

## FALL NATIONAL COLLEGE MEDIA CONVENTION

# We're pivoting to virtual

### OCT. 14-16, 2021



Empowering  
student journalists

NATIONAL SCHOLASTIC PRESS ASSOCIATION  
ASSOCIATED COLLEGIATE PRESS

EST. 1921



### *Make your connection with collegiate media*

The Fall National College Media Convention — now virtual — remains the nation's largest gathering of collegiate journalists, media students and advisers.

We're using our experience with past digital conventions to help you engage with collegiate media from across the continent.

### *Get the best visibility*

Get your branding and digital presence on the convention platform.

Vendor-produced sessions and commercial message preceding speakers and awards.

Advertise in the convention program preview.

Use the virtual tradeshow to interact with attendees, as they compete for prizes with their engagement.

## Fall convention facts

Presented virtually  
Oct. 14-16, 2021, on the  
Pathable convention platform

### Projected attendance

500+ attendees, including  
collegiate journalists, media  
students and advisers.

Once scheduled in  
New Orleans, we closely  
monitored the pandemic and  
surveyed our members on  
how they could best engage  
with this fall's convention.  
We announced the virtual  
convention on Sept. 13.

### Additional outreach

Convention promotional  
materials will reach hundreds  
of ACP and CMA members and  
prospective members.

### Convention trade show

9 a.m.-5 p.m ET  
Thursday-Saturday,  
Oct. 14-16, 2021

Revised contract deadline  
& revised submission deadline  
Noon CT Oct. 4, 2021

### Deadlines & specifications

Please review the specifications  
and deadlines on Page 4.

### Sponsorship contact

**Ashley Tilley**  
Associated Collegiate Press  
[ashley@studentpress.org](mailto:ashley@studentpress.org)  
612-200-9254

### Convention events & activities

The convention site,  
[collegemediaconvention.org](http://collegemediaconvention.org),  
offers the latest information  
on programming — including  
dozens of virtual breakout  
sessions, pre-convention  
workshops, keynote speakers,  
presentation of the nation's top  
honors for collegiate media  
and the ACP Best of Show  
competition for attending  
schools.



### NEW!

#### Exhibit hall passport & prize

When attendees check in to a  
booth and share their name,  
school and email address —  
and answer a vendor question —  
they'll be entered in a drawing  
for a pair of Beats Studio Buds  
noise-canceling earphones.

We'll compile and share attendee  
information with exhibitors at the  
end of the convention.

## The associations

### [Associated Collegiate Press](#)

Through training and  
recognition programs,  
Associated Collegiate Press  
educates and recognizes  
collegiate journalists and 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.

This year, ACP celebrates  
100th birthday of its partner  
organization, [National  
Scholastic Press Association](#),  
founded in 1921.

### [College Media Association](#)

The voice of collegiate media  
and its advisers, College Media  
Association 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.

### ACP contact

**Laura Widmer**  
Associated Collegiate Press  
[info@studentpress.org](mailto:info@studentpress.org)  
612-200-9254

### CMA contact

**Tim Bennett**  
College Media Association  
[info@collegemedia.org](mailto:info@collegemedia.org)  
(212) 297-2195

## Convention sponsorship

**\$2,000**

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

### Exhibit opportunities

Virtual booth space, with 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 visibility

One-page color ad in the program preview 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.

## À la carte options

Enhance your sponsorship — or build your own package — with these opportunities.

### Virtual booth space

**\$600**

Virtual booth space, with 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 booth space.

In-platform messaging capability to registrants.

### 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 & communication

**Sponsor session within convention programming.**

One sponsor-produced session, either live or pre-recorded. Content may be instructional, and it may include information about your products, organization, educational programs and/or faculty and staff.

**15 minutes / \$500      50 minutes / \$750**

**Commercial message.** A commercial announcement preceding an awards presentation or a featured speaker, with a script and image you provide.

**One 15-second commercial / \$750**

**Two 15-second commercials / \$1,250**

**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.**

# Deadlines, specifications & submissions

Both the revised contract deadline and the revised submission deadline is noon CT Oct. 4, 2021.

For sponsorship questions and information, and to coordinate your sponsor session, contact ACP's **Ashley Tilley**, [ashley@studentpress.org](mailto:ashley@studentpress.org), 612-200-9254.

To submit all other content, and inquire about their specifications, email ACP's **Ron Johnson**, [ron@studentpress.org](mailto:ron@studentpress.org).

## Emailed by noon CT Oct. 11

[ashley@studentpress.org](mailto:ashley@studentpress.org)

### Sponsor session within convention programming

For live sessions, submit details to Ashley Tilley.

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

## Emailed by noon CT Oct. 4

[ron@studentpress.org](mailto:ron@studentpress.org)

### Logo as convention 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 1 pica 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.

### Commercial messages

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.



## Contract details

This is an agreement between the sponsor and [Associated Collegiate Press](#) and [College Media Association](#).

Payment in full is required to reserve sponsorships, exhibit or ad space at [the Fall National College Media Convention](#), presented virtually Oct. 14-16, 2021.

1. To register for the convention, complete the contract in this PDF document and send it to **Ashley Tilley**, [ashley@studentpress.org](mailto: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.
3. All commitments for sponsorships and exhibiting cannot be altered or refunded once the contract is submitted to ACP. Please plan accordingly.

Payments are nonrefundable. The revised contract deadline is noon CT Oct. 4, 2021.

See Page 4 for specifications and deadlines on submitted materials.

4. To receive sponsorship benefits, exhibitors must meet specifications and deadlines for all materials. (See Page 4.) 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 and how your donation might be recognized, contact **Ashley Tilley**, [ashley@studentpress.org](mailto:ashley@studentpress.org).

# Sponsor/exhibitor participation form

## Fall National College Media Convention

Oct. 14-16, 2021

[collegemediaconvention.org](http://collegemediaconvention.org)

Submit completed contract to

**Ashley Tilley**

Associated Collegiate Press

[ashley@studentpress.org](mailto:ashley@studentpress.org)

612-200-9254

## Organization name

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Mailing address

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City, State ZIP

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Convention contact

---

Convention contact email

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Convention contact phone number

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Accounting email

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Convention contact signature

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## 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

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Expiration date

CVV

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Name on card

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Card billing address

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## 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.  
15 minutes / \$500  
50 minutes / \$750

Commercial message preceding an awards presentation or featured speaker.  
One 15-second commercial / \$750  
Two 15-second commercials / \$1,250

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

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**TOTAL PAYMENT**

\$ \_\_\_\_\_