

SEM 2012

National Student
Electronic Media
Convention
October 25–27, 2012



cbi ATLANTA

Be Part of a New College Electronic Media Conference, Designed For the 21st Century

College Broadcasters, Inc. (CBI) is pleased to invite you to be part of the inaugural CBI National Student Electronic Media Convention. After more than 10 successful years co-sponsoring college media conferences, CBI has created its own conference, tailored to the unique needs of students working in radio, television, webcasting, social media and other 21st century modes of communication. The CBI National Student Electronic Media Convention lets vendors, for the very first time, reach an audience consisting entirely of students and advisors interested in new and traditional electronic media.

About the Trade Show

Open Thursday, October 25 and Friday, October 26, 2012 the CBI Atlanta convention trade show will feature exhibitors, sponsors, and advertisers [hereinafter my collectively be referred to as "exhibitor(s)"] offering products and services of interest to our membership. We want vendors who understand electronic media and, therefore, understand the needs of CBI's members. Our members are naturally curious about products and services for social media, broadcasting, webcasting, electronic news gathering and reporting, and much more. Convention attendees will be eager to meet and learn from you!

Sponsorship and Marketing Opportunities

In addition to vendor exhibiting space at the trade show, the CBI National Student Electronic Media Convention offers companies, consultants, nonprofit organizations, and others a number of sponsorship and marketing opportunities to help increase your visibility:

- **Registration Bags Exclusive Sponsor: \$3,000**
Company logo will appear exclusively along with the CBI logo on conference bags given to all convention registrants.
- **Registration Bags Co-Sponsor: \$1,750**
CBI will accept up to three different company logos to be imprinted on the conference bags alongside CBI's logo.
- **Conference Bag Insert: \$50**
Vendor supplied single insertion flyer or promotional item for registrations bags.
- **Convention Lanyard: \$1,500**
Company name or logo imprinted alongside CBI on convention lanyard.
- **Name Tag: \$500**
Company logo or promotional coupon printed on back on conference registration name tag.
- **Convention T-shirt: \$3,000**
Company logo printed on back of convention T-shirt. Make a lasting impression with this conference keepsake.

The Benefits of Exhibiting at CBI Atlanta

- Convention-goers will be specifically interested in products and services aimed at the electronic media
- A targeted audience of current and future electronic media decision-makers
- An intimate trade show floor space that will facilitate personal interaction with convention attendees
- Your company name, logo and contact information will appear in the convention program (provided you register by September 7, 2012)
- Two complimentary conference registrations, so you can interact with panelists and attendees during convention sessions

Exhibit Space

Purchase of your space includes a table, two chairs, company information in the convention program, and two complimentary conference registrations. Exhibitors may be charged by the hotel for any additional requirements (contact us for hotel pricing for your specific needs). Exhibit space is extremely limited and will be reserved on a first come first paid basis, so reserve early to ensure your opportunity to reach our conference attendees!

Early Bird Space Reservation: \$250

Reserve by Wednesday, 8/1/2012.

Standard Space Reservation: \$500

Reserve by Friday, 9/7/2012.

Convention Program Ads

- Inside Front or Back Cover/Inside Full Page (color only): \$800
- Full Page (B&W): \$450
- Half Page (B&W): \$250
- Quarter Page (B&W): \$125

The submission deadline for all ads is Friday, September 21, 2012.

College Broadcasters, Inc. 2012 National Student Production Awards Sponsorship

The National Student Production Awards are the country's most prestigious awards programs for student electronic media. More than 500 student-produced Audio/Radio and Video/Television entries are professionally judged each year.

Companies and organizations have the opportunity to sponsor a specific awards category for \$500 per category. There are more than 20 categories available for sponsorship, including Best Newscast, Best Play-By-Play, Best Documentary, Best Vodcast, Best Student Media Website and Best Station Imaging. For more information about sponsoring the National Student Production Awards, contact CBI Development Director Mark Maben at develop@askcbi.org.

CBI also offers an opportunity to underwrite the entire Awards Ceremony, held on Saturday, October 27, 2012. The ceremony sponsor receives signage, recognition during the awards program, and acknowledgment in the convention program. This \$2,500 sponsorship helps to offset the costs of producing the ceremony and assists with beverage costs.

2012 CBI National Student Electronic Media Convention



YES, please reserve space for our exhibit at the CBI National Student Electronic Media Convention at the Sheraton Atlanta. Enclosed please find:

1. Completed and signed application/contract
2. FULL payment of booth and any additional sponsorship payments
3. A 40-word or less description of products/services (this description should also be e-mailed to develop@askcbi.org. If submitting after the program deadline, please realize that you may not be listed in the official convention program.

Please list your company name exactly as you want it to appear on all promotional listings.

Company/Organization		
Contact	Title	
Street address		
City	State	ZIP
Phone	Mobile	
E-mail	Fax	
Company website		

Paid exhibitors receive two complementary conference registrations. Additional registrations may be purchased.

Staff member #1	
Title	
E-mail	Mobile

Staff member #2	
Title	
E-mail	Mobile

Payment

Payment in full is required to reserve an exhibit space, sponsorship, and/or advertising. CBI accepts VISA, MasterCard, and Discover. Checks should be made payable to College Broadcasters, Inc.

- Check enclosed.
 Credit card (circle one) MasterCard Discover VISA

Card Number	Expiration Date	Security Code
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I, the undersigned, authorize this card to be charged in the amount of \$_____.

Card Holder Name (please print)
Card Holder Signature

Exhibit Space

Purchase of your space includes a table, two chairs, company information in the convention program, and two complimentary conference registrations. Note, exhibit space is limited, so reserve early to ensure your opportunity to reach conference attendees!

- Early Bird Space Reservation: \$250
 by 8/1/2012
 Standard Space Reservation: \$500
 by 9/7/2012

- I need electricity.*
 I need wireless internet.*
 *Additional hotel fees may apply.

Sponsorship & Marketing Opportunities

- Registration Bags Exclusive Sponsor \$3,000
 Registration Bags Co-Sponsor \$1,750
 Conference Bag Insert \$50
 Convention Lanyard \$1,500
 Name Tag \$500
 Convention T-shirt \$3,000
 Advisor Reception Sponsorship \$1,500
 National Student Production Awards Ceremony Sponsorship \$2,500
 Individual Awards Category Sponsor \$500

Convention Program Ads

- Inside Front or Back Cover/Inside Full Page (color only) \$800
 Full Page (b&w) \$450
 Half Page (b&w) \$250
 Quarter Page (b&w) \$125

Agreement

I, the undersigned, agree to abide by the provisions of the rules and regulations governing the CBI Trade Show, and accept the terms of the cancellation and exhibitor policies outlined in the Exhibit Space Terms and Agreement.

Signature

Date _____

2012 CBI National Student Electronic Media Convention



EXHIBIT SPACE AGREEMENT AND EXHIBITOR/SPONSOR/ADVERTISER TERMS & CONDITIONS

ELIGIBLE EXHIBITS: College Broadcasters, Inc. reserves the right to determine the Exhibit eligibility of each Company and/or Product for this trade show and further reserves the right to reject any application and/or limit space assigned to any one company without explanation.

INTERNET AND ELECTRICAL POWER: All arrangements for Internet and electrical power requirements must be made directly with Sheraton Atlanta hotel. College Broadcasters, Inc. assumes no responsibility for expenses incurred for electrical, Internet or other utility hookups and usage on the trade show floor or elsewhere in the hotel.

EXHIBIT SPACE AND BOOTH CONSTRUCTION: Exhibitors are renting a 10x10 foot exhibit space. The exhibit booth fees provide exhibitors with a standard hotel rectangular table and two chairs, two conference registrations, and two copies of the convention program. Exhibitors may bring pre-fabricated booths, which are limited to 10 x 8 foot. College Broadcasters, Inc. and the Sheraton Atlanta hotel reserve the right to alter the official floor plan, and/or reassign any Exhibitor's location as deemed advisable and further reserve the right to make such changes, amendments and additions to these rules as such further regulations as it considers necessary for the good of the trade show.

FIREPROOFING: All booth material and decorations must be fireproof.

EXHIBIT RESTRICTIONS: No Exhibitor or part of an exhibit will be admitted to any space until rental of the space has been paid in full. No Exhibitor may dismantle an Exhibit until after the closing hour of the trade show. The Exhibitor shall properly staff the Exhibit during trade show hours. Exhibitors are liable for any damage caused to building walls, floors or other Exhibitor space property. The appearance of an exhibiting firm does not constitute an endorsement or approval by College Broadcasters, Inc. Exhibitor may not use the trademark, name or logo of the College Broadcasters, Inc. without written permission of College Broadcasters, Inc.

GENERAL TRADE SHOW POLICIES: Offensive exhibits are prohibited. Distribution of literature or samples must be related to exhibit and distribution limited to within Exhibitor's space. No food or alcoholic beverages may be distributed from Exhibitor's space. Assignment or subletting of assigned space by Exhibitor is not permitted for any reason without written approval of College Broadcasters, Inc. Exhibitor must comply with all local, state and federal laws, rules, regulations and ordinances in force. The Exhibitor may not display signs that are not professionally prepared or, in the opinion of College Broadcasters, Inc. detract from the appearance of the trade Show in any manner whatsoever. College Broadcasters, Inc. shall have sole control over all admission policies at all times.

LIMITATION OF EXHIBITS: College Broadcasters, Inc. reserves the right to stop or remove from the Show any Exhibitor, or his representative, performing an act or practice which, in the opinion of College Broadcasters, Inc. is objectionable or detracts from the dignity of the trade show. College Broadcasters, Inc. reserves the right to refuse admittance of exhibits or materials to the trade show until all dues and fees owed are paid in full.

BOUNDARIES: All parts of all exhibits must be exhibited within Exhibitor's assigned space boundaries. Aisle space is under control of College Broadcasters, Inc.

SECURITY: The safekeeping of the Exhibitor's property shall remain the responsibility of the Exhibitor.

EXHIBITOR LODGING: Exhibitors are strongly encouraged to reserve rooms in the official convention hotel. 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.

RELEASE AND LIMITATION OF LIABILITY: The Exhibitor agrees to make no claim for any reason whatsoever against College Broadcasters, Inc. and/or convention sponsors for loss, theft, damage or destruction of goods, nor for any injury to himself or employees while the convention is in progress, being set up or taken down.

INDEMNIFICATION OF COLLEGE BROADCASTERS, INC: Exhibitor agrees to indemnify and hold harmless College Broadcasters, Inc. against any and all claims of any person, arising out of acts, omissions or negligence of Exhibitor, its agents or employees (including exhibit installation/ removal staff). Any dispute arising from this agreement the Exhibitor agrees will be handled by a competent arbitrator.

CANCELLATION OR WITHDRAWAL: Cancellation of space and refund is subject to the following conditions: Exhibitors shall give written notice of cancellation; if written notice is received more than 60 days prior to October 24, 2012, Exhibitor shall be refunded 60% of total payments made to College Broadcasters, Inc. No refunds will be allowed for any cancellation by exhibitors, sponsors or advertisers less than 60 days prior to October 24, 2012.

TERMINATION OF CONVENTION/TRADE SHOW: If College Broadcasters, Inc. determines that the premises where the convention and/or trade show is to be held have become unfit for occupancy, or if the premises are materially interfered with by reason of strike, embargo, injunction, act of war, act of God, other emergency, or any act or event not the fault of College Broadcasters, Inc., this agreement may be terminated by College Broadcasters, Inc. In the event of such termination, the Exhibitor waives any and all damages to College Broadcasters, Inc.

I am authorized by my company to contract for exhibit space at the 2012 CBI National Student Electronic Media Convention, as indicated above and have carefully read, understand and accept this Agreement/Terms and Conditions.

Signature: _____

Print Name: _____

Title: _____