



# National College Journalism Convention

March 1-3, 2018 • Hyatt Regency • Long Beach • acpmw.org

Delegates at the Associated Collegiate Press National College Journalism Convention will represent more than 100 colleges and universities from around the nation. The number of students and advisers in attendance averages more than 700.

The exhibit area allows event sponsors prime visibility, unlike any other ACP convention. In addition to exhibit space, sponsors are able to reach delegates through vendor sessions. Sponsors are also encouraged to have table-top or self signage at the convention as well as inserting material into the attendee tote bags. Sponsors will be listed in the program and on the convention website. There is no drayage company. Exhibitors staying at the Hyatt Regency may ship boxes to themselves (the hotel will charge you a per box receiving fee).

Exhibit Hours:  
10 a.m.-noon Thursday: Setup  
Noon-6 p.m. Thursday: Exhibits open  
8 a.m.-6 p.m. Friday: Exhibits open

**Questions?**  
Ashley Tilley, membership outreach coordinator  
ashley@studentpress.org  
612-200-9254

## ORGANIZATION INFORMATION

Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

On-site Contact: \_\_\_\_\_

On-site Email: \_\_\_\_\_

On-site Cellphone: \_\_\_\_\_

Contract Authorizing Name: \_\_\_\_\_

Authorizing Email: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_

## SPONSORSHIP OPTIONS

### GOLD \$3,000

Program printing sponsor (can be in-kind)  
General session sponsor

Benefits: Two 6' skirted exhibit tables with chairs  
One attendee bag insert  
One full-page program ad  
One banner ad in convention app  
Logo and link on convention website, mobile app  
Logo in program and on convention signage

### SILVER \$2,000

Thursday opening reception  
Friday adviser reception  
Convention tote bag

Benefits: One 6' skirted exhibit table with chairs  
One attendee bag insert  
One full-page program ad  
One banner ad in convention app  
Logo and link on convention website, mobile app  
Logo in program and on convention signage

### BRONZE \$1,250

Convention app sponsor  
Online registration sponsor  
Lanyard sponsor

Benefits: One 6' skirted exhibit table with chairs  
One attendee bag insert  
One half-page program ad  
Logo and link on convention website, mobile app  
Logo in program and on convention signage

### FRIEND \$750

Friday morning hospitality  
Saturday morning hospitality

Benefits: One 6' skirted exhibit table with chairs  
One attendee bag insert  
Logo and link on convention website, mobile app  
Logo in program and on convention signage

## A LA CARTE

Exhibit table only	<b>\$400</b>
Full-page program ad	<b>\$400</b>
Half-page program ad	<b>\$300</b>
Convention app banner ad	<b>\$400</b>
Tote bag insert	<b>\$300</b>
Vendor session (sponsors only)	<b>\$400</b>



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## CONTRACT DETAILS

### Advertisement specs

Registration book: Full-page ads are 6.5x9 inches and half-page ads are 6.5x4.5 inches. Ads should include 1/8 in. bleed, be in full color (CMYK), images should be at least 300 dpi, PDF format. Due by Jan. 31, 2018.

Convention app: Two sizes of your ad must be submitted: 640x150 px and 552x150 px. Send to [amber@studentpress.org](mailto:amber@studentpress.org).

Logos: Logos should be sent at the same time or soon after this contract. Send your logo in vector format (.ai, .eps or .pdf) to [amber@studentpress.org](mailto:amber@studentpress.org) or upload it with your contract.

1. Location of exhibit space is determined at the discretion of ACP and the convention headquarters hotel. Exhibits must be setup by noon on Thursday, March 1, 2018, and available for delegates noon-6 p.m. that day and 8 a.m.–6 p.m. on Friday, March 2. Exhibitors will be notified of booth numbers and setup arrangements in February.
2. The exhibit tables will consist of one six-foot skirted table, two chairs, two programs and name badges (if names of exhibitors are provided before the convention).
3. All telephone, Internet and electricity arrangements must be made directly with the Hyatt Regency. ACP will provide contact information but assumes no responsibility for expenses incurred for material handling, equipment, electrical, phone, Internet and other utility hookups or usage.
4. The exhibit area is not secure overnight. ACP will take reasonable precautions, including working with hotel staff, to ensure the exhibit area is monitored. However, ACP assumes no liability for damages, loss or theft of any property owned by the exhibitor or its agents. By authorizing this contract with a signature on the reverse side, the exhibitor hereby agrees to indemnify and hold harmless ACP, its officers, directors, employees and agents for any and all claims arising out of such damage.
5. Exhibitor giveaways must be distributed from, and confined to, the exhibit booth space. No exhibitor may distribute materials which are potentially harmful to delegates or the convention headquarters. Playing live music from your booth is prohibited as is excessive noise.
6. To receive sponsorship benefits, exhibitors must meet deadlines for submission of advertising and exhibiting contract. Late ads cannot be accepted. Sponsorship commitments cannot be altered or refunded once the contract is submitted to ACP.
7. Limitations on privately hosted social and educational events: No exhibitor shall sponsor an educational program during the convention without 30 days advance notice. No exhibitor shall host a reception or hospitality suite during the hours of an official ACP function at which advisers are present. Exhibitors must notify ACP no later than seven days before the convention if a reception or program is going to be held when there is no official ACP function. ACP supports the rights of exhibitors to sponsor private, by-invitation-only events.
8. Each exhibiting company should register on its own. Inviting other companies to sublease exhibit space is not acceptable.
- 9. To register for the convention, complete the contract on the reverse side and upload to [acpmw.org/sponsors](http://acpmw.org/sponsors).**
10. Prepayment 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.
11. All commitments for sponsorships and exhibiting cannot be altered or refunded once the contract is submitted. Please plan accordingly.

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## PAYMENT OPTIONS

**Total Owed:**      \$ \_\_\_\_\_

Payment in full is required to secure a sponsorship, exhibit space and/or ad space. ACP accepts U.S. dollars only.

**Visa      Mastercard      Discover      American Express      Check payable to ACP**

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_