



**Sponsorship packet**

***Virtual*2020**

**Fall National  
College Media Convention**

Oct. 22-24, 2020

[collegemediaconvention.org](http://collegemediaconvention.org)





## Fall National College Media Convention

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# *We won't get to meet in Atlanta, but it'll be a peach of a convention!*

The Fall National College Media Convention — the nation's largest gathering of college journalists, media students and their advisers — will convene virtually Oct. 22-24.

This year's convention programming will be vibrant. Presented on [the Pathable platform](#), the program will offer even more professional speakers, with attendee access to all content.

Past conventions have attracted up to 3,000 registrants. Without travel costs, this convention has the potential to reach even more attendees from even more collegiate-media programs across the country, and our social-media outreach, with thousands of additional followers, will compound your reach.

Participating will be college students and advisers seeking training, networking advice and tips about student-produced media — across platforms. We're planning noteworthy keynote speakers and sessions that will cover all aspects of college media, from rapidly evolving digital content to breaking news to newspaper, broadcast, yearbook and magazine journalism.

Students can also benefit from career-focused sessions with guidance on life after graduation. Advisers will be offered special programming focused on their specific challenges.

There will be more than 100 sessions at the event, and vendor sponsors and educational institutions will exhibit their services to the collegiate-media market.

Other highlights of the event include ACP and CMA's exclusive awards programs, critiques for college media publications, and a film and audio festival and competition.



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## The associations

### [Associated Collegiate Press](#)

ACP is steadfast in its mission to serve student media, introduce new ideas and reinforce best practices, reward excellence, embrace diversity, and provide ample networking and partnership opportunities. Founded in 1921, ACP is a 501(c)(3) association.

ACP contact

**Laura Widmer**

Associated Collegiate Press

[info@studentpress.org](mailto:info@studentpress.org)

612-200-9254

### [College Media Association](#)

The voice of collegiate media and its advisers, CMA 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.

CMA contact

**Nora Keller**

College Media Association

[info@collegemedia.org](mailto:info@collegemedia.org)

212-297-2195



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## The convention's virtual trade show

We selected [the Pathable platform](#) for several reasons, including its potential to serve attendees and sponsors, its proven accessibility and its customer service.

Your sponsorship includes access to Pathable customer service, so you can take full advantage of your invested benefits.

Our goal is to serve our sponsors with the greatest possible access to attendees. We're offering a variety of options and price points, all while maintaining the vibrant convention experience that is the Fall National College Media Convention.

## Virtual trade show schedule

9 a.m.-5 p.m Eastern

Thursday-Saturday, Oct. 22-24

## Contract deadline

CONTRACT DEADLINE: OCT. 1

SEE PAGE 9 FOR SPECIFICATIONS AND DEADLINES ON SUBMITTED MATERIALS.

Sponsorship contact

**Ashley Tilley**

Associated Collegiate Press

[ashley@studentpress.org](mailto:ashley@studentpress.org)

612-200-9254

## Shared functionality for all virtual booths

All booths include these functions —

**Visitor analytics.**

**Ability to upload collateral for attendees to download.**

**Face-to-face hours through a virtual booth.**



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## Gold level / \$5,000

Limit 5.

This category offers tremendous brand exposure, with prominent positioning throughout the virtual convention.

### Exhibit opportunities

Virtual booth space with face-to-face virtual booth hours, visitor analytics and the ability to upload collateral for attendees to download.

Functionality to embed videos into your virtual booth space.

### Registrant interaction

Downloadable lead list of names and emails of those who visit the virtual booth space.

In-platform messaging capability to registrants.

1:1 meeting capability within the platform.

One sponsor-specific email blast, with sponsor-provided content, preceding or during the convention.

Gameification: scavenger hunt for attendees. (Only available through Gold Level sponsorship.)

### Convention visibility & communications

One-page color ad in the program highlights PDF to be emailed to registrants prior to the convention. The highlights PDF will include awards winners and nominees from both ACP and CMA.

Banner ad on the home page of the convention's digital platform.

Sponsorship of one keynote session, with a 15-second commercial read by the session's emcee with a background image you'll provide. (Only available through sponsorship.)

Logo placement in the general session. (Only available through sponsorship.)

Sponsor logo on the platform's dedicated sponsor page, with a link to your virtual booth space.

Sponsor logo on the convention's welcome email to all registrants.

One sponsored tweet to all ACP and CMA Twitter followers.



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## Silver level / \$3,000

This category offers a high level of brand exposure, with prime positioning throughout the virtual convention.

### Exhibit opportunities

Virtual booth space with face-to-face virtual booth hours, visitor analytics and the ability to upload collateral for attendees to download.

Functionality to embed videos into your virtual booth space.

### Registrant interaction

In-platform messaging capability to registrants.

### Convention visibility & communications

One-page color ad in the program highlights PDF to be emailed to registrants prior to the convention. The highlights PDF will include awards winners and nominees from both ACP and CMA.

Banner ad on the home page of the convention's digital platform.

Sponsor logo on the platform's dedicated sponsor page, with a link to your virtual booth space.

Sponsor logo on the convention's welcome email to all registrants.

One sponsored tweet to all ACP and CMA Twitter followers.



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## Bronze level / \$2,000

This category offers brand exposure throughout the advance promotional campaign and during the virtual convention.

### Exhibit opportunities

Virtual booth space with face-to-face virtual booth hours, visitor analytics and the ability to upload collateral for attendees to download.

Functionality to embed videos into your virtual booth space.

### Convention visibility & communications

Half-page color ad in the program highlights PDF to be emailed to registrants prior to the convention. The highlights PDF will include awards winners and nominees from both ACP and CMA.

Sponsor logo on the convention's welcome email to all registrants.

One sponsored tweet to all ACP and CMA Twitter followers.



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## À la carte options

Support collegiate journalism and expand your reach with additional exposure.

### Exhibit opportunities

Virtual booth space with face-to-face virtual booth hours, visitor analytics and the ability to upload collateral for attendees to download. \$600 non-profits / \$1,200 for-profits

Functionality to embed videos into your virtual booth space. \$400

### Registrant interaction

Downloadable lead list of names and emails. \$500

1:1 meeting capability within the platform. \$500

In-platform messaging capability to registrants. \$300

One sponsor-specific email blast, with sponsor-provided content, preceding or following the convention. \$500 per.

### Convention visibility & communications

Home-page banner ad on the convention's digital platform. \$600

Sponsor logo on the platform's dedicated sponsor page, with a link to your virtual booth space. \$300

Live vendor session within convention programming. \$750, due Sept. 20.

PDF attachment to the convention welcome email. \$200

Registration logo placement (1 spot available, first come, first served). \$600

One-page color ad in the program highlights PDF to be emailed to registrants prior to the convention. The highlights PDF will include awards winners and nominees from both ACP and CMA. \$1,000.

Half-page color ad in the program highlights PDF to be emailed to registrants. \$800





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## Specifications & deadlines

Unless otherwise indicated, send all materials to **Ron Johnson**, [ron@studentpress.org](mailto:ron@studentpress.org), by 5 p.m. Central on deadline day.

### Live vendor session

within convention programming.  
Details due to Ashley Tilley, [ashley@studentpress.org](mailto:ashley@studentpress.org), by Sept. 20.

**Color ad in the program highlights PDF**  
to be emailed to registrants prior to the convention.

8.5 x 11 full page, low-resolution PDF  
8.5 x 5.5 half page, low-resolution PDF  
All ads due by Oct. 1

**One sponsor-specific email blast**,  
with sponsor-provided content,  
preceding or following the convention.

Text and images requiring assembly  
by Oct. 12.

Pre-packaged content by Oct. 15.

**PDF attachment  
to the convention welcome email.**

8.5x11 PDF, low resolution, by Oct. 15.

**Home-page banner ad**  
on the convention's digital platform.  
JPG, 600 x 200 pixels, by Oct. 15.

**Sponsor logo on platform sponsor page**,  
to be linked to your booth.  
Vector (EPS), scalable to any size, by Oct. 12.

**Sponsored tweets**  
to all ACP and CMA Twitter followers.  
Text, image and designated send time/date  
by Oct. 15.



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## Contract details

This is an agreement between Associated Collegiate Press, College Media Association and the exhibitor. Payment in full is required to reserve sponsorships, exhibit or ad space. Payments are nonrefundable.

The following is important information regarding the [2020 ACP/CMA National College Media Convention](#), produced virtually Oct. 22-24, 2020.

CONTRACT DEADLINE: OCT. 1

SEE PAGE 9 FOR SPECIFICATIONS AND DEADLINES ON SUBMITTED MATERIALS.

1. To register for the convention, complete the contract in this PDF document and send it to **Ashley Tilley**, [ashley@studentpress.org](mailto:ashley@studentpress.org).
2. Pre-payment is required to hold your sponsorship. If you would like to hold your sponsorship with a credit card, but actually pay by check, please note that in the payment section. If the check has not been received four weeks prior to the event, your card will be charged.
3. All commitments for sponsorships and exhibiting cannot be altered or refunded once the contract is submitted to ACP. Please plan accordingly.
4. To receive sponsorship benefits, exhibitors must meet specifications and deadlines for all materials. (See Page 9.) Late materials will not be accepted.
5. Each exhibiting company should register on its own. Inviting other companies to sublease exhibit space is not acceptable.
6. All vendor-sponsored events and activities related to vendor convention activities must be negotiated and approved by ACP. That includes any activities to be offered to convention attendees on a different virtual platform or service. Additional rates may be applied.

# Sponsor/exhibitor contract

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Submit completed contract to

**Ashley Tilley**

Associated Collegiate Press  
[ashley@studentpress.org](mailto:ashley@studentpress.org), 612-200-9254

## Organization name

---

Mailing address

---

City, State ZIP

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Convention contact

---

Convention contact email

---

Convention contact phone

---

Accounting email

---

Contract authorizing name

---

Authorizing email

---

Authorizing signature

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## Payment options

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

Check # \_\_\_\_\_

Visa      MC      Discover      AmEx

Credit card number

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Expiration date

---

Name on card

---

Signature

---

## TOTAL PAYMENT

\$ \_\_\_\_\_

## Sponsorships

Gold level \$5,000

Silver level \$3,000

Bronze level \$2,000

## À la carte options

### Exhibit opportunities

Virtual booth space with face-to-face virtual booth hours, visitor analytics and the ability to upload collateral for attendees to download. \$600 non-profits / \$1,200 for-profits

Functionality to embed videos into your virtual booth space. \$400

### Registrant interaction

Downloadable lead list of names and emails. \$500

1:1 meeting capability within the platform. \$500

In-platform messaging capability to registrants. \$300

One sponsor-specific email blast, with sponsor-provided content, preceding or following the convention. \$500 per.

### Convention visibility & communications

Home-page banner ad on the convention's digital platform. \$600

Sponsor logo on the platform's dedicated sponsor page, with a link to your virtual booth space. \$300

Live vendor session within convention programming. \$750, due Sept. 20.

PDF attachment to the convention welcome email. \$200

Registration sponsor, with company logo next to the main convention logo in the Cvent online registration form. \$600

One-page color ad in the program highlights PDF to be emailed to registrants prior to the convention. The highlights PDF will include awards winners and nominees from both ACP and CMA. \$1,000.

Half-page color ad in the program highlights PDF to be emailed to registrants. \$800

**Sponsorship subtotal**      \$ \_\_\_\_\_

**A la carte subtotal**      \$ \_\_\_\_\_

**TOTAL OWED**      \$ \_\_\_\_\_