



cbi

ST. LOUIS

Oct. 31-Nov. 2, 2019

National Student Electronic Media Convention

2019 Sponsor and Exhibitor Information

Hyatt Regency St. Louis at The Arch Hotel

Exhibit Dates: Thursday, Oct. 31 & Friday, Nov. 1

Contact CBI Development Director Lynn Riggle
Development@AskCBI.org



The National Student Electronic Media Convention is Where Companies Connect with the Future

The College Broadcasters, Inc. (CBI) National Student Electronic Media Convention (NSEMC) is America's only convention dedicated exclusively to the interests of student TV/video outlets, radio stations, webcasters and convergent media. NSEMC attendees are current and future electronic media decision-makers and the conference offers an intimate setting that facilitates personal interaction with convention-goers. With hundreds of attendees from all over the country, the NSEMC is the perfect setting to begin cultivating brand loyalty that will last for years to come.

The convention features a two-day trade show on Thursday and Friday, three days of interactive sessions led by broadcast professionals and student media advisers, a keynote address and a special closing event with the presentation of the National Student Production Awards on Saturday, Nov. 2. The NSEMC is a gathering that lets sponsors, exhibitors and advertisers reach an audience consisting entirely of students and advisers interested in new and traditional electronic media.

Our attendees are decision-makers for small and medium-sized outlets today, and the trendsetters of tomorrow. The NSEMC is the right place for you to increase brand awareness, promote your company and reach potential new customers. Through exhibits, sponsorships and advertising, you will demonstrate your support of CBI and campus electronic media while ensuring maximum exposure for your organization.

Exhibit at NSEMC's Two-Day Trade Show

Early Bird Space Reservation: \$300 • Reserve by Friday, Aug. 16, 2019
 Standard Space Reservation: \$550 • Reserve by Friday, Oct. 11, 2019



The National Student Production Awards which recognize the best in audio, video and web categories, are available for sponsorship.

The CBI National Student Electronic Media Convention Exhibitor Trade Show Oct. 31 & Nov. 1 connects exhibitors with convention attendees eager to learn about products and services that will benefit their organizations.

Our members are naturally curious about products and services for social media, broadcasting, webcasting, electronic news gathering and reporting, audio processing, solutions/upgrades to existing platforms and much more. Convention attendees are also interested in internships, graduate programs and career opportunities.



Purchase of your 6-by-6 foot exhibition space includes a table and two chairs, listing of your company information on our website and in the convention app plus two complimentary conference registrations. Exhibition space is limited and reserved on a first-come first-paid basis, so act early.



All sponsors receive recognition on our convention website, in the convention app, and on printed signage in the convention floor area.

Email Lynn Riggle at Development@AskCBI.org for more sponsorship information.



Connect Directly With Attendees

In addition to one-on-one conversations with convention attendees within our exhibition space, CBI offers you these options to get your message out directly to our members.

Vendor-Supplied Convention Bag Insert: \$75

A CBI tradition that is popular with our attendees. We stuff our convention bags with your vendor-supplied item.

CBI-Produced Convention Bag Flyer Insert: \$500

Let CBI do the work for you! Send us a PDF of your flyer design, and we'll produce 500 double-sided glossy paper flyers for stuffing into our convention bags.

App Activity Stream Header: \$300 for one day

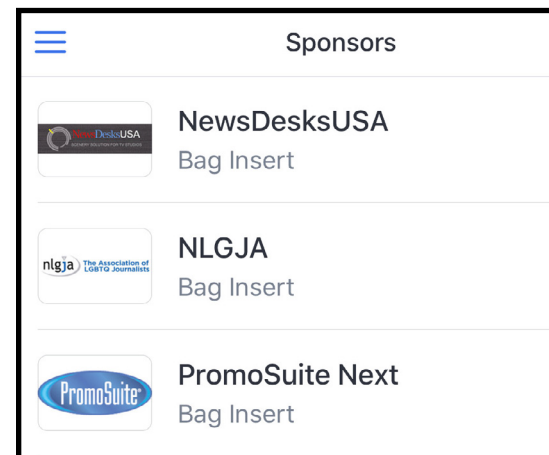
Our convention app is heavily used by attendees. Get noticed by sponsoring the activity stream header that everyone on the app will see! Sponsor one day of the convention for \$300 or all three days for \$750.

Convention App Push Notification: \$125

Exhibitors and sponsors can push out a one-time notification to all convention app users. So you will get noticed, CBI is limiting sponsor notifications to just three per day, so "space" is limited.

"Sessions at a Glance" Exclusive Sponsorship: \$1,000

We create a "Sessions at a Glance" brochure for attendees to pick up at the registration desk. Your logo will be repeatedly seen if you choose to become the exclusive sponsor of this vital NSEMC reference guide.



All sponsors and exhibitors with **clickable company descriptions are listed with logos in our NSEMC Attendify app.**

Sponsorship Opportunities

In addition to trade show exhibition space, the NSEMC offers companies, consultants, nonprofits, schools and others a number of sponsorship and marketing opportunities to help increase your visibility. The following affordable options are available on a first-come basis.

SWAG

Convention Bag Exclusive Sponsor: \$1,500

Your logo will appear exclusively with the CBI logo on souvenir bags given to convention attendees.

Convention Lanyard Exclusive Sponsor: \$1,500

Place your company name or logo printed alongside the CBI logo on the convention lanyard given to every convention attendee.

ID Badge Sponsor: \$1,500

Your logo will appear exclusively with the CBI logo on all convention name badges. Sponsor also has the option to print a message, coupon or special offer on the back of the name badge.

Convention Bag Insert: \$75

Vendor-supplied single insertion flyers or promotional items inserted into NSEMC bags.

AWARD SPONSORSHIPS

The National Student Production Awards are the country's most prestigious awards for student electronic media. More than 900 student-produced entries are professionally judged each year. There are 35 award categories, including Best Newscast, Best Play-By-Play, Best Documentary, Best Student Media Website and Best Station Imaging.

Individual Awards Category Sponsor: \$300

Companies and organizations may sponsor one or more specific award categories and receive recognition during the ceremony.

National Student Production Awards Ceremony Sponsorship: \$2,500

The ceremony sponsor is branded throughout the awards program. Sponsorship helps to offset the costs of producing the ceremony.

EVENTS

Keynote Address: \$2,500

The keynote is a highlight of any conference. Past NSEMC keynote speakers include: Vice President and Creative Director of NBC Entertainment Marketing Dean McFlicker, iHeartMedia Senior Vice President Chris Berry, Radio Advertising Bureau President Erica Farber and CNN's Carol Costello. Keynote sponsorship includes signage and logo projection at the keynote venue, company recognition during the speaker's introduction and two complimentary conference registrations.

Evening Reception and Swag Swap: \$2,500

A CBI tradition, the Thursday evening reception for NSEMC attendees always draws a crowd. Receive signage, recognition in the convention app and an opportunity to address reception or participants while helping to provide convention-goers with refreshments and entertainment.

Visual Media Festival: \$2,500

The festival provides an opportunity to recognize and exhibit student work in the areas of film/video production. Receive recognition during the screening and in the convention app session description.

Afternoon Break: \$5,000

Sponsor cookies, brownies or other treats served in the trade show/registration area to encourage interaction with the exhibitors. Sponsorship includes branding at the event and a bag insert promoting the break and your company.

Have Your Own Idea?

If you have a particular sponsorship idea in mind, please let us know. CBI is always happy to hear new ideas and sponsorship options. Email Lynn Riggie at Development@AskCBI.org.



2019 National Student Electronic Media Convention

YES, please reserve space for our exhibition/sponsorship at the CBI National Student Electronic Media Convention at the Hyatt Regency St. Louis at The Arch Hotel.

Please send the following:

1. Completed and signed application/contract.
2. A 40-word or less description of products/services (this should be emailed to Development@AskCBI.org).
3. A vector graphic file (EPS) and a JPEG file of your logo (these should also be emailed to Development@AskCBI.org).

Note: Any sponsor and exhibitor information received after Oct. 11, 2019 may not be included in printed NSEMC promotional materials.

Company/ Organization		
Contact	Title	
Street Address		
City	State	Zip Code
Phone	Mobile	
Email	Fax	
Company Website		

Staff Member Name 1 (for exhibitors only)	
Title	
Email	Mobile

Staff Member Name 2 (for exhibitors only)	
Title	
Email	Mobile

Payment in full is required to reserve exhibition space, sponsorship and/or advertising. CBI accepts payment via PayPal and by Visa, MasterCard, AMEX and Discover. Those paying by PayPal or credit card will receive an invoice by email, payable within seven days. If paying by check, please enclose payment with this form made payable to College Broadcasters, Inc.

Total Amount Due: \$	<input type="checkbox"/> Check Enclosed
	<input type="checkbox"/> Invoice Me for Payment by PayPal/Credit Card by email
	Email _____

Signature _____ Date _____

- Reserve Exhibition Space**
- Early Bird Space Reservation \$300 (by 8/16/19)
 - Standard Space Reservation \$550 (by 10/11/19)
 - I am eligible for the 5% CBI Associate Member discount.

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

- I need electricity.*
- I need wireless internet.*
- I need wired internet.*
- I do not need electricity or internet.

*Additional hotel fees may apply.

- Sponsorship and Marketing Opportunities**
- Convention Bag Sponsor \$1,500 (exclusive)
 - Convention Lanyard Sponsor \$1,500 (exclusive)
 - Convention ID Badge Sponsor \$1,500 (exclusive)
 - Vendor-Supplied Bag Insert \$75
 - CBI-Produced Bag Insert \$500
 - Keynote Address \$2,500
 - Evening Reception and Swag Swap \$2,500
 - Visual Media Festival Sponsor \$2,500
 - Afternoon Break \$5,000
 - National Student Production Awards Ceremony Sponsorship \$2,500
 - Individual Award Category Sponsor \$300

- Convention App (by 10/01/19)**
- Activity Stream Header \$300/day
 - Activity Stream Header Three-days \$750
 - App Push Notification \$125/each
 - Sessions at a Glance Sponsor \$1,000

Agreement
I, the undersigned, agree to abide by the provisions of the rules and regulations governing the CBI Trade Show and NSEMC sponsorships and accept the terms of the cancellation and exhibitor policies outlined in the Exhibition Space Terms and Agreement. Questions? Call Lynn Riggle at 1-855-ASK-4CBI, ext. 3, or email Development@AskCBI.org.



2019 National Student Electronic Media Convention

EXHIBITION SPACE AGREEMENT AND EXHIBITOR/SPONSOR/ADVERTISER TERMS AND CONDITIONS

ELIGIBLE EXHIBITS: College Broadcasters, Inc. reserves the right to determine the Exhibition 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 wired internet and major electrical power requirements must be made directly with the Hyatt Regency St. Louis at The Arch 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. When possible, College Broadcasters, Inc. provides wireless internet and basic wall outlet electricity to exhibitors free of charge, but these complementary amenities are not guaranteed.

EXHIBITION SPACE AND BOOTH CONSTRUCTION: Exhibitors are renting an approximately 6 x 6 foot exhibition space. The exhibition booth fees provide exhibitors with a standard hotel rectangular table and two chairs, table draping and two conference registrations. Exhibitors may bring prefabricated booths, which are limited to 7 x 6 foot. College Broadcasters, Inc. and the Hyatt Regency St. Louis at The Arch 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 in accordance with the laws and regulations of the State of Missouri, the City of St. Louis and hotel management.

EXHIBITION RESTRICTIONS: No Exhibitor or part of an exhibition will be admitted to any space until rental of the space has been paid in full. No Exhibitor may dismantle an Exhibition until after the closing hour of the trade show without prior permission. The Exhibitor shall properly staff the Exhibition during trade show hours. Exhibitors are liable for any damage caused to building walls, doors or other exhibition 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: Distribution of literature or samples must be related to Exhibition and distribution limited to within Exhibitor's space. No food or beverages, other than those permitted by the hotel, 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. Exhibitor may only distribute literature, samples, and promotional items that relate directly to the Exhibitor's exhibition and products/services. Distribution of materials promoting entities not directly linked to the exhibition or Exhibitor is not permitted. College Broadcasters, Inc. has 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 their 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 exhibitions must be 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 self 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 exhibition 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 31, 2019, 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 31, 2019.

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 exhibition space at the 2019 CBI National Student Electronic Media Convention, as indicated above and have carefully read, understand and accept this Agreement/Terms and Conditions.

Signature _____ Title _____

Print Name _____ Date _____