

WABE Media & Entertainment Technology Conference

Exhibitor & Sponsor Marketing Guide

Welcome to the **WABE Media & Entertainment Technology Conference**, proudly presented by **WABE (Western Association of Broadcast Engineers)**—a registered not-for-profit organization supporting media professionals in Western Canada since 1950.

As a confirmed exhibitor or sponsor, you're part of a milestone year celebrating **75 years of innovation, education, and community**. This guide will help you make the most of your involvement and increase your visibility before, during, and after the event.

Connect with professionals across **broadcast, television, radio, AV, film, live production, education, post-production, and content distribution**.

Whether you support, resell, or manufacture media technology, our conference is your place to shine.

Program Highlights

Monday, Sept 29

- WABE 75th Birthday Bash & S.A.I.T BXST Class Reunion: 6 PM

Tuesday, Sept 30

- Paper Presentations & Panels & Vendor Showcases: 9 AM – 12 PM
- Free Exhibit Hall Open to Attendees: 1 PM – 6 PM
- Happy Hour on the Show Floor: 5 PM
- Optional Offsite Dinner: 7 PM

Wednesday, Oct 1

- Exhibit Hall Continues: 9 AM – 12 PM
- Paper Presentations & Panels & Vendor Showcases: 1 PM -5 PM

What You Should Bring

To make the most of your time in the exhibit hall, we recommend bringing:

- Technology or demos that spark interest across **broadcast, AV, radio, television, and film** sectors
 - A sample product or visual display (such as a monitor running your supported software, interactive media tools, or production gear)
 - Clear messaging about the services or technologies your company supports, resells, or manufactures
 - Branded giveaways — attendees receive **delegate bags** and love filling them with pens, flyers, gadgets, or small swag
 - Marketing materials — brochures, business cards, QR codes, one-pagers, or promo offers
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Be Part of the Story

Use the hashtags:

#WABE2025 | #WABE75th

Join engineers, technologists, AV pros, filmmakers, students, educators, and content creators from across Canada.

Help us celebrate 75 years of innovation, education, and community.

Social Media Engagement

Promote your presence!

We'll be highlighting participating exhibitors and sponsors on our channels.

Be sure to **like, comment, share, and repost** our WABE posts that feature your company to increase visibility across the industry.

Follow & tag us:



- LinkedIn: <https://www.linkedin.com/company/western-association-of-broadcast-engineers/>
- Facebook: <https://www.facebook.com/wabe.convention/>
- Instagram: https://www.instagram.com/wabe_convention/
- TikTok: https://www.tiktok.com/@wabe_convention? t=8jGYUtsyrrx& r=1
- X (formerly Twitter): https://x.com/WABE_Convention

Posting from your booth? Tag us! We love to share behind-the-scenes content.

Valuable Links

Attendee Passes & Registration

Choose your experience — whether you're visiting the exhibit hall or joining us for the full conference:

- **Free Exhibit Hall Pass:**
 <https://wabe2025-freepass.s1.yapla.com/en/>
- **Full Delegate, Student & Day Passes:**
 <https://wabe.ca/home/conference/attend/>

Conference Program

See the full schedule of presentations, panels, social events, and exhibit times:

 https://wabe.ca/home/conference/conference_program/

Exhibit Hall Layout & Info

Find booth locations, setup hours, teardown times, and what's included:

 https://wabe.ca/home/conference/sponsor_exhibit/exhibit_hall/

Conference Theme

Bridging the Past, Building Media's Future

Empowering Learning, Connecting Professionals, and Driving Innovation.

Visual Identity

Conference Title:

WABE Media & Entertainment Technology Conference

Organized by:

WABE (Western Association of Broadcast Engineers)

Colors

- WABE Green: #02a402
- Gold (75th milestone highlight): #ffde59
- Clean accents: white & black

WABE Font

- Open Sans

Logos

