

NYC17

NEW YORK

SPRING NATIONAL COLLEGE MEDIA CONVENTION

1,200 Attendees • 250 Sessions • The experience of a lifetime



MARCH 11 - 14, 2017 • SHERATON NEW YORK • CMANYCSPRING.COM

NYC17 Sponsorship and Advertising Opportunities

**Metropolitan West Ballroom
Sheraton New York
811 7th Ave, at 53rd Street
New York, NY**

Sponsor Booth Schedule

Sunday, March 12
8 a.m. to 5 p.m.

Monday, March 13
8 a.m. to 5 p.m.

*Set-up Saturday, March 11,
Time to be confirmed*

CMA's NYC17 Sponsor and Advertising Contact

Lauren Rich
College Media Association

847-686-2351
LRich@kellencompany.com

About the Spring National College Media Convention

New York is the media capital of the world. Add in the sights, sounds and experiences of the city, and you have the perfect location for the CMA Spring National College Media Convention. We offer:

- More than 250 sessions led by professionals from all fields of media and top college advisers
- Meaningful keynotes: discussions of the future and how to make a difference
- Meet the pros: NYC media tours and access to the nation's media professionals
- A chance to shine: NYC Photo Shootout, the Apple Awards, on-site contests
- Discussions of the latest products, software, technology and trends
- Sponsor and Vendor Booths and sessions to introduce students, advisers and professionals to your company

About College Media Association

Since 1954, we've been working to serve student media professionals, staffs and media programs. We do this in a number of ways — two national conventions (with nearly 600 total educational sessions), summer workshops and other learning opportunities, peer-reviewed research, online resources and a robust list-serve through which our 750 members advise, counsel and share information. We're proud to serve as the authoritative voice of collegiate media and its advisers. Want to know more? Visit us at www.collegemedia.org

Premium Sponsorship Packages

A Convention Program Printing Package

ONE AVAILABLE

- Back Cover of Convention Program reserved for sponsor
- Premium Location Sponsor Booth
- Full-page color ad in the NYC17 marketing brochure
- Logo and link on cmanycspring.com
- Ad and link on NYC17 app
- One slide in rotating slide show before all three keynotes
- Tote Bag Insert

**Package Cost:
In-Kind Donation**



B Keynote Package

THREE AVAILABLE

• Keynote Session Sponsor *

- Keynote 1
- Keynote 2
- Keynote 3

**The Keynote Sponsor will be able to deliver a short message from stage before the keynote.*

- Premium Location Sponsor Booth
- Full-page ad in the NYC17 program
- Full-page color ad in the NYC17 marketing brochure
- Logo and link on cmanycspring.com
- Ad and link on NYC17 app
- One slide in rotating slide show before all three keynotes
- Tote Bag Insert

Package Cost: \$5,500



C Adviser and Speaker Lounge Package

TWO AVAILABLE

- **Sponsor of the NYC17 Adviser and Speaker Lounge ***
**The Adviser and Speaker Lounge Sponsor will be listed and thanked on the Lounge Signage.*
- Premium Location Sponsor Booth
- Full-page ad in the NYC17 program
- Full-page color ad in the NYC17 marketing brochure
- Logo and link on cmanycspring.com
- Ad and link on NYC17 app
- One slide in rotating slide show before all three keynotes
- Tote Bag Insert

Package Cost: \$5,000

D Student Event Package

TWO AVAILABLE

- Student Session Sponsor
- Standard Location Sponsor Booth
- Half-page ad in the NYC17 program
- Half-page color ad in the NYC17 marketing brochure
- Logo and link on cmanycspring.com
- Ad and link on NYC17 app
- Logo on rotating slide show before all three keynotes
- Tote Bag Insert

Package Cost: \$4,500



E Giveaway Package

TWO AVAILABLE

- NYC17 Giveaway (Select one):
 - Convention Bag (w/ logo)
 - Convention Lanyard (w/ logo)
- To be given to all attendees (students and advisers).*



- Standard Location Sponsor Booth
- Half-page ad in the NYC17 program
- Half-page color ad in the NYC17 marketing brochure
- Logo and link on cmanycspring.com
- Ad and link on NYC17 app
- Logo on rotating slide show before all three keynotes
- Tote Bag Insert

Package Cost: \$3,500



F Blast Email Promo Sponsor

TWO AVAILABLE

- Sponsor of convention email blasts sent to all members of the organization
- Blurb, logo and link included in email
- Logo and link on cmanycspring.com
- Ad and link on NYC17 app
- Tote Bag Insert

Package Cost: \$3,500



G Tote Bag Insert Sponsorship **NEW!**

TWO AVAILABLE

- NYC17 Bag Insert (Select one):
 - Convention Notepad
 - Convention Pen
- To be given to all attendees (students and advisers).*
- Standard Location Sponsor Booth
- Half-page ad in the NYC17 program
- Half-page color ad in the NYC17 marketing brochure
- Logo and link on cmanycspring.com
- Ad and link on NYC17 app
- One slide on rotating slide show before all three keynotes.

Package Cost: \$3,500

EXHIBIT SPACE AND SPONSORSHIP OPTIONS

Deadline: December 30

Mobile App Sponsor

(Only one available)

Logo will appear on main page of the NYC17 convention mobile app

\$2,250

Keynote Sponsorship

(Only three available)

\$1,000

Standard Tabletop Location

10' x 10' Available booth location will be assigned by CMA

\$800

Premium Tabletop Location

(limited availability)

10' x 10' Booth location inventory options will be offered in order of sponsorship purchase date

\$1,200

ADVERTISING OPTIONS

Deadline: December 30

Convention Program Ad

(full color)

- Full-page **\$950**
- Half-page **\$550**
- Two-page **\$1,500**

Tote Bag Insert

To be given to all attendees (students and advisers).

For Non-Sponsors **\$950**

Mobile App Push Message

*(Only **three** available for each day)*

- For NYC17 Sponsors **\$350**
- For Non-Sponsors **\$650**

Mobile App Banner Ad

*(Only **five** available)*

- For NYC17 Sponsors **\$500**
- For Non-Sponsors **\$875**

Convention Registration Website Ad*

**Only available until Dec. 11*

*(Only **four** available)*

Logo to appear on main page of the convention registration website

\$1,200

Other Sponsorship Ideas?

Do you have ideas for a unique or creative sponsorship offering for your company?

We will be happy to work with you to put together sponsorship packages for unique or creative ideas that you may have (i.e., movie screenings, open mic contests, media contests, etc.). Or, let us know if you don't see an item on our list that would be of interest to you.

Let's talk! Please contact **Lauren Rich** at 847-686-2351 or LRich@kellencompany.com to discuss any ideas you may have.



Photo: John Cunniff

Sizes, Deadlines & Other Info

Sponsor booth space is assigned according to sponsorship package and the date CMA receives the contract.

Premium booth location is assigned according to sponsorship package, the date CMA receives the contract, and availability. If Premium space is purchased but not available, we will reduce your contract amount to the Standard Booth Location cost.

Mobile App Banner Ads are images, often used to promote sponsors or activities, that cycle across the top of the convention app. Two versions of the image are recommended—one for phones (640 x 150 pixels) and one for tablets (552 x 150 pixels). A banner can also link to other sites or content. Note: A banner must be in one of the following formats: PNG, JPEG or GIF.

Mobile App Push Messages are 140-character messages that can be scheduled in advance and sent at a specific time. They do not have linking ability.

Convention Bag and Convention Lanyards will include the official convention logo and look and will include

the sponsor logo, company name and the tagline "Official Convention Sponsor."

Convention Program ads

Full-page ad: 8" width x 10.5" height
Half-page ad: 8" width x 5.125" height

All print advertising should be submitted as print-quality PDF files in CMYK and at least 300 dpi. Advertisers are responsible for output quality.

Tote Bag Inserts must be a flat and/or small promotional item. Examples include fliers, reporter's notebooks, pens, magnets and key chains. Items must be shipped directly to the Sheraton under the Sponsor's name. The Sponsor is responsible for claiming the items and turning them in at the instructed day and time for packet stuffing. No items will be accepted or included once the official convention bags are stuffed.

Convention Registration Website Ads consist of the Sponsor logo and tagline "Official Convention Sponsor" to be included on the main page of the convention registration website.

NYC17 Sponsorship Contract

Sponsor information (To be completed by the Sponsor)

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

Billing Address Company Name _____
Street or P.O. Box _____
City _____ State _____ ZIP _____

Physical Address Street _____
City _____ State _____ ZIP _____

Contact Name (First, MI, Last) _____
Phone _____ Fax _____
E-mail _____

Sponsorship Package (Please indicate the sponsorship package you are purchasing)

SPONSOR PACKAGE

_____ \$ _____

Package Add-ons

_____ \$ _____

_____ \$ _____

_____ \$ _____

Table Top Selection

STANDARD LOCATION TABLE TOP \$ 800

PREMIUM LOCATION TABLE TOP \$ 1,200

TOTAL SPONSORSHIP AMOUNT \$ _____

Indicate payment method and
return entire page to:

College Media Association
355 Lexington Avenue, 15th Floor
New York, NY 10017.

If paying by credit card form may be
scanned and e-mailed to
LRich@kellencompany.com.

Sponsorship Package Payment

Check (payable to CMA) _____

Credit Card MC VISA DISCOVER AMEX (circle one)

Card # _____

Exp. Date _____ Card security code* (CSC) _____

* For Visa, MasterCard & Discover, the three-digit CSC is printed on back of the card immediately next to the card's account number. For American Express, the four-digit CSC is printed on the front of the card above the card's account number.

Name Printed on Card _____

Cardholder Signature _____

Sponsorship Packages Terms & Conditions

To register for the convention, please complete the contract. Send it to CMA along with your payment. Prepayment is required to hold your sponsorship and/or sponsor booth space. Fees for all sponsorships should be paid to CMA.

Both College Media Association (CMA) and the Sponsor mutually agree that Sponsorship Packages shall be governed by the following conditions:

1. The laws of New York shall govern this Agreement and jurisdiction and venue lie exclusively with the state and federal courts of New York. This Agreement may be executed electronically and in counterparts which shall be taken as one valid whole. This Agreement is the entire agreement of the parties and supersedes all other written or oral agreements or understandings between the parties.
2. It is agreed that all sponsorship packages are accepted subject to the terms, provisions and rates of CMA and/or NYC17 Sponsorship Agreements.
3. The sponsor agrees to pay for such advertising in accordance with sponsorship packages. Prepayment is required for all Sponsorship Packages. Payment may be made by check, cashier's check (made payable to CMA) or credit card. The sponsor will be responsible for all costs of collection, to include reasonable attorney's fees and court costs incurred by CMA in the collection of advertising charges due to returned checks and/or denied credit cards. CMA will apply a Bad Check Fee (\$30.00) for checks returned for insufficient funds. CMA reserves the right to reject or refuse any sponsorship package and/or advertisement in the event of a delinquent account and/or bad credit.
4. All rates are net to CMA.
5. CMA reserves the right to reject any advertisement for the NYC17 Program or Marketing Brochure. Advertisements that discriminate on the basis of race, creed, color, gender, national origin or sexual preference will be rejected. Advertisements containing false or misleading statements will be rejected. Advertisements for products, services, or promotions that are illegal or that violate U.S. Postal Service regulations will be rejected. The acceptance of all advertising is subject to the final approval of CMA. Only publication of an advertisement denotes acceptance of an advertisement.
6. CMA reserves the right to sell sponsorship packages that carry special rates.
7. Booth space is assigned according to sponsorship level and the date a contract is received by CMA. CMA reserves the right to make and/or change booth locations at any time as they deem necessary.
8. Location of sponsor booth space is determined at the discretion of CMA. Sponsor booths must be available for viewing by convention attendees on Sunday, March 12, 8 a.m. to 5 p.m. and Monday, March 13, 8 a.m. to 5 p.m.
9. Booths must comply with the CMA booth display guidelines and the exhibit hall rules and regulations as outlined in the sponsor information sent when your contract is finalized. 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.
10. Sponsor booth fees cover one skirted table with two chairs, two copies of the convention program, name badges and convention registration fees for up to two exhibitors from your company (per 10' x 10' space). Name badges are contingent upon CMA receiving a list of names of attending exhibitors.
11. All arrangements for Internet and electrical power must be made directly with the hotel. Materials to order these services will be included in the sponsor information packet.
12. CMA assumes no responsibility for expenses incurred for exhibitor material shipping or handling, electrical, telephone, equipment or other utility hookups and usage.
13. The Sheraton New York Hotel is a union property that adheres strictly to its rules. Please ensure you are aware of all of the union rules of this property, found in the sponsor information packet, which will be sent to you when your sponsorship payment is received.
14. Each sponsor booth 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.
15. The sponsor hereby indemnifies and shall hold CMA and its agents harmless from all claims, demands and/or litigation directly or indirectly related to improper or unauthorized use of any photograph, drawing, likeness, name, logo, trademark, representations or any other material provided by the advertiser/sponsor to CMA.
16. 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, CMA assumes no liability for damage, loss or theft of any property owned by the sponsor or its agents. By authorizing this contract with a signature, the sponsor hereby agrees to indemnify and hold harmless CMA, its officers, directors, employees and agents for any and all claims arising out of such damage.
17. Sponsors and giveaways must be distributed from, and confined to, the sponsor booth space. Sponsors cannot occupy the aisles or, block adjacent booths or distribute materials outside of their booth. Each sponsor has the right to conduct business at their booth without interference from others. Noise and smells must be kept to a minimum. No sponsor may sell anything at their booth nor distribute materials which are potentially harmful to the delegates or the facility. Because of restrictions from BMI and ASCAP, the playing of music as part of your exhibit is prohibited.
18. To receive sponsorship benefits, sponsors must meet the submission deadlines for advertising and exhibiting. To be included in the convention marketing brochure or the convention program, advertising art must be received at CMA by the deadline listed in this packet.
19. CMA encourages convention sponsors to reserve 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.
20. 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 attendees. Should transportation be required to move the attendees from the convention hotel to the screening, that cost would also be the responsibility of the studio.
21. No sponsor shall contract with the hotel or convention center for any signage, promotional material, event, display or communication without the specific written permission of CMA. Sponsors must limit their promotion to the exhibit hall during trade show hours and to those sponsored events for which they contracted.
22. CMA reserves the right to disallow any giveaways that conflict with convention sanctioned sponsorships.
23. Late submissions cannot be accepted and sponsorship commitments cannot be altered or refunded once the contract is signed and submitted to CMA.

Sponsorship Deadlines

- Packages **must be ordered** by **Friday, Dec. 30, 2016**.
- **Ad art, session and/or demo titles/descriptions** (if applicable) are due by **Friday, Jan. 20, 2017**.
- **Payment** for all packages is due by **Monday, Feb. 27, 2017**.

Contact Info

For additional information contact **Lauren Rich**, College Media Association
LRich@kellencompany.com | 847-686-2351

