



SPONSOR/EXHIBITOR INFORMATION

ACP/CMA NATIONAL COLLEGE MEDIA CONVENTION

OCT. 25-29, 2017 • SHERATON • DALLAS

ABOUT THE CONVENTION

The Associated Collegiate Press and College Media Association bring together thousands of college journalists and advisers at the Fall National College Media Convention. Together, we experience powerful keynote speakers, more than 300 breakout sessions, workshops, on-site critiques, a Best of Show contest, award ceremonies and access to media professionals, sponsors and exhibitors ready to serve and inform.

WHO ATTENDS

With typical attendance of more than 2,000 delegates, the annual ACP/CMA fall gathering has become the place to train college media staffs, seek solutions to the most challenging digital publishing and broadcasting problems, share success stories and see what's new in the media marketplace. Discover trends and network with students, advisers and pros from the United States, Canada and often other countries. We also host representatives from publishing companies, software companies, government agencies, graduate school programs, new media companies, trade associations and movie studios.

ABOUT THE TRADE SHOW

The convention trade show runs Wednesday, Oct. 25 to Friday, Oct. 27 at the Sheraton Dallas Hotel.

BOOTH ASSIGNMENT

Booth space is assigned based on sponsorship level, time the contract was submitted, type of organization, rotation based on location at previous conventions and number of years exhibited with ACP/CMA.

CONVENTION HOTEL

To take full advantage of the convention, exhibitors who live outside the Dallas area are encouraged to stay at the Sheraton Dallas Hotel, the officially designated ACP/CMA convention hotel. Convention rates will be available on the convention website.

For convention information and updates, please go to collegemedia17.org.



SPONSORSHIP OPTIONS

We will make every effort to not place competitors as co-sponsors. Sponsorship is the key way to ensure a strong presence at the convention beyond the exhibit hall.

All sponsorships include:

- Logo and link on convention website
- Logo in program and on convention signage
- Company description and links in mobile app

Sponsorships do NOT include:

- Power at your booth

Sponsorship deadline:

SEPT. 6, 2017

GOLD \$7,500

Technology/AV Leader. Logo displayed before all general sessions. [Limit 3]
Printing and delivery of the convention program. Can be provided in-kind. [Limit 1]

Additional benefits: Two exhibit tables
Two full-page program ads
One banner ad in convention app
Adviser bag insert
Email list of registered advisers

SILVER \$5,000

Thursday adviser reception. [Limit 2]
Saturday awards reception. [Limit 2]
Adviser Tote Bags. Logo featured prominently on the bag design. [Limit 1]
Student Tote Bags. Logo featured prominently on the bag design. [Limit 1]
Reporter's Notebooks. Given to every attendee. [Limit 1]
Convention Mobile App. Homepage features your logo. [Limit 1]

Additional benefits: One exhibit tables
One full-page program ad
One banner ad in convention app
Adviser bag insert
Email list of registered advisers

BRONZE \$3,500

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.
Movie showing off-site arranged by sponsor. [Limit 1]
Lanyards. Logo printed on attendee lanyards. [Limit 1]
Online Registration. Logo featured on registration site. [Limit 1 — July 31 deadline]

Additional benefits: One exhibit table
One half-page program ad
One banner ad in convention app
Adviser bag insert

FRIEND \$2,000

Friday Midnight Snack. [Limit 2]
Friend Sponsorship. [No Limit]

Additional benefits: One exhibit table
One half-page program ad



EXHIBITING AND ADVERTISING

Sponsorship options include some exhibit space and advertising but you may purchase more here.

Exhibit space

reservation deadline:

SEPT. 27, 2017

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.).

Program ad deadline:

SEPT. 27, 2017

EXHIBIT SPACE

Exhibit table	\$900
Adjacent table	\$450 x _____ = \$ _____
Nonprofit exhibit space	\$600

Limit one space; must be a registered 501(c)(3) organization or not-for-profit college/university

PLEASE SELECT THREE COMPLETELY SEPARATE BOOTH OPTIONS (PAGE 6)

First exhibit space choice: _____

Second choice: _____

Third choice: _____

Do not place next to: _____

ADVERTISING

Inside front cover program ad	\$1,500
Two-page spread program ad	\$1,800
Full-page program ad	\$1,500
Half-page program ad	\$800
Convention app banner ad	\$800
Adviser bag insert (sponsors)	\$600
Adviser bag insert (non-sponsors)	\$1,000
Vendor session	\$750

50-minute session. NSPA will follow up about session topic and speakers.



EXHIBITING/SPONSORSHIP CONTRACT

ACP/CMA National College Media Convention – Dallas

Trade show hours:

- **Wednesday, Oct. 25**
Noon-4 p.m. Setup
4-8 p.m. Trade show
- **Thursday, Oct. 26**
8 a.m.-4 p.m. Trade show
- **Friday, Oct. 27**
8 a.m.-4 p.m. Trade show
4-6 p.m. Tear down

ORGANIZATION INFORMATION

Organization Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

On-site Contact: _____

On-site Email: _____ On-site Phone: _____

Contract Authorizing Name: _____

Authorizing Email: _____

Authorizing Signature: _____

PAYMENT OPTIONS

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

Visa Mastercard Discover American Express Check payable to NSPA

Credit Card Number: _____ Expiration Date: _____

Name on Card: _____

Signature: _____

Sponsorship: \$ _____

Exhibit Space: \$ _____

Advertising: \$ _____

Total Owed: \$ _____

Print out and sign, where necessary. Scan and upload **ALL PAGES** of this contract at collegemedia17.org/sponsors. Please read contract details on Page 5 and save a copy for your records.

Questions?

Ashley Tilley, ACP
ashley@studentpress.org
612-625-9311

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 2017 ACP/CMA Fall National College Media Convention at the Hilton Austin.

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 4 p.m. Wed. Oct. 25, and concluding at 2 p.m. Friday, Oct. 27.

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.

