

# Fall National College Media Convention Trade Show

## Sponsor/exhibitor participation form

Oct. 29-Nov. 2, 2023  
Hyatt Regency Atlanta • Grand Hall West  
[collegemediaconvention.org](http://collegemediaconvention.org)

Submit completed contract to  
**Karli Keith**  
Associated Collegiate Press  
[karli@studentpress.org](mailto:karli@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

### Diamond Sponsor / \$6,000

Social media wall co-sponsor, one of two  
Social media wall exclusive sponsor, at \$12,000

### Gold Sponsor / \$4,000

Keynote speaker sponsor  
Attendee tote bags      Conference lanyard

### Silver Sponsor / \$3,600

Mobile app sponsor      Reporters notebooks  
Program printing & delivery  
Sunday student networking  
Monday student reception  
Monday adviser reception

### Bronze Sponsor / \$3,000

Online registration  
Cup of Joe hospitality (one day)  
CMA Film & Audio Festival      Midnight snack

## À la carte options

### Tradeshow exhibit tables

Exhibit table \$1,000  
Nonprofit exhibit table \$700

### Convention-program advertising

Inside front cover \$1,800  
Two-page spread \$1,800  
Full page \$1,500      Half page \$800

### Promotional items

Attendee bag insert \$1,000

### Email list / \$600

### Programming

Vendor session \$750

### Email blasts

Pre-convention \$800      Post-convention \$1,000

### Sponsorship subtotal

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

### À la carte subtotal

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

### TOTAL OWED

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

Signature

---

### TOTAL PAYMENT

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

## Sponsor/exhibitor contract details

This is an agreement between Associated Collegiate Press, College Media Association and the sponsor/exhibitor for the designated convention.

Payment in full is required to reserve sponsorships, exhibit or ad space. Payments are nonrefundable.

### Reminders

Meet the deadlines for submission of logos and advertising to take full advantage of convention exposure.

Booth displays must adhere to the specifications within the exhibitor information kit. Displays that impede the line of sight for other booths and exhibits will not be allowed.

When the trade show closes, sponsors and exhibitors are responsible for striking their booths into manageable components for waste collection and removal by hotel staff. Balloons displays must be disassembled, and glitter and small pieces of litter must be cleaned. Any hotel clean-up charges will be assessed to the booth sponsor.

Giveaways may not include lanyards or reporter-specific notebooks that would compete with sponsored items.

Exhibitors may not sponsor educational programs, receptions or social functions during convention hours or during an official convention function.

### Convention contact signature

---

1. To register for the convention, complete the contract. Send it to ACP along with your payment. Prepayment is required to hold your sponsorship. Unless otherwise arranged, fees for all sponsorships should be paid to ACP.
2. Exhibit space is assigned according to sponsorship level and the date a contract is received by ACP. Exhibitors at equal sponsorship levels will alternate exhibit space preference with other equal level sponsors. Sponsors can have the same sponsorship as the previous convention, but if another company is interested in that sponsorship, it cannot be held for more than two consecutive conventions. ACP/CMA reserve the right to make and/or change booth locations at any time as they deem necessary.
3. Location of exhibit space is determined at the discretion of ACP/CMA, the decorating company and the hotel. Exhibits must be available for viewing by convention delegates at the official start time of the exhibit hall.
4. Booths must comply with the ACP/CMA booth display guidelines and the exhibit hall rules and regulations as outlined in the exhibitor information kit. ACP/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. Displays that impede the line of sight for other booths and exhibits will not be allowed.
5. ACP has contracted with a trade show service to provide material handling and drayage services to exhibitors. Exhibitor information kits with more information will be sent after contracts have been received in the ACP office. Additional costs to exhibit may be incurred.
6. Exhibit booth fees cover minimal pipe and drape, one skirted table with two chairs, two copies of the convention program, name badges and convention registration fees for up to four exhibitors from your company (per 10' x 10' space). Name badges are contingent upon ACP receiving a list of names of attending exhibitors. Only official name badges from ACP/CMA are allowed to be used. Additional delegates from your organization should register for the convention.
7. All arrangements for Internet and electrical power must be made directly with third party providers, whose contact information will be provided to you. Materials to order these services will be included in the exhibitor information packet.
8. ACP/CMA assume no responsibility for expenses incurred for exhibitor material shipping or handling, electrical, telephone, equipment or other utility hookups and usage.
9. If there will be any third-party deliveries outside the designated trade show service, you must notify ACP and the trade show service 60 days prior to the convention start date.
10. Due to limited storage, the hotel cannot accept any drayage, packages or exhibits for an exhibit/production company. Should an exhibitor send packages, the shipment will be refused. Please make arrangements for drayage through Viper Tradeshow Services. Additional charges may apply.
11. Each exhibit 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.
12. ACP/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, ACP/CMA assume no liability for damage, loss or theft of any property owned by the exhibitor or its agents. By authorizing this contract with a signature, the exhibitor hereby agrees to indemnify and hold harmless ACP/CMA, its officers, directors, employees and agents for any and all claims arising out of such damage.
13. Exhibitors and giveaways must be distributed from, and confined to, the exhibit booth space. Exhibitors cannot occupy the aisles or, block adjacent booths or distribute materials outside of their booth. Each exhibitor has the right to conduct business at their booth without interference from others. Noise and smells must be kept to a minimum. No exhibitor may sell anything at their booth nor distribute materials which are potentially harmful to the delegates or the facility (i.e., flying disks, stickers, gum). Please contact ACP if you plan on sampling any food products. Because of restrictions from BMI and ASCAP, the playing of music as part of your exhibit is prohibited.
14. To receive sponsorship benefits, exhibitors must meet the submission deadlines for advertising and exhibiting. To be included in the convention registration booklet or the convention program, advertising art must be received at ACP by the deadline listed on the contract.
15. All convention program center spreads and the back cover are benefits of sponsoring the printing of the convention program. Late submissions cannot be accepted and sponsorship commitments cannot be altered or refunded once the contract is signed and submitted to ACP.
16. No exhibitor shall sponsor an educational program during the convention without 30 days advance notification to ACP/CMA officials. No exhibitor shall be host for a reception, hospitality suite or social function during the hours of an official ACP/CMA function at which advisers are present. Exhibitors must notify ACP/CMA officials no later than 21 days before the convention if a reception or program is to be held when there is no official ACP/CMA convention program. ACP/CMA support the right of exhibitors to sponsor private, invitation-only events.
17. ACP/CMA encourage exhibitors reserving 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.
18. Unless otherwise designated, 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 delegates. Should transportation be required to move the delegates from the convention hotel to the screening, that cost would also be the responsibility of the studio.
19. No exhibitor or sponsor shall contract with the hotel or convention center for any signage, promotional material, event, display or communication without the specific written permission of both ACP and CMA. Exhibitors and sponsors must limit their promotion to the exhibit hall during trade show hours and to those sponsored events for which they contracted.
20. Organizations providing an adviser bag insert must provide type of insert, number of packages and tracking numbers to ACP staff at least two weeks before the convention. All items must be flat, or a small, promotional trinket.
21. ACP/CMA reserves the right to disallow any giveaways that conflict with convention sanctioned sponsorships. Giveaways may not include lanyards or reporter notebooks.
22. When the trade show closes, sponsors and exhibitors are responsible for striking their booths into manageable components for waste collection and removal by hotel staff. Balloons displays must be disassembled, and glitter and small pieces of litter must be cleaned. Any hotel clean-up charges will be assessed to the booth sponsor.