



Connect2021

**Spring National
College Media Convention**

presented virtually March 18-20, 2021

Associated Collegiate Press

College Media Association

College Media Business and Advertising Managers



with the Journalism Association of Community Colleges
and California College Media Association

Spring National College Media Convention

presented virtually March 18-20, 2021 • collegemediaconvention.org

Get your message to the nation's collegiate media

The nation's leading organizations in collegiate media are joining forces to present the go-to conference for spring.

This is your opportunity to get your organization's message to the hundreds of collegiate-media advisers and students participating.

The Spring National College Media Convention — the nation's largest gathering of college journalists, media students and their advisers — will convene virtually March 18-20.

Presented on [the Pathable platform](#), the program will offer dozens of professional speakers, with attendee access to all content.

This sponsorship packet presents the many ways in which you can engage with attendees, from virtual exhibits to vendor sessions to social media.

Last fall's National College Media Convention, also presented on this platform, attracted more than 800 registrants. And as students and advisers are looking for ways to learn, engage and connect this spring, we expect another large virtual convention.

This spring convention is national, but it also focuses on the West Coast, as two California college-media associations meet within the convention.

Participating in the spring convention will be college students and advisers seeking training, networking advice and tips about student-produced media across platforms. We're planning noteworthy keynote speakers and sessions that will cover all aspects of college media, from rapidly evolving digital content to breaking news to newspaper, broadcast, yearbook and magazine journalism.

Our sessions will also stress connections among students and advisers. To break up our Zoom gloom, we're planning tracks of sessions for student discussion and interaction —

What have we learned?

What have we accomplished?

What do we see ahead?

Other highlights of the event include ACP's ever-popular Best of Show competition and critiques for college-media publications. Our friends at Columbia Scholastic Press Association will be presenting their prestigious Crown Awards.

Your organization should be part of the spring convention. Join us.

The virtual trade show

We selected [the Pathable platform](#) for several reasons, including its potential to serve attendees and sponsors, its proven accessibility and its customer service.

Your sponsorship includes access to Pathable 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 College Media Convention.

Virtual trade show schedule

9 a.m.-5 p.m Eastern

Thursday-Saturday, March 18-20, 2021

Contract deadline

Contract deadline: March 1, 2021

See Page 5 for specifications and deadlines on submitted materials.

Sponsorship contact

Ashley Tilley

Associated Collegiate Press

ashley@studentpress.org

612-200-9254

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Convention virtual booth space / \$600

Shared functionality for all virtual booths,
with all booths include these functions —

Visitor analytics.

Ability to upload collateral for attendees to download.

Face-to-face hours through a virtual booth.

Functionality to embed videos into your virtual booth
space.

In-platform messaging capability to registrants.

Convention sponsor / \$2,000

This category offers tremendous brand exposure,
with prominent positioning throughout the virtual convention.

Exhibit opportunities

Shared functionality for all virtual booths,
with all booths include these functions —

Visitor analytics.

Ability to upload collateral for attendees
to download.

Face-to-face hours through a virtual booth.

Functionality to embed videos
into your virtual booth space.

In-platform messaging capability to registrants.

Registrant interaction

One sponsor-produced session of up to 50 minutes,
either live or pre-recorded. Content may be
instructional, and it may include information about
your organization or educational programs and
faculty.

In-platform messaging capability to registrants.

One sponsor-specific email blast, with sponsor-
provided content, distributed 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 present information to guide
registrants as the convention begins.

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.
(Available only through sponsorship.)

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

One sponsored tweet to all ACP Twitter followers.

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À la carte options

Support collegiate journalism and expand your reach with additional exposure.

Registrant interaction

Downloadable list of registrant contact information.

\$750

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

\$500 per email blast

Convention visibility & communications

One sponsor-produced session of up to 50 minutes, either live or pre-recorded. Content may be instructional, and it may include information about your organization or educational programs and faculty.

\$750

Registration logo placement —

One spot is available, first come, first served, on main page of registration site. This includes the acknowledgment as the registration sponsor.

\$800

Color advertisement in the program highlights PDF to be emailed to registrants prior to the convention. The highlights PDF will present information to guide registrants as the convention begins.

Full page, \$1,000.

Half page, \$800.

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Deadlines, specifications & submissions

The contract deadline is noon Central March 1, 2021, and submission deadlines are below.

For sponsorship questions and information, contact ACP's **Ashley Tilley**, ashley@studentpress.org, 612-200-9254.

For questions on submissions and uploads, contact ACP's **Ron Johnson**, ron@studentpress.org.

Uploads & file names

In file names, please begin with your organization's name/abbreviation, followed by the file's content.

For example — **name.logo.registration.jpg**

Sponsors will receive a link to a designated folder to upload all files. Do not submit files via email.

Uploaded by 5 p.m. ET Feb. 8

Sponsor session within convention programming

For live sessions, submit details to Ashley Tilley.

For a recorded session, upload a fully edited mp4 file.

Uploaded by 5 p.m. ET March 1

Logo as convention sponsor

Logo as registration sponsor

Submit both a low-resolution JPG and a high-resolution vector EPS.

Color ad in the program highlights PDF

Full page: 8.5 x 11 low-resolution PDF file.

Half page: 8.5 x 5.5 low-resolution PDF file.

Ads with page bleeds require 3 picas of external space off the page. Otherwise, we will fit the ad to the page.

Sponsor-specific email blast

Upload the email's individual components — low-resolution images, text and links. Do not pre-package email content.

Sponsored tweets to ACP Twitter followers

Upload text, image and link.

In the text file, include the preferred time and date.

Keynote commercial

Upload the text script for the 15-second commercial. Focused wording and crisp sentences are important. We reserve the right to edit for mechanics and length.

Also upload a background image presented full screen during the audio.

Script: text file.

Image: 1920x1080 pixels, low-resolution JPG.

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Contract details

This is an agreement between the sponsor and Associated Collegiate Press, College Media Association and College Media Business and Advertising Managers. Payment in full is required to reserve sponsorships, exhibit or ad space. Payments are nonrefundable.

The following is important information regarding [the Spring National College Media Convention](http://collegemediaconvention.org), presented virtually March 18-21, 2021.

Contract deadline: March 1, 2021.

See Page 5 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 to ACP. Please plan accordingly.
4. To receive sponsorship benefits, exhibitors must meet specifications and deadlines for all materials. (See Page 5.) 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 ACP. That includes any activities to be offered to convention attendees on a different virtual platform or service. Additional rates may be applied.

Convention donations

If your organization wishes to support student journalism through this convention experience, perhaps a donation is a better fit for your support.

For more information on how to donate, contact **Ashley Tilley**, ashley@studentpress.org.

Sponsor/exhibitor participation form

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March 18-20, 2021

collegemediaconvention.org

Submit completed contract to

Ashley Tilley

Associated Collegiate Press

ashley@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

\$2,000

À la carte options

Virtual booth space. \$600

Downloadable list of registrant contact information. \$750

One sponsor-specific email blast, with sponsor-provided content, preceding or following the convention. \$500 per email blast.

Sponsored session within convention programming, either live or pre-recorded. \$750

Registration logo placement —
One spot, first come, first served, with acknowledgment as the registration sponsor. \$800

Color advertisement in the program highlights PDF to be emailed to registrants prior to the convention.

Full page, \$1,000

Half page, \$800

Sponsorship subtotal \$ _____

À la carte subtotal \$ _____

TOTAL OWED \$ _____

Signature

TOTAL PAYMENT

\$ _____

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The associations

Associated Collegiate Press

Through its training and recognition programs for members, Associated Collegiate Press educates and recognizes collegiate journalists, 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 Pulitzer Prizes of student journalism.

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

College Media Association

The voice of collegiate media and its advisers, CMA 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
Nora Keller
College Media Association
info@collegemedia.org
212-297-2195

College Media Business and Advertising Managers

CMBAM is committed to providing learning and career opportunities through member engagement and communications. It also fosters leadership development and education that teaches industry best practices and will continue to be an advocate for its members.

CMBAM contact
Charlie Weaver
admin@cmbam.org
612-435-5657