



**DC 2019**

JEA / NSPA Convention • NOV. 21-24 • Wardman Park Marriott

**NOW  
MORE  
THAN  
EVER**

**JOURNALISM MATTERS**

JEA/NSPA Fall National High  
School Journalism Convention  
Nov. 21-24, 2019 | Washington, D.C.

**Sponsorship Opportunities**

## About this fall's National High School Journalism Convention

The National High School Journalism Convention is the leading scholastic journalism convention of the fall from the largest and most influential press associations. It's the convention high school journalists and their advisers will be attending this fall.

### What to expect

Be at the center of a brilliant three days, jam-packed with media inspiration as the scholastic journalism community comes together to celebrate students and advisers. Expect on-site competitions, workshops, exhibits, roundtables and an interactive trade show.

### One of the most inspiring student journalism events

The Journalism Education Association and National Scholastic Press Association have partnered for more than 40 years to host the JEA/NSPA National High School Journalism Convention. Between the one-on-one connections you'll make with students and advisers and the incredible speakers you'll hear, you can't put a price on the JEA/NSPA experience.

### Go high impact with your brand

A visually charged marketing campaign will promote the convention to over 5,000 student media advisers and 15,000+ social media followers. Sponsors will be featured in all aspects of the multimedia campaign as we generate excitement leading up to the convention in Washington, D.C. in November.

*Visit [dc.journalismconvention.org](http://dc.journalismconvention.org) for up-to-date information on program line-up, sponsors and more.*

## The trade show

The convention trade show runs 1-7 p.m. Thursday, Nov. 21, and 8 a.m.-4 p.m. Friday, Nov. 22, at the Marriott Wardman Park. The entire convention will be held in the Marriott. Registration is at the rear of the exhibit hall to increase traffic in the trade show.

## About JEA

The Journalism Education Association is the largest scholastic journalism organization for teachers and advisers. Put simply, we educate teachers on how to educate students.

Among JEA's more than 2,500 members are journalism teachers and publications advisers, media professionals, press associations, adviser organizations, libraries, publishing companies, newspapers, radio stations and departments of journalism.

Since 1924, JEA has been leading the way in scholastic journalism and media education.

## About NSPA

The National Scholastic Press Association provides journalism education services to students, teachers, media advisers and others at more than 1,600 member publications throughout the United States and in other countries.

NSPA has been recognizing, educating and connecting the nation's student journalists and their advisers since 1921.

## The audience

The 2019 JEA/NSPA Fall National High School Journalism Convention will bring together a dynamic audience of 6,000+ high school students working for their newspapers, yearbooks, newsmagazines, literary magazines, broadcast programs and online news sites and as many as 900 publication advisers. Attendees are mostly in the 14-18 age group. Many are editors and leading voices at their high school publication. This incredibly active group is tech-savvy, early-adopting and inherently curious.

## The venue

The convention will be held at the Marriott Wardman Park. Convention rates are \$219/night single/double and triple/quad, plus tax. The reservation deadline is Oct. 22 but we recommend making your reservation as soon as possible. A link to reserve rooms will be emailed to you when available, and before reservations are opened up to convention attendees.

# Diamond Sponsor

# \$8,500

This category offers a tremendous amount of brand exposure with prominent positioning throughout the advance promotional campaign and on site at the convention in Washington, D.C.

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## Diamond Sponsorship Options:

- Pizza & Proud. Friday evening student pizza party. [Limit 2]
- Convention Program Printing. Includes back cover ad. Can be provided in-kind. [Limit 1]
- Convention Lanyard. Logo printed on lanyard with JEA and NSPA logos. [Limit 1]
- Adviser Tote Bags. Logo featured on the bag design. [Limit 1]

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## Marketing benefits at the Diamond level include:

### Exhibit opportunities

- 40' by 10' exhibit booth space, to include 8' high drapery black wall, 3' high side drape, table and chairs.
- Opportunity to increase booth size with a fee of \$600 per 10' x 10' increment (unlimited).

### Promotional materials leading up the convention

- Logo inclusion in registration book sent to 5,000+ JEA and NSPA members in August.
- Full-page color ad in registration book. Due Aug. 7.
- Logo inclusion in all convention promotional emails sent between July and November.
- Prominent recognition on the convention website as a Diamond Sponsor with company logo and direct link to your website on the sponsor page.
- Pre-convention email sent to all attending advisers. Content due by Nov. 3.

### Signage and visibility at conference

- Logo recognition on convention signage as Diamond Sponsor.
- Two-page spread color ad (due Sept. 18) and logo recognition as Diamond Sponsor within the convention program distributed to all attendees and speakers.
- Logo recognition, descriptive paragraph and direct link to your website on the sponsor page of the convention app.
- Banner ad in convention app.

### Additional promotion

- Opportunity to distribute one promotional item in adviser tote bag.
- One sponsored social media post shared from the @NHSJC Twitter account.

### Registrations

- Four complimentary full-convention registrations per 10' x 10' booth space.
- Additional full-conference registrations for sponsor staff available at \$159 each.

### Workshops

- Opportunity to hold an on-site training workshop for up to 100 attendees within the exhibit hall.
- Workshops will be promoted in the convention program and app and on social media. We also strongly encourage sponsors promote at their booth as well.

### Further brand exposure

- Additional unlimited à la carte items to reinforce brand presence (additional fees apply).

### Sponsorships do NOT include:

- Power at your booth
- Wi-Fi in the exhibit hall
- Email list of registered advisers

# Gold Sponsor

# \$5,500

This category offers a high level of brand exposure with prime positioning leading up to and at the conference in Washington, D.C.

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## Gold Sponsorship Options:

- Online Registration. Branded registration pages. [Limit 1, Aug. 15 deadline]
  - Saturday Adviser Awards Luncheon. Includes two tickets and signage. [Limit 2]
  - Scholarships. Sponsor up to 50 students' registration fees. [Limit 1]
  - Reporters Notebooks. Logo on notebook given to all advisers. [Limit 1]
- 

## Marketing benefits at the Gold level include:

### Exhibit opportunities

- 30' by 10' exhibit booth space, to include 8' high drapery black wall, 3' high side drape, table and chairs.
- Opportunity to increase booth size with a fee of \$600 per 10' x 10' increment (unlimited).

### Promotional materials leading up the convention

- Logo inclusion in registration book sent to 5,000+ JEA and NSPA members in August.
- Full-page color ad in registration book. Due Aug. 7.
- Logo inclusion in all convention promotional emails sent between July and November.
- Recognition on the convention website as a Gold Sponsor with company logo and direct link to your website on the sponsor page.

### Signage and visibility at conference

- Logo recognition on convention signage as Gold Sponsor.
- Full-page color ad (due Sept. 18) and logo recognition as Gold Sponsor within the convention program distributed to all attendees and speakers.
- Logo recognition, descriptive paragraph and direct link to your website on the sponsor page of the convention app.
- Banner ad in convention app.

### Additional promotion

- Opportunity to distribute one promotional item in adviser tote bag.

### Registrations

- Four complimentary full-convention registrations per 10' x 10' booth space.
- Additional full-conference registrations for sponsor staff available at \$159 each.

### Further brand exposure

- Additional unlimited à la carte items to reinforce brand presence (additional fees apply).

### **Sponsorships do NOT include:**

- Power at your booth
- Wi-Fi in the exhibit hall
- Email list of registered advisers

# Silver Sponsor

# \$4,000

This category offers exposure in advance of and during the convention.

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## Silver Sponsorship Options:

- Thursday Kick-off Adviser Reception. 9-11 p.m., November 20. [Limit 2]
  - Friday Evening Adviser Reception, 8:30-11 p.m., November 21. [Limit 2]
  - Convention Mobile App. Homepage features your logo. [Limit 1, Oct. 1 deadline]
  - Convention Registration Book Printing. Can be provided in-kind. [Limit 1, Aug. 1 deadline]
- 

## Marketing benefits at the Silver level include:

### Exhibit opportunities

- 10' by 10' exhibit booth space, to include 8' high drapery black wall, 3' high side drape, table and chairs.
- Opportunity to increase booth size with a fee of \$600 per 10' x 10' increment (unlimited).

### Promotional materials leading up the convention

- Logo inclusion in registration book sent to 5,000+ JEA and NSPA members in August.
- Full-page color ad in registration book. Due Aug. 7.
- Logo inclusion in all convention promotional emails sent between July and November.
- Recognition on the convention website as a Silver Sponsor with company logo and direct link to your website on the sponsor page.

### Signage and visibility at conference

- Logo recognition on convention signage as Silver Sponsor.
- Half-page color ad (due Sept. 18) and logo recognition as Silver Sponsor within the convention program distributed to all attendees and speakers.
- Logo recognition, descriptive paragraph and direct link to your website on the sponsor page of the convention app.
- Banner ad in convention app.

### Additional promotion

- Opportunity to distribute one promotional item in adviser tote bag.

### Registrations

- Four complimentary full-convention registrations per 10' x 10' booth space.
- Additional full-conference registrations for sponsor staff available at \$159 each.

### Further brand exposure

- Additional unlimited à la carte items to reinforce brand presence (additional fees apply).

### **Sponsorships do NOT include:**

- Power at your booth
- Wi-Fi in the exhibit hall
- Email list of registered advisers

# Bronze Sponsor

# \$2,750

This category offers exposure in advance of and during the convention.

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## Bronze Sponsorship Options:

- Friday Adviser Hospitality, 7:30 a.m.-noon, Nov. 22. [Limit 3]
  - Saturday Adviser Hospitality, 7:30 a.m.-noon, Nov. 23. [Limit 3]
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## Marketing benefits at the Bronze level include:

### Exhibit opportunities

- 10' by 10' exhibit booth space, to include 8' high drapery black wall, 3' high side drape, table and chairs.
- Opportunity to increase booth size with a fee of \$600 per 10' x 10' increment (unlimited).

### Promotional materials leading up the convention

- Logo inclusion in registration book sent to 5,000+ JEA and NSPA members in August.
- Half-page color ad in registration book. Due Aug. 7.
- Logo inclusion in all convention promotional emails sent between July and November.
- Recognition on the convention website as a Bronze Sponsor with company logo and direct link to your website on the sponsor page.

### Signage and visibility at conference

- Logo recognition on convention signage as Bronze Sponsor.
- Half-page color ad (due Sept. 18) and logo recognition as Bronze Sponsor within the convention program distributed to all attendees and speakers.
- Logo recognition, descriptive paragraph and direct link to your website on the sponsor page of the convention app.

### Registrations

- Four complimentary full-convention registrations per 10' x 10' booth space.
- Additional full-conference registrations for sponsor staff available at \$159 each.

### Further brand exposure

- Additional unlimited a la carte items to reinforce brand presence (additional fees apply).

# Friend Sponsor

# \$1,900

This category offers exposure in advance of and during the convention.

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## Marketing benefits at the Friend level include:

### Exhibit opportunities

- 10' by 10' exhibit booth space, to include 8' high drapery black wall, 3' high side drape, table and chairs.
- Opportunity to increase booth size with a fee of \$600 per 10' x 10' increment (unlimited).

### Promotional materials leading up the convention

- Logo inclusion in registration book sent to 5,000+ JEA and NSPA members in August.
- Half-page color ad in registration book. Due Aug. 7.
- Recognition on the convention website as a Friend Sponsor with company logo and direct link to your website on the sponsor page.

### Signage and visibility at conference

- Logo recognition on convention signage as Friend Sponsor.
- Logo recognition as Friend Sponsor within the convention program distributed to all attendees and speakers.
- Logo recognition, descriptive paragraph and direct link to your website on the sponsor page of the convention app.

### Registrations

- Four complimentary full-convention registrations per 10' x 10' booth space.
- Additional full-conference registrations for sponsor staff available at \$159 each.

# À la carte items

Looking for additional exposure or interested in just exhibiting or advertising?

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- Exhibit booth** **\$1,100**
- 10' by 10' exhibit booth space, to include 8' high drapery black wall, 3' high side drape, table and chairs.
  - Increase booth size with a fee of \$600 per 10' x 10' increment (unlimited).

- Nonprofit exhibit space** **\$750**
- 10' by 10' exhibit booth space, to include 8' high drapery black wall, 3' high side drape, table and chairs.
  - Limit one space.
  - Must be a registered 501(c)(3) organization or not-for-profit college/university.

- Early exhibit setup** **\$400**
- 2-6 p.m. Wednesday, April 24.

- Full-page registration book ad** **\$1,000**
- 8.5x11" full color with 1/8" bleed and crop marks. Due Aug. 7.
  - Sent to 5,000+ JEA and NSPA members in August.

- Half-page registration book ad** **\$800**
- 8.5x5.5" full color with 1/8" bleed and crop marks. Due Aug. 7.
  - Sent to 5,000+ JEA and NSPA members in August.

- Inside front cover program ad** **\$1,500**
- 8.5x11" full color with 1/8" bleed and crop marks. Due Sept. 18.
  - Distributed to all attendees.

- Two-page spread program ad** **\$1,800**
- 17x11" full color with 1/8" bleed and crop marks. Due Sept. 18.
  - Distributed to all attendees.

- Full-page program ad** **\$1,500**
- 8.5x11" full color with 1/8" bleed and crop marks. Due Sept. 18.
  - Distributed to all attendees.

- Half-page program ad** **\$800**
- 8.5x5.5" full color with 1/8" bleed and crop marks. Due Sept. 18.
  - Distributed to all attendees.

- Adviser bag insert** **\$1,000**
- One promotional item included in tote bag given to all adviser attendees.
  - Sponsors can add an adviser bag insert for a discounted rate of \$600.

- Email Blast (Pre-convention)** **\$500**
- One promotional email sent after early-bird deadline and before start of convention. Content due Nov. 3.

- Email Blast (Post-convention)** **\$500**
- Second promotional email sent after the convention ends. Content due Nov. 20.



# Exhibit Floor Plan

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.).



# Sponsor/Exhibitor Contract

JEA/NSPA Fall National High School Journalism Convention – Nov. 21-24, 2019 – Washington, D.C.

## Sponsorship

Preferred booth space: \_\_\_\_\_

Diamond: Pizza & Proud	\$8,500	Silver: Thursday Adviser Reception	\$4,000
Diamond: Program Printing	\$8,500	Silver: Friday Adviser Reception	\$4,000
Diamond: Lanyards	\$8,500	Silver: Convention App	\$4,000
Diamond: Adviser Tote Bags	\$8,500	Silver: Registration Book Printing	\$4,000
Gold: Online Registration	\$5,500	Bronze: Friday Hospitality	\$2,750
Gold: Saturday Awards Luncheon	\$5,500	Bronze: Saturday Hospitality	\$2,750
Gold: Scholarships	\$5,500	Friend Sponsorship	\$1,900
Gold: Reporters Notebooks	\$5,500		

## À la carte

Exhibit booth	\$1,100	Two-page spread program ad	\$1,800
Additional booth space	\$600 each	Full-page program ad	\$1,500
Nonprofit exhibit space	\$750	Half-page program ad	\$800
Early setup	\$400	Convention app banner ad	\$800
Full-page registration book ad	\$1,000	Adviser bag insert	\$1,000
Half-page registration book ad	\$800	Email Blast (Pre-convention)	\$500
Inside front cover program ad	\$1,500	Email Blast (Post-convention)	\$500

## Organization Information

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

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

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

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

Accounting Email: \_\_\_\_\_

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 MC Discover AmEx Check

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

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

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

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

À la carte: \$ \_\_\_\_\_

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

Scan and upload this page to [dc.journalismconvention.org/sponsors](http://dc.journalismconvention.org/sponsors).

**Questions?** Ashley Tilley, NSPA: [ashley@studentpress.org](mailto:ashley@studentpress.org) or 612-200-9254.

# 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 2019 JEA/NSPA Fall National High School Journalism Convention in Washington, D.C.

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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.

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 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. JEA/NSPA 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 JEA/NSPA, the decorating company and the hotel. 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.

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.

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.

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.

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. JEA/NSPA 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 of Viper Tradeshow Services, you must notify NSPA and Viper by Sept. 15, 2019.

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. 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.

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.

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.

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.

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.

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.

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.

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.

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.

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