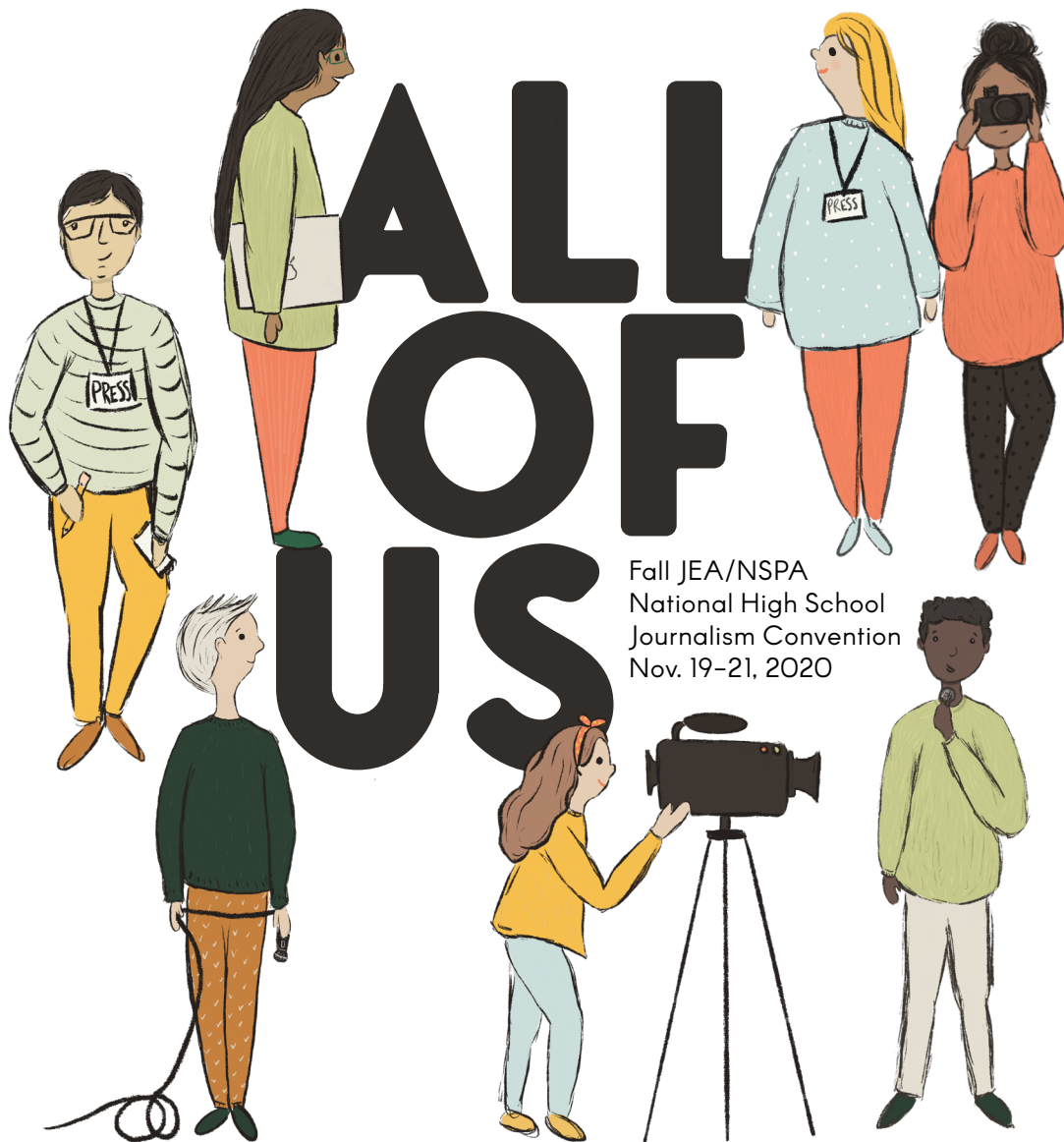


Sponsorship Information



Fall JEA/NSPA
National High School
Journalism Convention
Nov. 19-21, 2020

Fall JEA/NSPA National High School Journalism Convention

presented virtually Nov. 19-21, 2020



JOURNALISM EDUCATION ASSOCIATION



NATIONAL SCHOLASTIC PRESS ASSOCIATION

Fall National High School Journalism Convention

presented virtually Nov. 19-21, 2020 • orlando.journalismconvention.org

Welcome to our virtual fall convention

The Fall National High School Journalism Convention is the leading scholastic journalism convention from the largest and most influential press associations. It's the convention in which high school journalists and their advisers will be participating in this fall.

Once scheduled for Orlando, Florida, the convention will be presented virtually Nov. 19-21, with on-demand sessions starting Nov. 16.

What to expect

We have selected [the Hubb digital convention platform](#), with its potential and capacity to serve both attendees and sponsors through its accessibility and its customer service.

Besides developing the comprehensive programming you've come to expect from this convention, the interactive trade show will reach hundreds of student journalists, advisers and journalism teachers through your visibility and your virtual booth space. The program will include a full range of sessions to train and support attendees, with our traditional competitions, workshops, exhibits and roundtables, including the presentation of the nation's top awards for scholastic journalism.

An inspiring celebration of all things student journalism

Journalism Education Association and National Scholastic Press Association have been convention partners for more than 40 years, and, each fall and spring, the National High School Journalism Convention is an exceptional, even life-changing educational opportunity.

Take advantage of this opportunity to promote your services and your brand

Our on-site fall convention attracts more than 5,000 student journalists and 750 media advisers, with an additional social-media reach of 15,000. With even more affordable registration rates for this digital convention, and with no costs for travel and accommodations, we have the potential to reach more students and advisers than ever before.

Participants include student journalists and advisers who work on their newspapers, yearbooks, newsmagazines, literary magazines, broadcast programs and online news sites. Student attendees are mostly in the 14-18 age group, and many of them are editors and leading voices at their high school publication. This incredibly active group is tech-savvy, early-adopting and inherently curious.

Your opportunities include three levels of sponsorship — gold, silver and bronze levels — with multiple, comprehensive approaches to communicate with our attendees. Sponsors will be featured in all aspects of the multimedia campaign as we generate excitement leading up to the digital convention. Visit orlando.journalismconvention.org for up-to-date information on the program line-up, sponsors and more.

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Journalism Education Association

Journalism Education Association is the largest scholastic journalism organization for teachers and advisers. Put simply, we educate teachers on how to educate students.

We fulfill this goal through numerous activities: We provide training around the country at national conventions and institutes. We offer national certification for teaching high school journalism. We publish print and online resources on the latest trends in journalism education. We provide avenues for virtual discussion among teachers, as well as curriculum and mentoring to learn best practices. We monitor and actively defend First Amendment and scholastic press rights issues across the country.

Among JEA's more than 2,500 members are journalism teachers and publications advisers, media professionals, press associations, adviser organizations, libraries, publishing companies, newspapers, radio stations and departments of journalism.

Since 1924, JEA has been leading the way in scholastic journalism and media education.

National Scholastic Press Association

National Scholastic Press Association provides journalism education services to students, teachers, media advisers and others throughout the United States and in other countries. Its members are student media organizations at high schools, junior high schools and middle schools.

A nonprofit educational association based and incorporated in Minnesota, NSPA provides journalism education training programs, publishes journalism education materials, provides media critique and recognition programs for members, provides information on developments in journalism and student media and provides a forum for members to communicate with others and share their work.

Its renowned national awards programs honor exceptional student media work from across the nation and around the world. The NSPA Pacemaker Awards are the top publications prizes. Its Individual Awards recognize student achievement in dozens of categories. Its Best of Show competitions celebrate current achievement in student media.

Through these activities, NSPA promotes the standards and ethics of good journalism as accepted and practiced by print, broadcast and electronic media in the United States.

NSPA also endorses and advocates free expression rights for student media.

NSPA cooperates with other student media associations and other non-student groups and businesses that share its mission to educate and recognize the work of student journalists, to improve the quality of student media and to foster careers in media.

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The convention's virtual trade show

[The Hubb platform](#) has great potential to serve attendees and sponsors, with its accessibility and customer service.

Your sponsorship includes access to Hubb and to Hubb 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 High School Journalism Convention

Digital trade show hours

9 a.m. to 5 p.m. Central Thursday, Nov. 19

9 a.m. to 4 p.m. Central Friday, Nov. 20

Shared functionality for sponsors

For convention sponsors at the gold, silver and bronze level at the Fall National High School Journalism Convention, all booths include these functions —

Visitor analytics.

Ability to upload collateral for attendees to download.

Face-to-face hours through a virtual booth.

Contract deadline

Noon Central Friday, Nov. 6

Sponsorship contact

Ashley Tilley

National Scholastic Press Association

ashley@studentpress.org

612-200-9254

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Gold level / \$6,500

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.

1:1 meeting capability within the platform.

In-platform messaging capability to registrants.

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

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 NSPA and JEA.

Sponsor logo 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.)

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

One sponsored tweet to all NSPA and JEA Twitter followers.

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Silver level / \$4,500

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.

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

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 NSPA and JEA.

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

One sponsored tweet to all NSPA and JEA Twitter followers.

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Bronze level / \$3,000

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 NSPA and JEA.

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

One sponsored tweet to all NSPA and JEA 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

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

PDF attachment to the convention welcome email. (8.5x11 PDF, low resolution)
\$500

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 NSPA and JEA. \$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, by 5 p.m. Central on deadline day.

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. 9.

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

Text and images requiring assembly
by Oct. 30.

Pre-packaged content by Nov. 4.

PDF attachment
to the convention welcome email.

8.5x11 PDF, low resolution, by Oct. 30.

Sponsor logo for the front page
of the convention's digital platform.
JPG, 600 x 200 pixels, by Oct. 30.

Sponsor logo on platform sponsor page,
to be linked to your booth.

Vector (EPS), scalable to any size, by Oct. 30.

Sponsored tweets
to all ACP and JEA Twitter followers.

Text, image and designated send time/date
by Oct. 30.

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Contract details

This is an agreement between National Scholastic Press Association, Journalism Education 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 JEA/NSPA Fall National High School Journalism Convention](#), produced virtually Nov. 19-21, 2020.

CONTRACT DEADLINE: NOON CENTRAL NOV. 6

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.
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. 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 NSPA. 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

National Scholastic Press Association
ashley@studentpress.org, 612-200-9254

Organization name

Mailing address

City, State ZIP

Convention contact

Convention contact email

Convention contact phone

Accounting email

Contract authorizing name

Authorizing email

Authorizing 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

Name on card

Signature

TOTAL PAYMENT

\$ _____

Sponsorships

Gold level \$6,500

Silver level \$4,500

Bronze level \$3,000

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

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

PDF attachment to the convention welcome email. \$500

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 NSPA and JEA. \$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 \$ _____