



## **SPONSORSHIP OPPORTUNITIES**

# About the Fall National College Media Convention

## Join us in Washington, D.C.!

The Fall National College Media Convention is the leading collegiate journalism convention of the fall from the largest and most influential press associations. It's the convention college journalists and their advisers will be attending this fall.

### What to expect

Be at the center of a brilliant four days, jampacked with media inspiration as the collegiate journalism community comes together to celebrate students and advisers. Expect on-site competitions, workshops, exhibits, roundtables and an interactive trade show.

### One of the most inspiring student media events

Associated Collegiate Press and College Media Association have partnered for more than 60 years to host the National College Media Convention. Between the one-on-one connections you'll make with students and advisers and the incredible speakers you'll hear, you can't put a price on the #collegemedia18 experience.

### Go high impact with your brand

A visually charged marketing campaign will promote the convention to over 3,000 student media advisers and editors and 14,000+ social media followers. Sponsors will be featured in all aspects of the multimedia campaign as we generate excitement leading up to the convention in Washington D.C. in October.

Visit [collegemediaconvention.org](http://collegemediaconvention.org) for up-to-date information on program line-up, sponsors and more.

## The trade show

The convention trade show runs noon-4 p.m. Thursday, Oct. 31, and 8 a.m.-4 p.m. Friday, Nov. 1, at the Grand Hyatt. The entire convention will be held in the Grand Hyatt. Registration is at the rear of the exhibit hall to increase traffic in the trade show.

## About ACP

Associated Collegiate Press, a division of National Scholastic Press Association, provides journalism education services to students, teachers, media advisers and others at more than 700 member publications throughout the United States and in other countries.

ACP has been recognizing, educating and connecting the nation's collegiate journalists and their advisers since 1921.

## About CMA

The voice of collegiate media and its advisers, College Media Association serves student media pros, staffs and programs with education, research and resources. Founded in 1954 as the National Council of College Publications Advisers, CMA now has more than 600 members — the people who advise the nation's collegiate media newspapers, yearbooks, magazines, broadcast and electronic media and their staffs — from coast to coast.

## The audience

The 2019 ACP/CMA Fall National College Media Convention will bring together a dynamic audience of 1,500+ college students working for their newspapers, yearbooks, newsmagazines, literary magazines, broadcast programs and online news sites and as many as 250 publication advisers. Attendees are mostly in the 18-22 age group. Many are editors and leading voices at their college publication. This incredibly active group is techsavvy, early-adopting and inherently curious.

## The venue

The convention will be held at the Grand Hyatt in Washington, D.C., located in the heart of Penn Quarter at 1000 H Street NW. Convention rates are \$209/night single/double and \$219/night triple/quadruple, plus tax. The reservation deadline is Oct. 4 but we recommend making your reservation as soon as possible. You can reserve rooms online at [collegemediaconvention.org/hotel](http://collegemediaconvention.org/hotel).

# Gold Sponsor

# \$5,000

This category offers a tremendous amount of brand exposure with prominent positioning throughout the advance promotional campaign and on site at the convention in Washington, D.C.

---

## Gold Sponsorship Options:

- Friday Adviser Reception. [Limit 3]
  - Attendee Tote Bags. Logo featured prominently on the bag design. [Limit 1]
  - Reporter's Notebooks. Given to each attendee. [Limit 1]
  - Convention Lanyard. Logo printed on lanyard with ACP and CMA logos. [Limit 1]
- 

## Marketing benefits at the Gold level include:

### Exhibit opportunities

- Two exhibit tables and chairs.
- Opportunity to add tables with a fee of \$500 each (unlimited).

### Promotional materials leading up the convention

- Logo inclusion in registration brochure sent to 3,000+ ACP and CMA members in August.
- Logo inclusion in all convention promotional emails sent between July and October.
- Prominent recognition on the convention website as a Gold Sponsor with company logo and direct link to your website on the sponsor page.

### Signage and visibility at conference

- Logo recognition on convention signage as Gold Sponsor.
- Two-page spread color ad (due Oct. 1) and logo recognition as Gold Sponsor within the convention program distributed to all attendees and speakers.
- Logo recognition, descriptive paragraph and direct link to your website on the sponsor page of the convention app.
- Banner ad in convention app.

### Mailing List

- Digital file of pre-registered attendee email addresses for your one-time pre- OR post-convention promotion.
- NOTE: These addresses cannot be purchased - they are exclusive to Gold sponsors.

### Additional promotion

- Opportunity to distribute one promotional item in attendee tote bag.

### Registrations

- Four complimentary full-convention registrations per table.
- Additional full-conference registrations for sponsor staff available at \$180 each.

### Further brand exposure

- Additional unlimited à la carte items to reinforce brand presence (additional fees apply).

### **Sponsorships do NOT include:**

- Power at your booth
- Wi-Fi in the exhibit hall

# Silver Sponsor

# \$3,500

This category offers a high level of brand exposure with prime positioning throughout the advance promotional campaign and on site at the convention in Washington, D.C.

---

## Silver Sponsorship Options:

- Printing and Delivery of the Convention Program. Can be provided in-kind. [Limit 1]
- Convention Registration Brochure Printing. Can be provided in-kind. [Limit 1]  
*Must be able to print 18x24" sheet (with bleed) that folds down to 6x9" mailer.*
- Convention Mobile App. [Limit 1]

---

## Marketing benefits at the Silver level include:

### Exhibit opportunities

- One exhibit table and chairs.
- Opportunity to add tables with a fee of \$500 each (unlimited).

### Promotional materials leading up the convention

- Logo inclusion in registration brochure sent to 3,000+ ACP and CMA members in August.
- Logo inclusion in all convention promotional emails sent between July and October.
- Prominent recognition on the convention website as a Silver Sponsor with company logo and direct link to your website on the sponsor page.

### Signage and visibility at conference

- Logo recognition on convention signage as Silver Sponsor.
- Full-page spread color ad (due Oct. 1) and logo recognition as Silver Sponsor within the convention program distributed to all attendees and speakers.
- Logo recognition, descriptive paragraph and direct link to your website on the sponsor page of the convention app.
- Banner ad in convention app.

### Additional promotion

- Opportunity to distribute one promotional item in attendee tote bag.

### Registrations

- Four complimentary full-convention registrations per table.
- Additional full-conference registrations for sponsor staff available at \$180 each.

### Further brand exposure

- Additional unlimited à la carte items to reinforce brand presence (additional fees apply).

### Sponsorships do NOT include:

- Power at your booth
- Wi-Fi in the exhibit hall

# Bronze Sponsor

# \$2,000

This category offers brand exposure throughout the advance promotional campaign and on site at the convention in Washington, D.C.

---

## Bronze Sponsorship Options:

- Online Registration [Limit 1]
- Friday Morning Cup of Joe [Limit 2]
- Saturday Morning Cup of Joe [Limit 2]
- CMA Film Festival [Limit 2]

---

## Marketing benefits at the Bronze level include:

### Exhibit opportunities

- One exhibit table and chairs.
- Opportunity to add tables with a fee of \$500 each (unlimited).

### Promotional materials leading up the convention

- Logo inclusion in registration brochure sent to 3,000+ ACP and CMA members in August.
- Logo inclusion in all convention promotional emails sent between July and October.
- Prominent recognition on the convention website as a Bronze Sponsor with company logo and direct link to your website on the sponsor page.

### Signage and visibility at conference

- Logo recognition on convention signage as Bronze Sponsor.
- Half-page color ad (due Oct. 1) and logo recognition as Bronze Sponsor within the convention program distributed to all attendees and speakers.
- Logo recognition, descriptive paragraph and direct link to your website on the sponsor page of the convention app.

### Additional promotion

- Opportunity to distribute one promotional item in attendee tote bag.

### Registrations

- Four complimentary full-convention registrations per table.
- Additional full-conference registrations for sponsor staff available at \$180 each.

### Further brand exposure

- Additional unlimited à la carte items to reinforce brand presence (additional fees apply).

### **Sponsorships do NOT include:**

- *Power at your booth*
- *Wi-Fi in the exhibit hall*

# À la carte items

Looking for additional exposure or interested in just exhibiting or advertising?

---

**Exhibit table** **\$1,000**

- One exhibit table with two chairs.
- Add tables with a fee of \$500 each (unlimited).

**Nonprofit exhibit table** **\$700**

- One exhibit table and two chairs.
- Limit one space.
- Must be a registered 501(c)(3) organization or not-for-profit college/university.

**Inside front cover program ad** **\$1,500**

- 8.5x11" full color with 1/8" bleed and crop marks. Due Oct. 1.
- Distributed to all attendees.

**Two-page spread program ad** **\$1,800**

- 17x11" full color with 1/8" bleed and crop marks. Due Oct. 1.
- Distributed to all attendees.

**Full-page program ad** **\$1,500**

- 8.5x11" full color with 1/8" bleed and crop marks. Due Oct. 1.
- Distributed to all attendees.

**Half-page program ad** **\$800**

- 8.5x5.5" full color with 1/8" bleed and crop marks. Due Oct. 1.
- Distributed to all attendees.

**Adviser bag insert** **\$1,000**

- One promotional item included in tote bag given to all adviser attendees.

**Vendor Session** **\$750**

- One 50-minute promotional session listed in the convention program and app.

**Email Blast (Pre-convention)** **\$500**

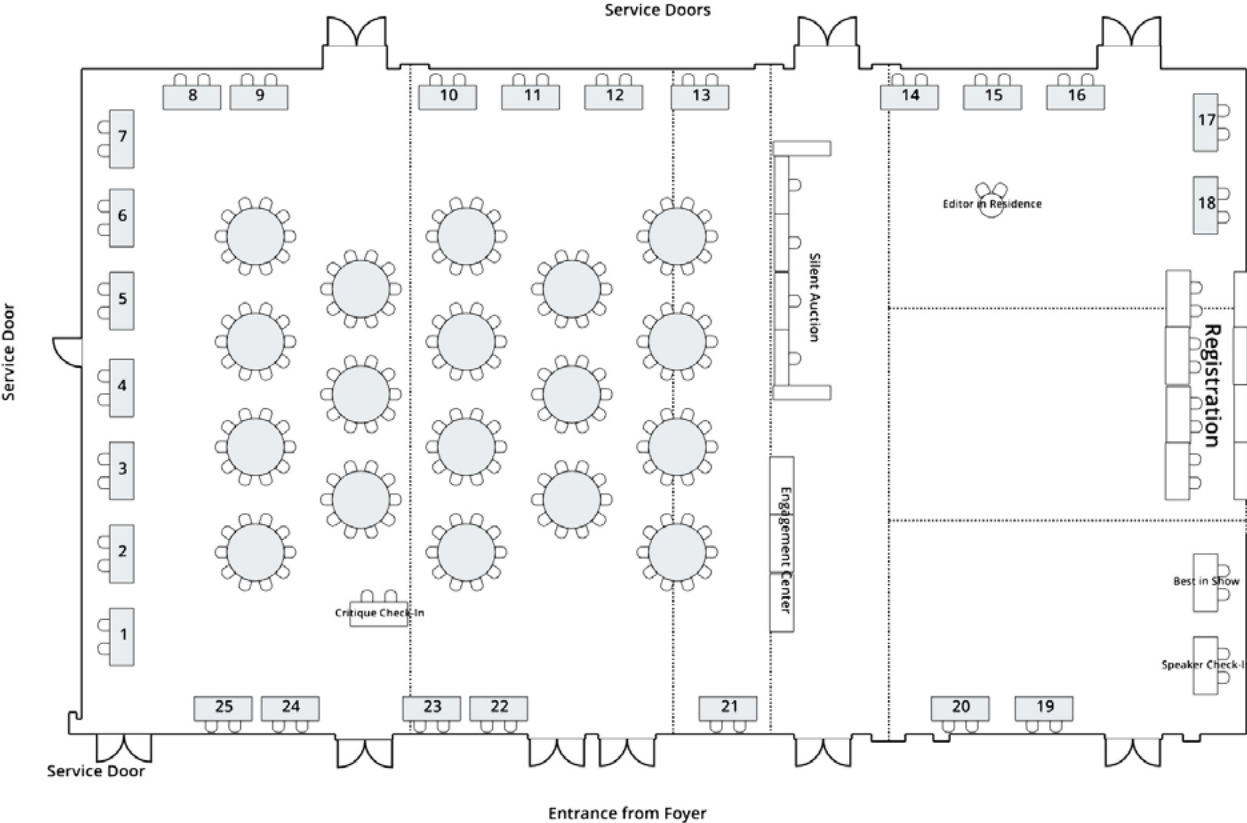
- One promotional email sent after early-bird deadline and before start of convention. Content due Oct. 18.

**Email Blast (Post-convention)** **\$500**

- Second promotional email sent after the convention ends. Content due Oct. 30.

# Exhibit Floor Plan

Exhibitor space is assigned according to sponsorship level and the date ACP receives the contract. We cannot guarantee your preferred exhibit space. Before the convention, you will receive confirmation of your space and details about how to ship materials. And while we do our absolute best, we cannot guarantee that there will be no changes to the floor plan due to factors beyond our control (hotel, fire marshal, etc.).



# Sponsor/Exhibitor Contract

ACP/CMA Fall National College Media Convention – Oct. 31-Nov. 1, 2019 – Washington, D.C.

## Sponsorship

Preferred exhibit table: \_\_\_\_\_

|                                |         |                                     |         |
|--------------------------------|---------|-------------------------------------|---------|
| Gold: Friday Adviser Reception | \$5,000 | Silver: Registration Brochure       | \$3,500 |
| Gold: Attendee Tote Bag        | \$5,000 | Silver: Mobile App                  | \$3,500 |
| Gold: Reporter’s Notebooks     | \$5,000 | Bronze: Friday Morning Cup of Joe   | \$2,000 |
| Gold: Lanyards                 | \$5,000 | Bronze: Saturday Morning Cup of Joe | \$2,000 |
| Silver: Convention Program     | \$3,500 | Bronze: Online Registration         | \$2,000 |
|                                |         | Bronze: CMA Film Festival           | \$2,000 |

## À la carte

|                               |            |                               |         |
|-------------------------------|------------|-------------------------------|---------|
| Exhibit table                 | \$1,000    | Half-page program ad          | \$800   |
| Additional exhibit table      | \$500 each | Convention app banner ad      | \$800   |
| Nonprofit exhibit table       | \$700      | Adviser bag insert            | \$1,000 |
| Inside front cover program ad | \$1,500    | Vendor Session                | \$750   |
| Two-page spread program ad    | \$1,800    | Email Blast (Pre-convention)  | \$500   |
| Full-page program ad          | \$1,500    | Email Blast (Post-convention) | \$500   |

## Organization Information

Organization Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

On-site Contact: \_\_\_\_\_

On-site Email: \_\_\_\_\_

On-site Phone: \_\_\_\_\_

Accounting Email: \_\_\_\_\_

Contract Authorizing Name: \_\_\_\_\_

Authorizing Email: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_

### Payment Options

Payment in full is required to secure a sponsorship, exhibit space and/or ad space. ACP accepts U.S. dollars only.

Visa MC Discover AmEx Check

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Sponsorship: \$ \_\_\_\_\_

À la carte: \$ \_\_\_\_\_

Total Owed: \$ \_\_\_\_\_

Scan and upload this page to [collegemediaconvention.org/sponsors](http://collegemediaconvention.org/sponsors).

**Questions?** Ashley Tilley, ACP: [ashley@studentpress.org](mailto:ashley@studentpress.org) or 612-200-9254.



# Contract Details

This is an agreement between the Associated Collegiate Press, the College Media Association and the sponsor and/or exhibitor. Payment in full is required to reserve sponsorships, exhibit or ad space. Payments are nonrefundable. The following is important information regarding the 2019 ACP/CMA Fall National College Media Convention at the Grand Hyatt Washington.

1. To register for the convention, please complete the contract. Send it to ACP along with your payment. Prepayment is required to hold your sponsorship and/or exhibit space. Fees for all sponsorships should be paid to ACP.
2. Exhibit space is assigned according to sponsorship level and the date a contract is received by ACP. Exhibitors at equal sponsorship levels will alternate exhibit space preference with other equal level sponsors. ACP/CMA reserve the right to make and/or change booth locations at any time as they deem necessary.
3. Location of exhibit space is determined at the discretion of ACP/CMA, the decorating company and the convention hotel. Exhibits must be available for viewing by convention delegates beginning at noon Thurs. Oct. 31, and concluding at 4 p.m. Friday, Nov. 3.
4. Booths must comply with the ACP/CMA booth display guidelines and the exhibit hall rules and regulations as outlined in the exhibitor information kit. ACP/CMA shall have the full discretion and authority in the placing, arrangement and appearance of all items to be displayed within the exhibit hall by exhibitors, and reserves the right to make allowances to booth construction guidelines.
5. ACP/CMA have not contracted with a company to provide material handling and drayage services to exhibitors. Shipping information will be sent after contracts have been received in the ACP office. Additional costs to exhibit may be incurred.
6. Exhibit booth fees cover one skirted table with two chairs, two copies of the convention program, name badges and convention registration fees for up to four exhibitors from your company (per exhibit table). Name badges are contingent upon ACP receiving a list of names of attending exhibitors. Only official name badges from ACP/CMA are allowed to be used. Additional delegates from your organization must register for the convention.
7. All arrangements for Internet and electrical power must be made directly with the hotel. Materials to order these services will be included in the exhibitor information packet.
8. ACP/CMA assume no responsibility for expenses incurred for exhibitor material shipping or handling, electrical, telephone, equipment or other utility hookups and usage.
9. Each exhibit space should be used to display materials for only the organization who signed the contract; it is not acceptable to let other groups "show from" or "share" your table space. If you would like to be located near a partner supplier, please let us know before we assign the booth numbers and we will do our best to accommodate all such requests.
10. ACP/CMA will take reasonable precautions, including the hiring of security guards, to ensure the area provided for exhibits is secured during non-exhibiting hours; however, ACP/CMA assume no liability for damage, loss or theft of any property owned by the exhibitor or its agents. By authorizing this contract with a signature, the exhibitor hereby agrees to indemnify and hold harmless ACP/CMA, its officers, directors, employees and agents for any and all claims arising out of such damage.
11. Exhibitors and giveaways must be distributed from, and confined to, the exhibit table space. Exhibitors cannot occupy the aisles or, block adjacent tables or distribute materials away from their table. Each exhibitor has the right to conduct business at their table without interference from others. Noise and smells must be kept to a minimum. No exhibitor may sell anything at their booth nor distribute materials which are potentially harmful to the delegates or the facility (i.e. flying disks, stickers, gum). Because of restrictions from BMI and ASCAP, the playing of music as part of your exhibit is prohibited.
12. To receive sponsorship benefits, exhibitors must meet the submission deadlines for advertising and exhibiting. To be included in the convention registration brochure or the convention program, advertising art must be received at ACP by the deadline listed in this packet.
13. All program center spreads and the back cover are benefits of sponsoring the printing of convention program. Late submissions cannot be accepted and sponsorship commitments cannot be altered or refunded once the contract is signed and submitted to ACP.
14. No exhibitor shall sponsor an educational program during the convention without 30 days advance notification to ACP/CMA officials. No exhibitor shall host a reception, hospitality suite or social function during the hours of an official ACP/CMA function at which advisers are present. Exhibitors must notify ACP/CMA officials no later than 14 days before the convention if a reception or program is to be held when there is no official ACP/CMA convention program. ACP/CMA support the right of exhibitors to sponsor private, invitation-only events.
15. ACP/CMA encourage exhibitors reserving rooms in the official convention hotel(s). When reserving accommodations for yourself or other members of your exhibiting party, please do not overbook with the intention of releasing rooms. Only reserve the number of rooms that your delegation will need.
16. Movie screening sponsorships are reserved for studios and other film companies. In addition to the sponsorship fees, the studio provides a video of a soon-to-be released film and makes the arrangements with a local theater to buy out the property for a private screening for convention delegates. Should transportation be required to move the delegates from the convention hotel to the screening, that cost would also be the responsibility of the studio.
17. No exhibitor or sponsor shall contract with the hotel for any signage, promotional material, event, display or communication without the specific written permission of both ACP and CMA. Exhibitors and sponsors must limit their promotion to the exhibit hall during trade show hours and to those sponsored events for which they contracted.
18. Organizations providing an adviser bag insert must provide type of insert, number of packages and tracking numbers to ACP staff at least two weeks before the convention. All items must be flat, or a small, promotional trinket.
19. ACP/CMA reserves the right to disallow any giveaways that conflict with convention sanctioned sponsorships.