



# JEA/NSPA Spring National High School Journalism Convention

Westin Bonaventure • Los Angeles • April 14-17, 2016



## About the convention

The Journalism Education Association and National Scholastic Press Association have partnered for more than 40 years to host the JEA/NSPA Spring National High School Journalism Convention. We bring together more than 2,500 high school student journalists and their advisers to experience powerful keynote speakers, 300 breakout sessions, on-site critiques, competitions and the latest trends, services and resources at the convention trade show.

## About the trade show

The convention trade show runs 1-7 p.m. Thursday, April 14, and 8 a.m.-4 p.m. Friday, April 15, in the Walt Disney World Dolphin. The entire convention will be held in the Westin Bonaventure. 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 Los Angeles area are encouraged to stay at the Westin Bonaventure, the officially designated JEA/NSPA convention hotel.

The convention rates are:

\$199/night single/double and \$219/night triple/quad, plus 15.7 percent tax per room.

**Hotel reservation deadline is March 22, 2016, although JEA/NSPA cannot guarantee availability.**

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

## The Westin Bonaventure

**TRADE SHOW:**  
April 14-15, 2015

**CONVENTION:**  
April 14-17, 2015

## 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.

# 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. NSPA and JEA will provide delegate lanyards. You are welcome to provide your lanyards at your booth.

## Diamond \$7,500

### Please select from the following:

- Technology A/V leader. Logo displayed before general sessions and JEA and NSPA awards ceremonies. Multiple sponsors.
- Printing convention program. Includes back cover. Can be provided as an in-kind contribution. One sponsor.

### Sponsorship includes:

40' x 10' premium or regular exhibit space.  
One full-page registration book ad.  
Two full-page program ads.  
Adviser bag insert.  
Logo and link on convention website and mobile app.  
Logo in program and convention signage.  
Mobile app 140-character company description.

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## Bronze \$2,500

### Please select from the following:

- Friday morning adviser hospitality. 7:30 a.m.–noon, April 15. We can accept three sponsors. Each sponsor will be informed of the other. Opportunity to meet with advisers and distribute materials.
- Saturday morning adviser hospitality. 7:30 a.m.–noon, April 16. We can accept three sponsors. Each sponsor will be informed of the other. Opportunity to meet with advisers and distribute materials.
- Off-site movie showing. Arranged by sponsor.

### Sponsorship includes:

10' x 10' premium or regular exhibit space.  
One half-page program ad.  
Logo and link on convention website.  
Logo in program and convention signage.

## Gold \$5,000

### Please select from the following:

- Saturday Adviser Award Luncheon. We can accept two sponsors. Each sponsor will be informed of the other. Noon–2:20 p.m., April 16 (includes two tickets and signage). Two sponsors.
- Adviser tote bags. One sponsor.

### Sponsorship includes:

30' x 10' premium or regular exhibit space.  
One full-page registration book ad.  
One full-page program ad.  
Logo and link on the convention website and mobile app.  
Company logo and name in the convention program and signage.  
Mobile app 140-character company description.  
Adviser bag insert.

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## Friend \$1,750

- Friend sponsorship.

### Sponsorship includes:

10' x 10' regular exhibit space.  
One half-page program book ad.  
Logo and link on convention website.  
Logo in program and convention signage.

## Silver \$3,500

### Please select from the following:

- Thursday Kick-off Adviser Reception. 9–11 p.m., April 14. We can accept three sponsors. Each sponsor will be informed of the others.
- Friday Evening Adviser Reception. 8:30–11 p.m., April 15. We can accept three sponsors. Each sponsor will be informed of the others.
- Convention Mobile App. Homepage features your logo and 140-character company description in app.
- Printing convention registration booklet. Can be provided as an in-kind contribution.

### Sponsorship includes:

10' x 10' premium or regular exhibit space.  
One full-page program ad.  
Logo and link on the convention website and mobile app.  
Company logo and name in the convention program and signage.  
Adviser bag insert.

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# Sponsorship deadline: Feb. 10, 2016

# EXHIBIT SPACE

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

**ALL SPONSORS AND EXHIBITORS!**

Please mark your exhibit booth space preferences here. See floor plan on Page 6.

- Exhibit 10'x10' booth **\$900**
- Adjacent space **\$450**
- Nonprofit exhibit space **\$600**  
*Limit one space; must be a registered 501(c)(3) organization or not-for-profit college/university*
- Upgrade to a Premium space (limited availability) **Add \$200**
- Early setup **\$250**  
*Wed. April 13, 4-8 p.m.*

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

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

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

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

Exhibit space reservation deadline: **March 31, 2016**

# ADVERTISING

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

## Registration booklet ad rates

Deadline: **Jan. 6, 2016**

- Full-page ad **\$1,000**
- Half-page ad **\$800**

## Convention program ad rates

Deadline: **Feb. 10, 2016**

- Inside front cover (full-page) **\$1,500**
- Two-page spread **\$1,800**
- Full-page ad **\$1,500**
- Half-page ad **\$800**

## Adviser tote bag inserts

- For sponsors (if not part of the sponsor benefits package) and exhibitors **\$600**
- For businesses/organizations not sponsoring or exhibiting **\$1,000**

## Mobile App buy-up

- Sponsors and exhibitors only **\$400**  
*Type/write the 140-character description of your business or organization to go in the app in the box to the right.*

## Ad specs

Full-page ad: 8.5 x 11 inches  
Half-page ad: 8.5 x 5.5 inches

All advertising should be submitted as print-quality PDF files in CMYK or grayscale color space, and at least 300 dpi with an 1/8 in. bleed. All ads with bleeds should be sent with visible crop marks to show placement on the page and to allow for trim. If the ad has no bleed, there should be a 1/2 in. margin. As an advertiser, you are responsible for output quality.

**Adviser bag inserts** must be a flat and/or small promotional item. Examples include fliers, reporter notebooks, pens, magnets and key chains. Items must be shipped to our drayage company in advance of the convention using a sticker that will be provided by Viper Tradeshow to ensure that the boxes are tagged for the adviser bags.

**DIAMOND AND GOLD SPONSORS!**

Please type/write your 140-character company description for the mobile app here.

Registration book ad deadline: **Jan. 8, 2016**

Convention program ad deadline: **Feb. 10, 2016**

# EXHIBITING/SPONSORSHIP CONTRACT

ORGANIZATION NAME		
ORGANIZATION STREET ADDRESS		
CITY	STATE	ZIP
ON-SITE EXHIBITOR CONTACT NAME	ON-SITE EMAIL	ON-SITE PHONE
CONTRACT AUTHORIZING NAME (PRINT)		AUTHORIZING EMAIL
AUTHORIZING SIGNATURE		
NSPA AUTHORIZING SIGNATURE	DATE RECEIVED BY NSPA	EX#

## 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	

<b>SPONSORSHIP:</b>	\$ _____
<b>EXHIBIT SPACE :</b>	\$ _____
<b>ADVERTISING :</b>	\$ _____
<b>TOTAL OWED :</b>	\$ _____

Print out and sign, where necessary. Scan and upload **PAGES 2, 3 and 4** of this contract at [la.journalismconvention.org/sponsors](http://la.journalismconvention.org/sponsors). Please read contract details on Page 5 and save a copy for your records.

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.).

**If sponsoring, all logos must be submitted to [amber@studentpress.org](mailto:amber@studentpress.org) the day the contract is submitted.** Logos submitted will be used in all convention promotional materials including, but not limited to convention website, convention program, convention registration booklet and convention mobile app.

**Trade show hours**

<b>THURSDAY, APRIL 14</b> 8 a.m.–noon. Setup. 1–7 p.m. Trade show.	<b>FRIDAY, APRIL 15</b> 8 a.m. to 4 p.m. Trade show. 4–6 p.m. Teardown.
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**Questions?**  
 Diana Mitsu Klos, NSPA  
[diana@studentpress.org](mailto:diana@studentpress.org)  
 612-625-7359

# Spring 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 2015 JEA/NSPA Spring National High School Journalism Convention in Los Angeles.

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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 spring convention. 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, April 14 and concluding at 4 p.m. Friday, April 15.

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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 hooks 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 Feb. 22, 2015.

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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.

# Spring National High School Journalism Convention

April 14-17, 2016  
Westin Bonaventure Hotel in Los Angeles  
Pasadena Ballroom

- Regular Exhibit Space
- Premium Exhibit Space (given on first-come, first-served basis)
- Sold

