

Commercial Rundown

National Conference 2026 | eCW Podcast sponsor commercial



Format

DELIVERY

Live host-read from an iPad

LENGTH

Approximately 15 seconds

WORD COUNT

Maximum 35–40 words

STYLE

Brief, natural, and conversational

Suggested Sponsor-Read Template

“This segment is sponsored by [Sponsor Name], [short value statement]. Visit the team at Booth [Number] to learn more.”

Script Structure

Each commercial should include:

- Sponsor name
- Short tagline or value statement
- Booth number and call to action

Sponsors Should Provide

- Approved company name
- Brief tagline or value statement
- Booth number
- Pronunciation guidance, if needed
- Final script approval before the conference

Recording & Placement

- Prompt the host when it is time for each sponsor read.
- The commercials should be recorded at natural breaks in the conversation.
- If a cue is missed, the commercial can be recorded at the end and added during editing.
- The production team will distribute the six sponsor spots across the podcast schedule.