



## **SPONSOR/EXHIBITOR INFORMATION**

JEA/NSPA FALL NATIONAL HIGH SCHOOL JOURNALISM CONVENTION

NOV. 16-19, 2017 • HYATT REGENCY • DALLAS

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### **ABOUT THE CONVENTION**

The Journalism Education Association and National Scholastic Press Association have partnered for more than 40 years to host the JEA/NSPA Fall National High School Journalism Convention. We bring together more than 5,000 high school student journalists and their advisers to experience powerful keynote speakers, more than 300 breakout sessions, on-site critiques, contests and the latest trends, services and resources at the convention trade show.

### **WHO ATTENDS**

High school students working for their newspapers, yearbooks, newsmagazines, literary magazines, broadcast programs and online news sites and as many as 750 publication advisers. Representatives from yearbook publishing companies, software companies, colleges and universities, journalism-related nonprofits and movie studios make up the energetic trade show floor.

### **ABOUT THE TRADE SHOW**

The convention trade show runs 1-7 p.m. Thursday, Nov. 16, and 8 a.m.-4 p.m. Friday, Nov. 17, at the Hyatt Regency in Marsalis Hall AB. The entire convention will be held in the Hyatt Regency. Registration is at the rear of the exhibit hall to increase traffic in the trade show.

### **BOOTH ASSIGNMENT**

Booth space is assigned based on sponsorship level, time the contract was submitted, type of organization, rotation based on location at previous conventions and number of years exhibited with JEA/NSPA.

### **RESERVE HOTEL ROOMS ONLINE**

To take full advantage of the convention, exhibitors who live outside the Dallas area are encouraged to stay at the Hyatt Regency Dallas, the officially designated JEA/NSPA convention hotel. Convention rates will be available on the convention website.

For convention information and updates, please go to [dallas.journalismconvention.org](http://dallas.journalismconvention.org).



## SPONSORSHIP OPTIONS

We will make every effort to not place competitors as co-sponsors. Sponsorship is the key way to ensure a strong presence at the convention beyond the exhibit hall.

### All sponsorships include:

- Logo and link on convention website
- Logo in registration mailer, program and on convention signage
- 140-character company description in mobile app

### Sponsorships do NOT include:

- Power at your booth
- Wi-Fi in the exhibit hall (unless there is a sponsor)
- Email list of registered advisers
- Because of a new registration mailer format, we are no longer offering registration book ad space

### Sponsorship deadline:

**Sept. 22, 2017**

### DIAMOND \$7,500

Technology/AV Leader. Logo displayed before all general sessions. [Limit 3]  
~~Convention Program Printing. Includes back cover. Can be provided in-kind. [Limit 1]~~

Additional benefits: 40' x 10' premium or regular exhibit space  
 Two full-page program ads  
 One banner ad in convention app  
 Adviser bag insert

### GOLD \$5,000

Online Registration. Branded registration pages. [Limit 1, July 31 deadline]  
 Saturday Adviser Award Luncheon. Includes two tickets and signage. [Limit 2]  
~~Adviser Tote Bags. Logo featured prominently on the bag design. [Limit 1]~~  
 Scholarships. Sponsor up to 50 students' registration fees. [Limit 1]

Additional benefits: 30' x 10' premium or regular exhibit space  
 One full-page program ad  
 One banner ad in convention app  
 Adviser bag insert

### SILVER \$3,500

Thursday Kick-off Adviser Reception. 9-11 p.m., Nov. 16. [Limit 2]  
 Friday Evening Adviser Reception. 8:30-11 p.m., Nov. 17. [Limit 2]  
 Convention Mobile App. Homepage features your logo. [Limit 1, Sept. 30 deadline]  
 Registration Folded Mailer Printing. ~~Can be provided in-kind. [Limit 1]~~  
 Must be able to print 18x24" sheet (with bleed) that folds down to 6x9" mailer.

Additional benefits: 10' x 10' premium or regular exhibit space  
 One half-page program ad  
 One banner ad in convention app  
 Adviser bag insert

### BRONZE \$2,500

Friday Morning Adviser Hospitality. 7:30 a.m.-noon, Nov. 17. [Limit 3]  
 Saturday Morning Adviser Hospitality. 7:30 a.m.-noon, Nov. 18. [Limit 3]

Additional benefits: 10' x 10' premium or regular exhibit space  
 One half-page program ad  
 Adviser bag insert

### FRIEND \$1,750

Friend sponsorship. [No Limit]

Additional benefits: 10' x 10' premium or regular exhibit space  
 One half-page program ad



# EXHIBITING AND ADVERTISING

Sponsorship options include some exhibit space and advertising but you may purchase more here.

**Exhibit space reservation deadline:**  
**Oct. 6, 2017**

*Exhibitor space is assigned according to sponsorship level and the date NSPA receives the contract. **We cannot guarantee your preferred exhibit space.** Before the convention, you will receive confirmation of your space and details about how to ship materials. And while we do our absolute best, we cannot guarantee that there will be no changes to the floor plan due to factors beyond our control (hotel, fire marshal, etc.).*

**Program ad deadline:**  
**Sept. 13, 2017**

**App banner ad deadline:**  
**Oct. 18, 2017**

## EXHIBIT SPACE

Exhibit 10' x 10' booth	<b>\$900</b>
Adjacent space	<b>\$450 x _____ = \$ _____</b>
Nonprofit exhibit space	<b>\$600</b>

*Limit one space; must be a registered 501(c)(3) organization or not-for-profit college/university*

Upgrade to a premium space	<b>\$200</b>
Early setup	<b>\$250</b>

*2-6 p.m. Wednesday, Nov. 15 (Marsalis B spaces only)*

### PLEASE SELECT THREE COMPLETELY SEPARATE BOOTH OPTIONS

First exhibit space choice: \_\_\_\_\_

Second choice: \_\_\_\_\_

Third choice: \_\_\_\_\_

Do not place next to: \_\_\_\_\_

## ADVERTISING

Inside front cover program ad	<b>\$1,500</b>
Two-page spread program ad	<b>\$1,800</b>
Full-page program ad	<b>\$1,500</b>
Half-page program ad	<b>\$800</b>
Convention app banner ad	<b>\$800</b>
Adviser bag insert (sponsors)	<b>\$600</b>
Adviser bag insert (non-sponsors)	<b>\$1,000</b>
Vendor session	<b>\$750</b>

*50-minute session. NSPA will follow up about session topic and speakers.*



# EXHIBITING/SPONSORSHIP CONTRACT

JEA/NSPA Fall National High School Journalism Convention - Dallas

### Trade show hours:

- Thursday, Nov. 16  
8 a.m.-noon Setup  
1-7 p.m. Trade show
- Friday, Nov. 17  
8 a.m.-4 p.m. Trade show  
4-6 p.m. Tear down

### ORGANIZATION INFORMATION

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

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

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

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

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

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

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

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

### PAYMENT OPTIONS

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

Visa    Mastercard    Discover    American Express    Check payable to NSPA

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

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

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

Sponsorship: \$ \_\_\_\_\_

Exhibit Space: \$ \_\_\_\_\_

Advertising: \$ \_\_\_\_\_

**Total Owed:** \$ \_\_\_\_\_

Print out and sign, where necessary. Scan and upload **ALL PAGES** of this contract at [dallas.journalismconvention.org/sponsors](http://dallas.journalismconvention.org/sponsors). Please read contract details on Page 5 and save a copy for your records.

### Questions?

Ashley Tilley, NSPA  
ashley@studentpress.org  
612-625-9311

# Fall National High School Journalism Convention Contract Details



This is an agreement between the National Scholastic Press Association, the 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 2017 JEA/NSPA Fall National High School Journalism Convention in Dallas.

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1. To register for the convention, complete the contract. Send it to NSPA along with your payment. Prepayment is required to hold your sponsorship. Unless otherwise arranged, fees for all sponsorships should be paid to NSPA.

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2. Exhibit space is assigned according to sponsorship level and the date a contract is received by NSPA. Exhibitors at equal sponsorship levels will alternate exhibit space preference with other equal level sponsors. Sponsors have the right of first refusal from what they sponsored for the year's previous fall convention, except the program printing sponsorship which is on a three-year rotation. JEA/NSPA reserve the right to make and/or change booth locations at any time as they deem necessary.

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3. Location of exhibit space is determined at the discretion of JEA/NSPA, the decorating company and the hotel. Exhibits must be available for viewing by convention delegates beginning at 1 p.m. Thursday, Nov. 16 and concluding at 4 p.m. Friday, Nov. 17.

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4. Booths must comply with the JEA/NSPA booth display guidelines and the exhibit hall rules and regulations as outlined in the exhibitor information kit. JEA/NSPA 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.

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5. NSPA has contracted with Viper Tradeshow Services to provide material handling and drayage services to exhibitors. Exhibitor information kits will be sent after contracts have been received in the NSPA office. Additional costs to exhibit may be incurred. Please contact Viper Tradeshow Services at 816- 587-1882 for more information.

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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 NSPA receiving a list of names of attending exhibitors. Only official name badges from JEA/NSPA are allowed to be used. Additional delegates from your organization should register for the convention.

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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.

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8. JEA/NSPA assume no responsibility for expenses incurred for exhibitor material shipping or handling, electrical, telephone, equipment or other utility hookups and usage.

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9. If there will be any third party deliveries outside of Viper Tradeshow Services, you must notify NSPA and Viper by Sept. 15, 2017.

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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.

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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.

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12. JEA/NSPA will take reasonable precautions, including the hiring of security guards, to ensure the area provided for exhibits is secured during non-exhibiting hours; however, JEA/NSPA 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 JEA/NSPA, its officers, directors, employees and agents for any and all claims arising out of such damage.

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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 NSPA 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.

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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 NSPA by the deadline listed on the contract.

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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 NSPA.

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16. No exhibitor shall sponsor an educational program during the convention without 30 days advance notification to JEA/NSPA officials. No exhibitor shall host a reception, hospitality suite or social function during the hours of an official JEA/NSPA function at which advisers are present. Exhibitors must notify JEA/NSPA officials no later than seven days before the convention if a reception or program is to be held when there is no official JEA/NSPA convention program. JEA/NSPA support the right of exhibitors to sponsor private, invitation-only events.

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17. JEA/NSPA 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.

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18. 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.

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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 JEA and NSPA. Exhibitors and sponsors must limit their promotion to the exhibit hall during trade show hours and to those sponsored events for which they contracted.

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20. Organizations providing an adviser bag insert must provide type of insert, number of packages and tracking numbers to NSPA staff at least two weeks before the convention. All items must be flat, or a small, promotional trinket.

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21. NSPA reserves the right to disallow any giveaways that conflict with convention sanctioned sponsorships.

