

## CONTACT—EIJ2017

Contact for all communications about exhibits & sponsorships.

CONTACT NAME \_\_\_\_\_

CONTACT EMAIL \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

OFFICE PHONE \_\_\_\_\_

MOBILE PHONE \_\_\_\_\_

WEBSITE \_\_\_\_\_

## EXHIBIT SPACE

**RESERVE & SAVE! Early Bird Deadline MARCH 15, 2017**

**LEAD Package (Standard 10x10, Product Theater & Eblast) Limited #!**

Early Bird \$6,000  Standard \$6,500

**Premium booth (10 x 10 in prime location)**

Early Bird \$3,500  Standard \$4,000

**Standard booth (10 x 10)**

Early Bird \$3,000  Standard \$3,500

**Island booth, (4-10 x 10s)**

Early Bird \$13,000  Standard \$15,000

*One exhibit booth includes (3) complimentary registrations.*

*Additional registrations can be purchased for \$220 each.*

Please provide at least 3 booth numbers, in order of preference.

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

Competitors you do not wish to be near:

*Location is based on a first come first served basis. An EIJ representative will reach out to confirm booth selection. You will only have 48 hours to make your booth selection after signing contract.*

**CUSTOMIZED SPONSORSHIP DESCRIPTION:**

## PAYMENT INFORMATION

Please return the completed application, with full payment

Payable to: Society of Professional Journalists (Tax ID 36-2037874)

MAIL TO: Holly Rose, IR,  
3909 N. Meridian Street, Indianapolis, IN 46208

OR EMAIL TO: [hollyr@rtdna.org](mailto:hollyr@rtdna.org)

PAYMENT METHOD:  CHECK  AMEX  VISA  MC

INVOICE ME  PAYMENT DUE WITHIN 30 DAYS OF RECEIPT

Name on Card

Card Number

Expiration Date

Charge amount \$

Signature (required)

## SPONSORSHIP OPPORTUNITIES

OPENING NIGHT RECEPTION—	SOLD	<input type="checkbox"/>
RTDNA PAUL WHITE & JOHN F. HOGAN AWARDS RECEPTION	Price Varies	<input type="checkbox"/>
NETWORKING HAPPY HOUR	\$20,000	<input type="checkbox"/>
EIJ TOTE BAGS	\$20,000	<input type="checkbox"/>
EIJ MOBILE APP	\$20,000	<input type="checkbox"/>
EIJ WIFI	\$20,000	<input type="checkbox"/>
EIJ HEADSHOT STUDIO	\$20,000	<input type="checkbox"/>
CHARGING STATION	\$20,000	<input type="checkbox"/>
NAHJ PRESIDENT'S RECEPTION	\$15,000	<input type="checkbox"/>
LANYARDS	\$15,000	<input type="checkbox"/>
SPJ PRESIDENT'S INSTALLATION BANQUET	\$10,000	<input type="checkbox"/>
HOTEL KEY CARDS	\$10,000	<input type="checkbox"/>
RTDNF SCHOLARSHIP & FELLOWSHIP LUNCHEON	\$10,000	<input type="checkbox"/>
COFFEE BREAK PACKAGE (Inc. booth & 3 regs)	\$10,000	<input type="checkbox"/>
SNACK BREAK PACKAGE (Inc. booth & 3 regs)	\$10,000	<input type="checkbox"/>
PRODUCT THEATER	\$ 2,500	<input type="checkbox"/>

## ADVERTISING OPPORTUNITIES

Full Page, 4-color (Program Book)	\$ 2,000	<input type="checkbox"/>
General Session Seat Drop	\$ 2,000	<input type="checkbox"/>
Half Page, 4-color (Program Book)	\$ 1,800	<input type="checkbox"/>
Attendee Email Blast	\$ 1,500	<input type="checkbox"/>
Tote Bag Insert	\$ 1,500	<input type="checkbox"/>
Mobile App Push Notifications	\$ 750	<input type="checkbox"/>
Mobile App Promoted Post	\$ 500	<input type="checkbox"/>
Organizations' e-Newsletters	Price Varies	<input type="checkbox"/>
Conference Website	Price Varies	<input type="checkbox"/>

Digital Ad Size & Location \_\_\_\_\_

### ANNUAL MEETING EXHIBIT & SPONSORSHIP CONTRACT TERMS:

1. All applicants are bound by the terms of the full rules and regulations as posted on the [ExcellenceInJournalism.org](http://ExcellenceInJournalism.org) website.
2. The signing agent agrees to pay 100% of all fees per the terms of this application, made payable to Society of Professional Journalists, by the date of conference.
3. Any company requesting to pay later than net 90 days after the receipt of invoice, agrees to pay a deposit in the amount equal to the cancellation processing fee.
4. All cancellations must be submitted to EIJ in writing. The date of receipt of supporter's written notice of cancellation will be considered the official cancellation date. If support is cancelled on or before Friday, June 9, 2017, all monies paid minus the cancellation processing fee will be returned to the supporter.
5. The cancellation processing fee for exhibits is \$200 per 10 x 10 exhibit and 10% of the total sponsorship fee for sponsorship packages.
6. Any company who cancels after Friday, June 7, 2017, will be responsible for the total cost. Absolutely NO Refunds for cancellations after this date.

## EIJ17 | SEPTEMBER 7-9 | Anaheim Marriott | ANAHEIM, CA

**Excellence in Journalism 2017 (EIJ17)** is a collaboration between the Radio Television Digital News Association (RTDNA), the Society of Professional Journalists (SPJ), and the National Association of Hispanic Journalists (NAHJ). **Attracting more than 1,600 attendees**, EIJ17 is the premiere annual conference for learning new skills, discovering new tools and technology, discussing best practices, and networking with colleagues and peers in the electronic journalism industry from all over the globe. Attendees include news directors, news producers, news staff, freelance journalists, educators, students, and suppliers in radio, TV, online and print journalism. **Printed program deadline approximately July 15, 2017**

### Platinum [\$50,000]

- Eight complimentary registrations
- Quad booth space (island) at the J-Expo and Career Fair
- Banner space in registration area
- Pre- and Post-conference digital attendee list
- Full-page, 4-color ad in printed program
- Access to the Business Connection Lounge for registered sponsor representatives.

### Gold [\$25,000]

- Six complimentary registrations
- Double booth space at the J-Expo and Career Fair
- Banner space in registration area
- Full-page, 4-color ad in the printed program
- Access to the Business Connection Lounge for registered sponsor representatives.

### Silver [\$15,000]

- Four complimentary registrations
- Single booth space at the J-Expo and Career Fair
- Full-page, 4-color ad in the printed program
- Access to the Business Connection Lounge for registered sponsor representatives

### All SPONSORSHIP LEVELS receive:

- ✓ Pre and post conference digital attendee list.
- ✓ Acknowledgment in printed materials and website
- ✓ Insertion of promotional item into tote bags

### Bronze [\$10,000]

- Two complimentary registrations
- Half-page, 4-color ad in the printed program

### Patron [\$5,000]

- One complimentary registration
- Half-page, 4-color ad in printed program

### Friend [\$2,500]

- Recognition in program
- 50% discount on ad in the printed program

## ↔ BRANDED OPPORTUNITIES FOR SPONSORSHIP ↔

### Branded Conference Bag [\$20,000] Silver Level Benefits

Useful for years to come as they are carried into newsrooms, through airports with your company logo prominently displayed.

### Branded Conference Wi-Fi [\$20,000] Silver Level Benefits

A search for nearby networks will produce the EIJ17Wi-Fi network name, and can be opened with the password of your choice (w character restrictions). Users will be redirected to a "splash page" with an opportunity to feature your brand.

### Mobile App [\$20,000] Silver Level Benefits

Your company logo is the first thing attendees see each time they open the conference's mobile app. Over 60% of EIJ15 attendees were engaged users of the Mobile App.

### Charging Station [\$20,000] Silver Level Benefits

Charging stations offer full branding of your company. Their capabilities are strong for phone and other hand-held electronics.

### EIJ Headshot Studio [\$20,000] Silver Level Benefits

Photographers will be on hand to take complimentary headshots for attendees. Brand this space on the J-Expo floor and get all the credit for this element of their portfolio.

### Lanyards [\$15,000] Bronze Level Benefits

Your company logo will be around every conference-goers neck for the entire length of the conference.

### Hotel Key Card [\$10,000] Bronze Level Benefits

Start building brand visibility from the moment attendees arrive!

### Brand-It Sponsor [Elevators] [\$7,500] Patron Level Benefits

Feature your brand on the exterior of three elevators on the main lobby level.

### Program Book Ad - Full Page [\$2,000] - Half Page [1,800]

Ads are available in the program book that all attendees will receive upon check-in.

### Organizations' e-Newsletters [Price Varies]

Consider tailoring your exposure by advertising on each of the participating organizations' newsletters.

### General Session Seat Drop [\$2,000]

### Attendee Email Blast [\$1,500]

### Tote Bag Insert [\$1,500]

Your promotional item will be placed in the attendee tote bags.

### Conference Website – Digital Advertising

Homepage Leaderboard [\$1,000] , Homepage Tower [\$800]

Supplemental Leaderboard [\$600] , Supplemental Tower [\$400]

Include an ad on the conference website!

### Mobile App Push Notifications [\$750]

A message of your choice will be pushed to all conference app

### Mobile App Promoted Post [\$500]

Your message posted to the top of the mobile app's activity feed

For more information or to reserve your opportunity,  
EMAIL TO: [hollyr@rtdna.org](mailto:hollyr@rtdna.org) CALL: 856.380.6890