

Sponsorship and Exhibit Prospectus

Interested in having a presence at CMA NYC22? We have sponsorship packages and exhibit tables available.

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

- 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

Sponsorship Contact

Meredith Taylor
info@collegemedia.org
212-297-2195

Booth Schedule

Wednesday, March 9
Exhibit Set up, Time to be Announced

Thursday, March 10
Exhibits 8 a.m. – 5 p.m.

Friday, March 11
Exhibits 8 a.m. – 5 p.m.





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Sponsorship Packages

Keynote Package \$5,500

The sponsor will be able to deliver a short message from the stage before the keynote.

Includes: Premium exhibit booth location, logo and link on website, logo on slides

Three available

Lanyard Package \$4,500

Sponsor logo on lanyards for all attendees.

Includes: standard exhibit booth location, logo and link on website, logo on slides

One available

Adviser/Speaker Lounge Package \$5,000

The Adviser/Speaker Lounge Sponsor will be listed on the Lounge Signage.

Includes: Premium exhibit booth location, logo and link on website, logo on slides

One available

Blast Email Promo Package \$3,500

Sponsor of convention email messages sent to all members of the organization.

Includes: Blurb, logo and link included in the email, at least five emails over the course of the fall and spring.

One available

Student Event Package \$4,500

In conjunction with programming committee, sponsor can develop its own student event or sponsor an existing student program.

Includes: standard exhibit booth location, logo and link on website, logo on slides

Two available

Mobile App Sponsorship Package \$2,500

Logo will appear on the convention mobile app

One available

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 info@collegemedia.org.



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Exhibits and Advertising Options

Premium Tabletop Exhibit \$1,200

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

Limited availability

Standard Tabletop \$1,000

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

Mobile App Banner Ad

\$500 as an add-on to an existing sponsor, \$875 for non-sponsors

Mobile App Push Message

\$350 as an add-on to an existing sponsor, \$650 for non-sponsors

For information about sponsoring or if you're ready to book now, contact info@collegemedia.org.

Vendor Sessions

Professionals and representatives of organizations can submit their session ideas for consideration. The content of these sessions cannot be promotional or exclusively highlight a product, service or book, but instead must focus on overall trends in the industry and content that is not self-serving. Presenters will be identified as a representative of their organization in promotional materials and schedule, but the presentation should not include any sale pitches, and the presenters should not wear promotional items, distribute promotional items, or otherwise overtly promote the business they represent. The Programming Coordinator and Committee reserve the right to limit the number of sessions from any one organization or individual. If you would like to promote your business, you should select a Vendor Session (below).

If an organization or individual is seeking to promote a product, service, or book, they can select a Vendor Session during the sponsorship process. The Vendor Sessions will be labeled in the program book as Vendor Sessions. The presenters are welcome to wear promotional items, and do not need to follow the guidelines about limiting sales pitches.



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Contract Details

To register for the convention, please complete the online registration form, which is your sponsorship/exhibit contract. 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 Sponsorship Agreements.
3. The sponsor agrees to pay for such advertising in accordance with sponsorship packages. Pre-payment 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 convention materials. 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 during the exhibit hall hours noted in the sponsorship materials.
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, 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



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- shipping or handling, electrical, telephone, equipment or other utility hookups and usage.
13. The event venue is Marriott Marquis. Please ensure you are aware of all of the 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.
 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.

Questions? Contact info@collegemedia.org.