions to introduce them to your products and services. The event features three general sessions, vendor breaks, lunch, and the Carl E. Lee Engineering Excellence Award Presentation.

- Two Event Registrations (Includes Beer & Bull and Michigan Broadcast Engineering Conference)
- One 8' Vendor Table at Michigan Broadcast Engineering Conference on February 26th
- Standard electric hookup
- 1/2 Page Ad in the Event Program
- Logo Inclusion in Pre-Event Marketing & Website



Contact Rachel Krause, Executive Director of Programs for more information.
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