

SPONSOR & EXHIBITOR INFORMATION



Gain national visibility at the nation's largest gathering of collegiate journalists and their advisers

[The Fall National College Media Convention](#) returns to the South in 2024, from Wednesday to Saturday, Oct. 30-Nov. 2, at the Sheraton New Orleans.

With attendance near 1,000 delegates, the convention is a showcase of collegiate journalism — and it's an exceptional opportunity for your organization to connect with collegiate journalists and their advisers.

Sponsored by [Associated Collegiate Press](#) and [College Media Association](#), the convention is the nation's largest gathering of college journalists and advisers, with four days of sessions, speakers, critiques and contests. Students and advisers expand their networks across the country, and they learn from industry professionals and seasoned journalists.

Who exhibits at the convention?

Companies with goods and services for student-media groups.

Educational institutions seeking prospective graduate and undergraduate students.

Organizations seeking to connect with student journalists.



NEW ORLEANS SPONSOR & EXHIBITOR INFORMATION



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CONVENTION WEBSITE

collegemediaconvention.org

FALL NATIONAL COLLEGE MEDIA CONVENTION

Sheraton New Orleans
Oct. 30-Nov. 2, 2024
collegemediaconvention.org

TRADE SHOW COORDINATOR

For sponsorship questions and information, as well as submissions of all logos, ads and convention assets, contact —

Karli Keith
karli@studentpress.org
612-200-9254

TRADE SHOW LOCATION & SCHEDULE

Grand Ballroom
Set up Thursday, 6-10 a.m.

Exhibits open
Thursday: 10 a.m.-5 p.m.
Friday: 8 a.m.-5 p.m.

CONVENTION HOTEL

Sheraton New Orleans
500 Canal St.
New Orleans, LA 70130

\$245 flat rate

The ACP/CMA hotel room block is now open, and it closes Oct. 8, the day early-bird registration ends.



Through training and recognition programs, Associated Collegiate Press educates and recognizes collegiate journalists and media advisers across the United States and abroad in print, digital and broadcast media.

Its conventions are the nation's largest gatherings of student journalists, and its Pacemaker Awards are recognized as the top prizes in student journalism.

Founded in 1921, ACP celebrates more than a century of service to student journalism with its partner organization, National Scholastic Press Association.

ACP contact
Laura Widmer
Associated Collegiate Press
info@studentpress.org
612-200-9254



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.

CMA contact
Mike Breslin
College Media Association
mike@collegemedia.org
518-306-1123

Sponsorship levels

Diamond Sponsors

Diamond Sponsorship / \$7,500

Please choose one option below:

- One convention keynote speaker, with acknowledgement during the presentation.
- Movie screening.

Gold Sponsors

Gold Sponsorship / \$5,000

Please choose one option below:

- Sponsorship of convention program app.
- One reception (Wednesday student networking, Thursday student reception, Thursday adviser reception).

Silver Sponsors

Silver Sponsorship / \$4,000

Please choose one option below:

- Reporter notebooks.
- Convention lanyards for name badges.

Bronze Sponsors

Bronze Sponsorship / \$3,000

Please choose one option below:

- Online registration.
- One Cup of Joe morning hospitality, on Monday or Tuesday.
- CMA Film & Audio Festival, Wednesday evening.
- Midnight snack for students, Wednesday evening.

Sponsor Benefits

Unlimited à la carte items, at additional fees.

Access to power and internet, at additional fees.

Exhibit space. One table and two chairs at the trade show. Add tables, at \$500 each, no limit.

Visibility. Logo inclusion in conference promotional emails, on the convention website, on convention signage and on the convention app sponsor page, with a descriptive paragraph and link.

Banner ad in the conference app.

Promotional email to attendees. One promotional email to be sent to attendees, with sponsor-produced content and the email sent by ACP.

Registrations. Four complimentary full-conference registrations per table. Additional full-conference registrations for sponsor staff available at \$245 each.

À la carte options

Trade show exhibit tables

Exhibit table / \$1,000

One exhibit table and two chairs at the trade show. Opportunity to add tables at \$500 each.

Nonprofit exhibit table / \$700

One exhibit table and chair at the trade show

Email blast

Pre-convention / \$800 apiece

One promotional email sent after the early-bird convention deadline and before the start of the convention.

Post-convention / \$1,000 apiece

One promotional email sent after the convention.

Pre-convention emails will be scheduled after the early-bird registration deadline and before the start of the convention. Post-convention emails will be scheduled up to two weeks after the conclusion of the convention.

Programming

Vendor session

within convention programming / \$850

One 50-minute promotional session, including listing in the conference program and conference app as a sponsored session.

Deadlines & specs

The contract deadline is noon CT Tuesday, Oct. 8, 2024.

Complete and submit these two interactive PDF pages in this packet —

Sponsor/exhibitor participation form

Contract details page

Also print, complete, initial, sign and return this portion of the packet —

Hotel production contract guidelines.

Coordinator. Send all materials — including your participation form, logos, ads and other convention assets — and direct your questions to the trade show coordinator —

Karli Keith
karli@studentpress.org
612-200-9254

File names. In all file names, please begin with your organization's name/abbreviation, followed by the file's content and the date in numerical form. For example — name.logo.091521.jpg

Send as soon as possible

for broadest and earliest visibility

Logo —
as conference sponsor
as registration sponsor
as a sponsor on the mobile app

Submit two files for these uses —
a low-resolution JPG and a high-resolution vector EPS.

Send by noon CT Friday, Sept. 20

Vendor session within convention programming
Submit session title, description, speaker/s and speaker title/s for the conference schedule.

Program app banner ad

Recommended image dimensions:
700px by 210px
(maximum 1000px by 1000px)

Sponsors and exhibitors will receive an email invite link into the mobile app to build your profile.

Sponsor-specific email blast

Because we work on different email platforms, upload the email's individual components — high-resolution image/s, text and links.

If email content is pre-packaged, include a link to the coding as well.

In the text file, include the preferred time and date within the parameters —

Pre-convention emails will be scheduled after the early-bird registration deadline and before the start of the convention. Post-convention emails will be scheduled up to two weeks after the conclusion of the convention. Emails will not be sent outside these times.

Fall National College Media Convention Trade Show

Sponsor/exhibitor participation form

Oct. 30-Nov. 2, 2024
Sheraton New Orleans • Grand Ballroom
collegemediaconvention.org

Submit completed contract to
Karli Keith
Associated Collegiate Press
karli@studentpress.org • 612-200-9254

Organization name

Mailing address

City, State ZIP

Convention contact

Convention contact email

Convention contact phone number

Accounting email

Convention contact signature

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

Expiration date

CVV

Name on card

Card billing address

Convention sponsorship

Please choose one option below:

Diamond Sponsor / \$7,500

Keynote speaker sponsor
Movie screening

Gold Sponsor / \$5,000

Mobile app sponsor
Wednesday student networking
Thursday student reception
Thursday adviser reception

Silver Sponsor / \$4,000

Reporters notebooks
Lanyards

Bronze Sponsor / \$3,000

Online registration
Cup of Joe hospitality (one day)
CMA Film & Audio Festival
Student midnight snack

À la carte options

Tradeshow exhibit tables

Exhibit table \$1,000
Nonprofit exhibit table \$700

Programming

Vendor session \$850

Email blasts

Pre-convention \$800 Post-convention \$1,000

Sponsorship subtotal \$ _____

À la carte subtotal \$ _____

TOTAL OWED \$ _____

Signature

TOTAL PAYMENT

\$ _____

Contract details

Fall National College Media Convention Trade Show

This is an agreement between Associated Collegiate Press, College Media Association and the sponsor/exhibitor for the designated convention.

Payment in full is required to reserve sponsorships, exhibit or ad space. Payments are nonrefundable. Exhibit hall access will not be permitted without pre-existing payment arrangements.

Reminders

Meet the deadlines for submission of logos and advertising to take full advantage of convention exposure.

Booth displays must adhere to the specifications within the exhibitor information kit. Displays that impede the line of sight for other booths and exhibits will not be allowed.

We expect all participants to engage and behave with the highest professionalism and ethics, respecting the personal space of all other participants.

When the trade show closes, sponsors and exhibitors are responsible for striking their booths into manageable components for waste collection and removal by hotel staff. Balloons displays must be disassembled, and glitter and small pieces of litter must be cleaned. Any hotel clean-up charges will be assessed to the booth sponsor.

Giveaways may not include lanyards or reporter-specific notebooks that would compete with sponsored items.

Exhibitors may not sponsor educational programs, receptions or social functions during convention hours or during an official convention function.

Convention contact signature

1. To register for the convention, complete the contract. Send it to ACP along with your payment. Prepayment is required to hold your sponsorship. Unless otherwise arranged, 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. Sponsors can have the same sponsorship as the previous convention, but if another company is interested in that sponsorship, it cannot be held for more than two consecutive conventions. 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 hotel. Exhibits must be available for viewing by convention delegates at the official start time of the exhibit hall.

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. Displays that impede the line of sight for other booths and exhibits will not be allowed.

5. ACP has contracted with a trade show service to provide material handling and drayage services to exhibitors. Exhibitor information kits with more 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 minimal pipe and drape, 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 10' x 10' space). 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 should register for the convention.

7. All arrangements for Internet and electrical power must be made directly with third party providers, whose contact information will be provided to you. 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. If there will be any third-party deliveries outside the designated trade show service, you must notify ACP and the trade show service 60 days prior to the convention start date.

10. Due to limited storage, the hotel cannot accept any drayage, packages or exhibits for an exhibit/production company. Should an exhibitor send packages, the shipment will be refused. Please make arrangements for drayage through Viper Tradeshow Services. Additional charges may apply.

11. 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 booth 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.

12. 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.

13. Exhibitors and giveaways must be distributed from, and confined to, the exhibit booth space. Exhibitors cannot occupy the aisles or, block adjacent booths or distribute materials outside of their booth. Each exhibitor has the right to conduct business at their booth 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). Please contact ACP if you plan on sampling any food products. Because of restrictions from BMI and ASCAP, the playing of music as part of your exhibit is prohibited.

14. To receive sponsorship benefits, exhibitors must meet the submission deadlines for advertising and exhibiting. To be included in the convention registration booklet or the convention program, advertising art must be received at ACP by the deadline listed on the contract.

15. All convention program center spreads and the back cover are benefits of sponsoring the printing of the convention program. Late submissions cannot be accepted and sponsorship commitments cannot be altered or refunded once the contract is signed and submitted to ACP.

16. No exhibitor shall sponsor an educational program during the convention without 30 days advance notification to ACP/CMA officials. No exhibitor shall be host for 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 21 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.

17. 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.

18. Unless otherwise designated, 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.

19. No exhibitor or sponsor shall contract with the hotel or convention center 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.

20. 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.

21. ACP/CMA reserves the right to disallow any giveaways that conflict with convention sanctioned sponsorships. Giveaways may not include lanyards or reporter notebooks.

22. When the trade show closes, sponsors and exhibitors are responsible for striking their booths into manageable components for waste collection and removal by hotel staff. Balloon displays must be disassembled, and glitter and small pieces of litter must be cleaned. Any hotel clean-up charges will be assessed to the booth sponsor.

Code of conduct

College Media Association anti-harassment policy

Adopted July 10, 2019

College Media Association strives to be a safe and welcoming organization. Harassment of any kind is not acceptable in our online communications platforms or at our events. To the best of our ability, we intend to eliminate inappropriate conduct from our organization. We are committed to providing a safe and welcoming environment for all members and event participants, regardless of actual or perceived gender, gender identity, ethnicity, sexual orientation, disability, physical appearance, body size, race, age, background, religion or political affiliation, and other forms of diversity and identity as this definition continues to evolve.

This policy applies to all CMA members and event participants, including speakers, staff, volunteers, attendees, and others affiliated in any with CMA events and activities, as well as and others affiliated in any manner with activities. This policy extends to events co-sponsored by CMA and Associated Collegiate Press; conference and event participants violating these rules may be sanctioned or expelled from the conference or event at the discretion of CMA and ACP leadership.

Convention contact signature

Expected behavior

- Abide by the norms of professional respect that are necessary to promote the conditions for free academic interchange.
- Be collaborative.
- Communicate views to others in a fair and constructive manner.
- Value and support the fact that the student media community is diverse in all manners.
- Respect the rights and dignity of others, regardless of our differences and different perspectives.

Unacceptable behavior

- Physical assault (including unwelcome touching or groping).
- Real or implied threat of physical harm.
- Persistent and unwelcome solicitation of emotional or physical intimacy.
- Intimidating, harassing, abusive, derogatory, or demeaning speech or actions.

Reporting

Any instances of possible violations of this policy should be reported to CMA headquarters and/or leadership via the contact information available at collegemedia.org.

Regarding events specifically: In an emergency where safety or security is threatened, we encourage members and affiliates to first contact hotel/venue security or the local authorities by dialing 911. In all other instances, any member of the CMA board or headquarters staff, and the ACP executive staff, when and where applicable, can be available for consultation for anyone who thinks they have experienced or witnessed harassment. Staff and leadership will help participants contact convention venue security or local law enforcement, and otherwise assist those experiencing harassment, to enable them to feel safe.

All complaints will be treated seriously, investigated and kept as confidential as possible. If a CMA member or event participant engages in harassing behavior, CMA leadership may take any action they deem appropriate, ranging from a warning to the offender to expulsion from an ongoing event and/or future conferences and events.