



# Spring National High School Journalism Convention

April 25-28, 2013 • Marriott Marquis • San Francisco • #hsjSF

## Exhibiting/Sponsorship Contract

Company/Organization		Exhibitor contact name	
Company street address			
City	State	Zip	
Phone		Fax	
Exhibitor contact email		Website	
Brief company description			
Contract authorizing name (print)		Contract authorizing signature	Contract authorizing email
NSPA authorizing signature	Date received by NSPA		EX#:

### Sponsorship options

#### Level One

Call for details and benefits

- 50 convention scholarships
- Printing convention program
- Printing registration booklet
- Provide on-site computer lab
- Classroom wireless

#### Level Two \$4,000

- Friday Adviser Luncheon  
11:30 a.m. - 1 p.m., April 26 (2 tickets)
- Saturday Adviser Luncheon  
11:30 a.m. - 1 p.m., April 27 (2 tickets)
- Friday Evening Adviser Reception  
8:30-10 p.m., April 26
- Adviser Tote Bags\*

\*Or actual cost if you provide them for 750

Sponsor receives at no additional cost:

- 30' x 10' prime exhibit space
- One full-page registration book ad
- One full-page program ad
- Optional adviser bag insert

#### Level Three \$3,000

- Kickoff Adviser Reception  
9:30-11 p.m., April 25
- Break with a Pro Refreshments
- Friday a.m. adviser hospitality  
7 a.m.-Noon, April 26
- Friday p.m. adviser hospitality  
2-4 p.m., April 26
- Saturday a.m. adviser hospitality  
7 a.m.-Noon, April 27
- General Sessions A/V  
Three sessions
- Convention mobile app

Sponsor receives at no additional cost:

- 20' x 10' prime exhibit space
- One half-page registration book ad
- One half-page program ad
- Optional adviser bag insert

#### Level Four \$1,250

- Friday Student Dance  
9:30-11 p.m., April 26
- Convention signage  
Logo placed on signage

Sponsor receives at no additional cost:

- 10' x 10' prime exhibit space
- One half-page registration book ad or one half-page program ad

### Other Sponsorships

- Promo video (Up to :60) \$500  
Company promo video plays before two keynotes, limited availability
- Promo video (Up to :60) \$300  
Company promo video plays before one keynote, limited availability
- Movie screening \$1,000  
Call for details

### Trade show exhibiting hours

#### Thursday, April 25

8 a.m. to Noon (setup)  
1 p.m. to 7 p.m. (trade show)

#### Friday, April 26

8 a.m. to 4 p.m. (trade show)  
4 p.m. to 6 p.m. (teardown)

Early setup is available Wed. April 24 1 to 5 p.m. for a \$250 surcharge. Please contact NSPA for details.

### Exhibit space reservations

- I wish to reserve exhibit space for \$725.
- I wish to add ( ) extra 10' x 10' spaces to my inline booth at \$425 each.
- I'm with a registered, tax-exempt 501(c)(3) organization and will pay \$500 for my 10' x 10' booth. (Limit one space.)

### E-mail or fax signed contracts to:

Lindsay Grome, NSPA

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

Phone: 612.625.6519

Fax: 612.626.0720

2221 University Ave. SE, Suite 121

Minneapolis, MN 55414

### Advertising options

#### Registration booklet ad rates

- Full-page ad (8.5" wide x 11" tall) \$800
- Half-page ad (8.5" wide x 5.5" tall) \$525

#### Convention program ad rates

- 2-page spread (two facing pages) \$1,500
- Full-page ad (8.5" wide x 11" tall) \$900
- Half-page ad (8.5" wide x 5.5" tall) \$500

#### Inserts in adviser bags

- Access to approximately 750 advisers \$425

#### Notes:

All advertising should be submitted as high-resolution PDF files. You are responsible for output quality.

All program center spreads and the back cover are benefits of sponsoring the printing of convention program. Measurements indicate active image area.

#### Deadlines (Received by dates)

Jan. 11 Ads due for convention registration booklet

Feb. 29 Ads due for convention program

**To receive sponsorship benefits, exhibitors must meet deadlines for submission of advertising as well as contract deadlines.**

### Payment options

Payment in full is required to reserve a sponsorship, exhibit space or ad space. Make checks and POs payable to NSPA and mail to the address listed above. NSPA accepts U.S. dollars only. No refunds will be made.

- Check enclosed: # \_\_\_\_\_
- Visa/Mastercard/Discover/American Express:

Credit card number \_\_\_\_\_

Expiration date (MM/YY) \_\_\_\_\_

Card holder's signature \_\_\_\_\_

Total Amount Owed:

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



# National High School Journalism Convention

## Contract details

This is an agreement between the Journalism Education Association, the National Scholastic Press Association and the exhibitor. Payment in full is required to reserve sponsorships or exhibit space. Payments are nonrefundable. The following is a list of tips and important information regarding the 2013 JEA/NSPA Spring National High School Journalism Convention in San Francisco.

**1.** Location of exhibit space is determined at the discretion of JEA/NSPA, the decorating company and the convention center. Exhibits must be available for viewing by convention delegates beginning at 1 p.m. Thursday, April 25, and concluding at 4 p.m. Friday, April 26.

**2.** All arrangements for Internet and electrical power must be made directly with the Marriott Marquis. Materials to order these services will be included in the exhibitor service manual. JEA/NSPA assume no responsibility for expenses incurred for electrical, telephone or other utility hookups and usage.

**3.** 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 the contracted company.

**4.** NSPA has contracted with a convention services company to provide material handling and drayage services to exhibitors. Exhibitor kits will be sent only after contracts have been received in the NSPA office.

NOTE: It is in your best interest to return the completed contract to NSPA as soon as possible to reserve your exhibit space or advertising.

**5.** 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. Additional delegates from your organization should register for the convention using the form in the registration booklet. Because of printing constraints and expenses, JEA/NSPA cannot provide every individual exhibitor with a convention program.

**6.** Each exhibit space should be used to display materials for just one company or organization; 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.

**7.** 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 on the reverse side, 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.

**8.** Exhibitor giveaways must be distributed from, and confined to, the exhibit booth space. No exhibitor may distribute materials which are potentially harmful to the delegates or the facility (i.e. flying disks, stickers, gum). Because of restrictions from BMI and ASCAP, the playing of music as part of your exhibit is prohibited.

**9.** To receive sponsorship benefits, exhibitor must meet deadlines for submission of advertising and exhibiting contract. To be included in the convention registration booklet or the convention program, advertising art must be received at NSPA by the deadline listed on this form. Late submissions cannot be accepted and sponsorship commitments cannot be altered or refunded once the contract is signed and submitted to NSPA.

**10.** Limitations on privately hosted social and educational events: 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 or hospitality suite 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.

**11.** To register for the convention, complete the contract on the reverse side of this sheet. Send it to NSPA along with your payment. 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.

**12.** Unless otherwise arranged, fees for all sponsorships should be paid to NSPA.

**13.** Exhibitor Lodging: JEA and NSPA appreciate 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.

**14.** All exhibitors are invited to attend any of the convention sessions.

**15.** Movie screening sponsorships are reserved for studios and other film companies. In addition to the sponsorship fees, the studio provides a print 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.

**16.** 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.

**17.** 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. JEA/NSPA reserve the right to make and/or change booth locations at any time as they deem necessary.

**18.** Booths must comply with the JEA/NSPA booth display guidelines and the exhibit hall rules and regulations as outlined in the exhibitor service manual. 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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