

EXCELLENCE *in* 2014 JOURNALISM

September 4-6 at Opryland in Nashville, Tenn.

EIJ14 Sponsorship, Advertising and Exhibit Contract

CONFERENCE SPONSORSHIP PACKAGES:

- | | |
|--|----------|
| <input type="checkbox"/> Platinum | \$50,000 |
| <input type="checkbox"/> Featured Pavilion | \$35,000 |
| <input type="checkbox"/> Gold | \$25,000 |
| <input type="checkbox"/> Silver | \$15,000 |
| <input type="checkbox"/> Bronze | \$10,000 |
| <input type="checkbox"/> Patron | \$ 5,000 |
| <input type="checkbox"/> Friend | \$ 2,500 |

EXHIBIT ONLY:

10 x 10 Booth* \$3,000 per qty: _____
*Rows 100's & 500's

10 x 10 Booth* \$3,500 per qty: _____
*Rows 200s, 300s, & 400s

*Each booth includes three complimentary exhibitor registrations and they are inclusive of access to conference sessions. Additional booth personnel registrations are \$150 each. Access to ticketed events not included in complimentary exhibitor registration.

Competitors you do **NOT** wish to be near: _____

EIJ A LA CARTE OPPORTUNITIES

Food & Beverage Function:

- | | |
|--|---------------------------|
| <input type="checkbox"/> SPJ President's Banquet | \$20,000 <i>Exclusive</i> |
| <input type="checkbox"/> Morning Coffee Break | \$10,000 per |
| <input type="checkbox"/> Afternoon Power Snack Break | \$ 7,500 per |
| <input type="checkbox"/> Popcorn Break | \$ 5,000 per |

Brand Exposure:

- | | |
|--|------------------|
| <input type="checkbox"/> Technology in Session Rooms | \$30,000 |
| <input type="checkbox"/> Tote Bags | \$20,000 |
| <input type="checkbox"/> Mobile App | \$15,000 |
| <input type="checkbox"/> Lanyards | \$10,000 |
| <input type="checkbox"/> VIP Hospitality Suite | \$10,000 per day |

- | | |
|--|----------------------|
| <input type="checkbox"/> Photo Booth | \$ 9,500 |
| <input type="checkbox"/> Video Mobile Charging Station | \$ 9,500 per unit |
| <input type="checkbox"/> Focus Group | \$ 8,500 per session |
| <input type="checkbox"/> Hotel Key Cards | \$ 7,500 |

Literature & Message Distribution:

- | | |
|--|-------------------|
| <input type="checkbox"/> Hotel In-room Drop | pricing varies |
| <input type="checkbox"/> Private hotel TV channel | pricing varies |
| <input type="checkbox"/> Under the door room drop | \$3,000 unlimited |
| <input type="checkbox"/> General session seat drop | \$2,000 unlimited |
| <input type="checkbox"/> Dedicated eblast to attendees | \$1,500 |
| <input type="checkbox"/> Tote bag inserts | \$1,000 |

Signature Options:

- | | |
|---|----------|
| <input type="checkbox"/> Networking mixer | \$50,000 |
| <input type="checkbox"/> RTDNA Paul White award reception | \$30,000 |
| <input type="checkbox"/> Conference Wi-Fi sponsorship | \$25,000 |
| <input type="checkbox"/> SPJ Legal Defense Fund | \$ 7,500 |
| live auction and reception | |

ADVERTISING:

Print Advertising:

- | | |
|--|---------|
| <input type="checkbox"/> Pocket Guide | \$5,000 |
| <input type="checkbox"/> Full Page (program guide) | \$2,000 |
| <input type="checkbox"/> Half Page (program guide) | \$1,800 |

Digital Advertising-EIJ Site/Rotating Banner*:

- | | |
|---|---------|
| <input type="checkbox"/> Homepage leaderboard | \$1,000 |
| <input type="checkbox"/> Homepage tower | \$ 800 |
| <input type="checkbox"/> Supplemental leaderboard | \$ 600 |
| <input type="checkbox"/> Supplemental tower | \$ 400 |
| *Weekly Rates | |

Digital Advertising-Mobile App:

- | | |
|---|---------|
| <input type="checkbox"/> Splash Screen | \$1,000 |
| <input type="checkbox"/> Push Notifications | \$ 750 |
| <input type="checkbox"/> Promoted Post | \$ 500 |

Digital Advertising-eNewsletters*:

- | | |
|---|---------|
| <input type="checkbox"/> RTDNA Daily/SPJ Weekly | \$1,000 |
| *Includes five Daily and one weekly | |

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EIJ CONTACT INFORMATION

COMPANY NAME (as should appear in print) _____

CONTACT NAME _____

TITLE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

WEBSITE _____

EIJ PAYMENT INFORMATION

My **CHECK**, payable to Society of Professional Journalists (SPJ), is enclosed. *SPJ Tax ID Number: 36-2037874

CHECK ENCLOSED: \$ _____

PLEASE CHARGE MY: VISA MASTER CARD AMERICAN EXPRESS

NAME ON CARD _____

ACCOUNT NUMBER _____ EXP. DATE _____

SIGNATURE _____

TOTAL PAYMENT AMOUNT: _____

Please return your completed application, along with full payment to:

Society of Professional Journalists

Attn: Karen Evans, Industry Relations and Sponsorship Manager

3909 N. Meridian St., Indianapolis, IN 46208

Email: karene@rtdna.org Fax: 856-439-0525

