NABJ Convention & Career Fair
Aug. 1-5, 2018  ★ Detroit, Michigan
Partner Prospectus
Dear Corporate Partner,

On behalf of the National Association of Black Journalists (NABJ), I would like to invite you to partner with us for the 2018 NABJ Annual Convention and Career Fair, the premier venue for journalism education and career development for the nation’s leaders in media, business, arts and entertainment, and technology.

Over 3,000 of the nation’s top journalists, media executives, public relations professionals, and students will gather in the Motor City to celebrate our excellence.

The NABJ Career Fair draws hundreds of recruiters from the top media companies and journalism schools from across the country and around the world. Countless headline makers, innovators, and industry leaders in politics, media, journalism, and film have attended NABJ Conventions. Sen. Barack Obama, President George W. Bush, President Bill Clinton, Vice Presidents Al Gore and Joseph Biden, U.S. Secretary of State Hillary Rodham Clinton, U.S. Attorney General Loretta Lynch, U.S. Housing and Urban Development Secretary Julián Castro, RNC Chairmen Michael Steele and Reince Priebus, Huffington Post founder Arianna Huffington, Bishop T. D. Jakes, and the Rev. Al Sharpton all have shared their wisdom and insight with our members.

By partnering with NABJ, you are not only positioning your company as a key player in the media industry, but as a champion for media diversity by aligning your company with the unique perspectives of our members. There are numerous red-carpet events, products, and display opportunities to raise awareness of your brand.

All of our corporate and nonprofit partners will receive recognition in all Convention-related materials, including the Convention mobile app and website.

We look forward to discussing a partnership package tailored specifically to your business or organization.

Sincerely,

Sarah Glover
NABJ President

Photography courtesy and copyright the Detroit Metro Convention & Visitors Bureau
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Why partner with NABJ?

Increase visibility of your brand to media professionals across the nation

Gain insider connections with leaders in media and journalism
Network with corporate leaders who share your commitment to diversity

Illustrate your commitment to your community and to the future of journalism

Recruit top talent in journalism, public relations, and media
NABJ Career Fair

The NABJ Career Fair is the largest career expo for minority journalists and media professionals in the country. Introduce your brand to newsmakers and influencers, network with fellow recruiters, or find the perfect candidate for your newsroom. All rates are based on a single 10’ X 10’ booth.

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<tr>
<th></th>
<th>Early Bird March 1</th>
<th>Pre-Reg. June 1</th>
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<tr>
<td><strong>Print Media</strong></td>
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<tr>
<td>Circulation Over 100,000</td>
<td>$3,500</td>
<td>$3,800</td>
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<tr>
<td>Circulation Under 100,000</td>
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<td><strong>TV Stations</strong></td>
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<td>Market 1 to 75</td>
<td>$3,500</td>
<td>$3,800</td>
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<tr>
<td>Market 76 to 214</td>
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<td><strong>Radio Stations</strong></td>
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<tr>
<td>Market 1 to 75</td>
<td>$3,500</td>
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<td>Market 76 to 272</td>
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<td><strong>New Media</strong></td>
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<td>Over 500k Unique Visitors</td>
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<td>Under 500k Unique Visitors</td>
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<td><strong>Media &amp; PR Agencies</strong></td>
<td>$3,200</td>
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<td><strong>Journalism Schools</strong></td>
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<td>$1,700</td>
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<td><strong>NonProfits</strong></td>
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<td>Over $2M Annual Revenue</td>
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<td>$2,200</td>
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<tr>
<td>Under $2M Annual Revenue</td>
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<td><strong>Non-Media Exhibitor</strong></td>
<td>$3,500</td>
<td>$3,800</td>
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<td><strong>Additional Fees</strong>*</td>
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<td>Island Booths</td>
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<td>Corner Booths</td>
<td>$1,500</td>
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<td>Premium Placement</td>
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**Exhibitor Interview Suite***

$1,500

These private suites are very limited in number and priced per day. Additional A/V and decorating costs are the responsibility of the partner.

**Automotive Exclusive**

$55,000

**Exhibition Floor Entrance Automotive Exclusive**

$50,000

**Exhibition Hall Floor**

Bundle packages are available for these exclusive partnerships. For questions or more information, please contact Sharon Toomer, Executive Director at partners@nabj.org or 301-405-7547.

Questions and exhibit hall inquiries should be directed to Veronique Dodson at (301) 405-0554 or vdodson@nabj.org.

*Subject to availability
Corporate Partnership Guide

Branding Opportunities

Attendee Briefcase $35,000
This handy tote bag is a convention favorite, a tried-and-true keepsake taken back home across the country and used for years beyond the convention.

Convention Program Book $25,000
The comprehensive guide to the convention’s events, special activities, and workshops is received by all attendees. Sponsorship includes outside back cover ad.

Convention Lanyards & Name Badges $20,000
These highly visible items are worn by all attendees for all events during the convention.

Branded Hotel Room Key Cards $25,000
These special edition key cards will be distributed to convention attendees.

Mobile App $25,000
The conference mobile app includes the daily schedule, speakers’ bios, and exhibitor information, as well as information on dining, city attractions, travel, transportation, and much more.

Charging Station $20,000
Brand one of the most important life lines of the convention which allows attendees to relax, work, and charge their mobile devices.

Social Media Wall $15,000
Connect Convention attendees to social media feeds!

Snapchat Filter $10,000
Sponsor the official #NABJ18 Snapchat filter and place your brand on everyone’s snaps!

Full Page Advertisement $2,500

Convention Bag Insert - $2,000
Marquee Events

NABJ Hall of Fame Luncheon
Join NABJ as we honor legendary journalists of color who have dedicated their careers to civil rights, diversity and excellence in journalism at the NABJ Hall of Fame Induction & Luncheon. | $65,000

Plenary Session
These high-profile and extremely popular sessions feature a keynote speaker or a panel discussion with news makers on hot topics in the media industry. Since no other programming is scheduled during the plenary session time slot, these sessions are well-attended. Partners will have the opportunity to greet Convention attendees and make brief opening remarks. | $50,000

Salute to Excellence Awards
The annual Salute to Excellence Awards Gala is an NABJ-signature event and the only event in the United States that exclusively honors exemplary coverage of African/African-American people or issues. Join our membership as we celebrate black excellence in journalism and media. | $75,000

NABJ Gospel Brunch
An NABJ tradition, the Gospel Brunch is one of the convention highlights. Attendees flock to this uplifting experience to feast on a brunch buffet and enjoy inspirational entertainment from leading recording artists. | $50,000

Sports Task Force Jam
Join us for this annual premier party with a purpose! Support the NABJ scholarship fund and come see why everyone talks about the serious fun had with star athletes, entertainers, and other celebrities. You never know who may show up! | $40,000
Professional Development

Professional Development Breakfast or Luncheon - $35,000
Attendees begin their day with breakfast and take a break at midday with lunch, all while engaged in stimulating dialogue on cutting-edge topics with experts in a wide-range of fields. As the number of these breakfasts and lunches are limited, they attract a significant audience.

Learning Labs - $30,000
These intense, skills-based sessions run either a half-day or full day and provide in-depth and hands-on professional development training from leading experts on a specific topic. A limited number are available.

High School Journalism Workshop (JSHOP) - $30,000
The JSHOP is a four-day workshop for local Detroit high school students. The program provides interactive learning opportunities through lectures, presentations, hands on training and field trips. The students learn journalism fundamentals from professional journalists, educators, and journalism college students.

Student Multimedia Projects - Co-Partnership - $25,000
NABJ offers an expenses-paid fellowship to outstanding university journalism students to learn from veteran journalist mentors while covering the Convention as well as local stories in the Convention host city. For one week, students work with these professional journalists and educators to produce the daily Convention television newscast, newspaper, and website. This will be a co-partnership with the John S. and James L. Knight Foundation.

Executive Suites - $25,000
This two-day exclusive series of workshops, led by news executives, helps aspiring middle managers gain a better sense of what’s required to be an executive editor, a publisher, a news director or a general manager. Attendees gain a better understanding of the skills, relationships and performance results it takes to land those high-profile executive jobs and keep them.

Professional Development Workshop - $12,000
Workshops are the core of convention professional development programming. These sessions make up the bulk of the convention and equip members with the skills and tools they need to remain in the vanguard of their profession. Partners have opportunities to propose topics and speakers as well as introduce the workshop moderator.

Innovation Lab - $12,000
These interactive sessions feature workshops and demonstrations of cutting-edge technology and tools, hands-on tutorials, and innovative approaches to gathering, analyzing, and distributing news, data, and other content.
Special Events

Opening Ceremony
Exclusive Title $50,000
Co-Branded $25,000
Welcome NABJ members, special guests, and other corporate partners at the Opening Ceremony, officially kicking off the Convention and leaving an indelible impression on everyone in attendance.

Welcome Reception
Exclusive Title $50,000
Co-Branded $25,000
This reception will welcome guests to Detroit and showcase the best the city has to offer attendees!

Student Projects Opening Reception $20,000
This reception welcomes the best and brightest black journalism students from around the country who were chosen to participate in this year’s Student Multimedia Projects.

President’s Reception
Exclusive Title $50,000
Co-Branded $25,000
Join NABJ President Sarah Glover, the NABJ Board of Directors, prominent journalists from around the world, Convention partners, industry executives, and other special guests at this exclusive, by-invitation-only, event. Partnership benefits include the opportunity to make brief opening remarks.

Sam Lacy Sports Awards
Exclusive Title $50,000
Co-Branded $25,000
The NABJ Sports Task Force recognizes pioneering African-American sports figures with ties to the convention host city.

NABJ Founders’ Reception $40,000
Celebrate with the pioneering men and women who founded NABJ at this exclusive, invitation-only event.

Millennial Mixer $40,000
Join the NABJ Young Journalists Task Force as they host a networking mixer to celebrate the best and brightest upcoming journalists.

Branded Reception:
Media Company $5,000
Academia $2,000
Be the go-to spot for attendees and special guests to unwind and network after a long day of Convention events! Branded receptions on NABJ Cocktails & Connections Boulevard are among the most popular mixers at the convention. Corporate partner will be responsible for any costs related to A/V or food and beverage needs, but are able to brand reception as desired.

2019 Convention Kick Off Party $20,000
Join NABJ as we kick off the 2019 Convention!
Audio Visual Provider
$50,000
The official audio visual provider will support the audio visual needs for the Convention, all professional development sessions, and special events.

Black Male Media Project $50,000
The Black Male Media Project explores media coverage of black men and boys, including stereotypes from police violence to education to black fatherhood. We will cover the good, the bad, and best practices for covering these wide ranging issues.

NABJ Celebrity Golf Tournament - $30,000
Join NABJ Leadership, athletes, and celebrities for a morning of networking, relaxing, and a round of golf. The proceeds of the event will fund NABJ scholarships and student education programming.

VIP Lounge - $30,000
Expose your brand to Convention corporate partner executives, celebrities, and other VIP guests as the official host of the NABJ VIP Lounge. The host partner has the opportunity to brand the lounge as desired.

NABJ Sports Task Force Mentorship Breakfast - $35,000
This breakfast is always standing room only! Join some of the biggest names in sports journalism and top athletes as the NABJ Sports Task Force welcomes the next generation of sports journalists.

Authors Showcase & Bookstore - $25,000
The NABJ Authors Showcase highlights the newest books by journalists creating the most buzz and offers aspiring authors expert advice on how to write, publish, market, and sell their manuscript during discussions and interactions with convention attendees during book signings.

Press Room - $20,000
Be where the action happens! From special celebrity guest press conferences to all-day coverage of the Convention from our Student Media Projects, the press room is the heart of Convention action.

Volunteer Day of Service $15,000
A tradition of the Annual NABJ Convention, join us as our members give back to the Detroit community! Previous Days of Service have included serving veterans and mentoring at a local high school after school program.

Exclusive Healthy NABJ Title Partner - $50,000
Healthy NABJ programming at the Convention covers not only health-related informational workshops, but also the daily workout, healthy lounge, 5K Run/Walk, and other health-related events throughout the Convention.

Healthy NABJ Workout $30,000 [3 DAYS]
Healthy NABJ Lounge $20,000 [3 days]
Healthy NABJ 5k Run/Walk - $25,000
Healthy NABJ Workshop [5 Available] $12,000 Each
Student Multimedia Projects

Educating and mentoring young, aspiring journalists are among NABJ’s most important goals. You can do your part in ensuring the next generation of journalists of color have the skills, knowledge and industry connections to succeed by supporting the NABJ Student Multimedia Projects and High School Journalism Workshop (JSHOP).

For three decades, the Projects and JSHOP have incorporated holistic journalism training, building strengths in a multitude of areas, including writing scripts and copy, photography, mobile journalism, broadcasting, editing, and producing. This prepares students with a strong portfolio and prepares them for internships and entry-level jobs where they will assist in a variety of aspects of the newsmaking process.

Students produce news pieces and broadcasts during the Projects, including the Convention newspaper, tv broadcast, and multimedia news website. The team is also responsible for creating public relations releases and marketing during the Convention.

Equally important to a full schedule of news making and learning from veteran journalists is the NABJ Career Fair, where student participants can take full advantage of the NABJ Career Fair. This offers important experience networking and interviewing with hundreds of the nation’s largest media companies, meeting key contacts, and learning what internship and career opportunities are available.

These programs also promote innovation in journalism as they bring together the best and brightest young journalists to share new ideas, best practices, and the latest tech skills with each other.
Student Multimedia Project Co-Partnership $25,000
NABJ offers an expenses-paid fellowship to outstanding university journalism students to learn from veteran journalist mentors while covering the Convention as well as local stories in the Convention host city. For one week, students work with these professional journalists and educators to produce the daily Convention television newscast, newspaper, and website. This will be a co-partnership with the John S. and James L. Knight Foundation.

High School Journalism Workshop (JSHOP) $30,000
The JSHOP is a four-day workshop for local Detroit high school students. The program provides interactive learning opportunities through lectures, presentations, hands-on training and field trips teaching the fundamentals of journalism. Professional journalists, educators, and journalism college students provide mentorship and supervision.

Student Projects Opening Reception $20,000
This reception welcomes the best and brightest black journalism students from around the country who were chosen to participate in this year’s Projects.
Sports Journalism Programming

It’s difficult to attend the Convention without going to at least one Sports Task Force event: one of their first-class educational workshops on the sports industry or sports reporting, meeting a television celebrity or athlete at the Mentorship Breakfast, or seeing everyone you know at the Task Force Jam on Friday night.

Sam Lacy Sports Pioneer Awards
Exclusive Title $50,000
Co-Branded $25,000
Every year, the NABJ Sports Task Force recognizes pioneering African-American sports figures with ties to the convention host city. Come meet your favorite sports legends and hear often emotional stories of why they are celebrated.

Sports Task Force Scholarship Jam $40,000
Join us for this annual premier party with a purpose! Support the NABJ Scholarship Fund and come see why everyone talks about the serious fun had with star athletes, entertainers, and other celebrities. You never know who may show up!

NABJ Sports Task Force Mentorship Breakfast $35,000
This breakfast is always standing room only! Join some of the biggest names in sports journalism and top athletes as the NABJ Sports Task Force welcomes the next generation of sports journalists.

NABJ Celebrity Golf Tournament $30,000
Join NABJ leadership, athletes, and celebrities for a morning of networking, relaxing, and a round of golf. The proceeds of the event will fund NABJ scholarships and student education programming.

Sports Professional Development Workshop $12,000
Visual Journalism Programming

The NABJ Visual Task Force provides a venue for visual journalists in the areas of photojournalism, design and informational graphics, broadcast photojournalism and visual leadership for newspaper, magazine, broadcast and online publications.

Visual Task Force Photo Auction

Exclusive Title $25,000
Co-Branded $15,000

Academic scholarships are awarded to deserving students with proceeds from the Visual Task Force’s Annual Photo Auction. This exciting, live auction of beautifully framed images, donated by photographers from all around the photographic world, has been a convention stable for more than 20 years. Join us and become a part of this exciting NABJ tradition!

Visual Task Force Suite Talks $5,000

The world of visual journalism is quickly evolving. NABJ’s Visual Task Force is committed to ensuring its members remain in the forefront of industry trends. VTF Suite Talks offers an intimate setting for professional development sessions and portfolio reviews by convening some of visual journalism’s leading minds, creators and editors over the course of two days to share their knowledge and offer career development resources with visual journalists.

Moneta Sleet Jr. Shootout $5,000

This 24-hour photographic shoot off competition among registered journalists attending the convention is named after the late, iconic, Pulitzer Prize-winning photographer who captured many of the images that defined the struggle for racial equality in the U. S. and Africa.
The NABJ Film Festival is the premier venue for garnering early buzz around a film, documentary, or television show!

Run time for films must be a minimum of 90 minutes. Actors, directors, and/or screenwriters should be available for question and answer sessions, press conferences, and/or meet and greets with Convention attendees.

Films and televisions shows screened in the past few years include *Queen Sugar*, *Greenleaf*, *Tell Them We are Rising: The Story of Black Colleges and Universities*, *Black Lightning*, *S.W.A.T.*, *Hidden Figures*, *Birth of a Nation*, *Loving*, *Southside with You*, *Queen of Katwe*.

**Major Motion Picture** - $10,000

**Up Fronts** - $7,500

**Documentary** - $5,000

Disclaimer: NABJ will provide a screening room in the hotel or the partner is welcome to rent an appropriate theater and provide transportation. The partner is responsible for A/V costs. Additional FAQs available upon request.
Healthy NABJ

Healthy NABJ programming at the Convention ensures our attendees’ minds are just as healthy as their bodies!

Journalists learn the latest on health and health policy topics during professional development workshops featuring a wide range of policy makers, researchers, front line advocates and medical practitioners. And they keep themselves healthy with the daily NABJ workout, NABJ Healthy Lounge, NABJ 5K Run/Walk, and other health-related events throughout the Convention.

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<tr>
<th>Event</th>
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<tr>
<td><strong>Exclusive Title Partner</strong></td>
<td>$50,000</td>
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<tr>
<td>Brand each component of Healthy NABJ and have your experts share their expertise with our attendees!</td>
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<td><strong>Morning Workout</strong></td>
<td>$30,000</td>
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<td>Wake up refreshed and empowered with the NABJ Morning Workout! (3 days)</td>
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<td><strong>Healthy NABJ Lounge</strong></td>
<td>$20,000</td>
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<td>Make sure Convention attendees stay healthy with screenings and information and keep them on the top of their game while keeping your brand in front of everyone!</td>
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<tr>
<td><strong>NABJ 5K Run/Walk</strong></td>
<td>$25,000</td>
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<td>Convention attendees are able to catch a glimpse of the sights and sounds of Detroit as they run, walk, or even bike on a world class course.</td>
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<td><strong>Health Professional Development Workshop</strong></td>
<td>$12,000</td>
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<td>Workshops are the core of convention professional development programming and equip members with the skills and tools they need to remain in the vanguard of their profession. Partners have opportunities to propose topics and speakers as well as introduce the workshop moderator.</td>
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**Double Platinum Level - $100,000 and up**
- Five complimentary convention registrations, including:
  - Half table for five at the NABJ Hall of Fame Luncheon, Salute to Excellence Gala, and President’s Reception
  - Two complimentary exhibit booths and prime placement within the Career Fair
  - Four complimentary exhibit booth registrations
  - One complimentary full-page color ad in the convention program book
  - One complimentary full-page color ad in each edition of the official convention newspaper
  - Advertising space on Convention website
  - 30-second commercial airtime on the Convention television broadcast
  - Two e-blasts to the entire NABJ membership (pre-approved and disseminated by NABJ)

**Platinum Level - $75,000**
- Four complimentary convention registrations including:
  - Four tickets to the NABJ Hall of Fame Luncheon, Salute to Excellence Gala, and President’s Reception
  - One complimentary exhibit booth and prime placement within the Career Fair
  - Two complimentary exhibit booth registrations
  - One complimentary ad in the convention program book
  - One complimentary half-page ad in two editions of the official convention newspaper
  - Advertising space on Convention website
  - 30-second commercial airtime on the Convention television broadcast
  - Two e-blasts to the entire NABJ membership (pre-approved and disseminated by NABJ)

**Diamond Level - $50,000**
- Three complimentary convention registrations including:
  - Three tickets to the NABJ Hall of Fame Luncheon, Salute to Excellence Gala, and President’s Reception
  - One complimentary full-page ad in the convention program book
  - One e-blast to the entire NABJ membership (pre-approved and disseminated by NABJ)

**Gold Level - $25,000**
- Two complimentary convention registrations including:
  - Two tickets to the NABJ Hall of Fame Luncheon and Salute to Excellence Gala
  - 50% discount on a full-page ad in the convention program book

**Silver Level - $12,000**
- Two complimentary convention registrations
  - 25% discount on a full-page ad in the convention program book

**Bronze Level - $7,500**
- One complimentary convention registration
  - 10% discount on a full-page ad in the convention program book

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**Key deadlines to remember**

**June 15, 2018** - Signed corporate participation agreements due

**July 1, 2018** - All advertisements and official corporate logos due

**July 1, 2018** - Corporate representative registrations due

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**Standard Benefits**

- Insert in convention briefcase (subject to approval)
- Verbal acknowledgement at partnership event
- Display of corporate signage at partnership event
- Social media exposure on official NABJ Twitter or Facebook pages
- Logo and recognition in Convention Program Book and on the Convention website
- Logo on Partner Wall near the Career Fair entrance
- Logo and hyperlink to company website on Convention mobile app
Disclaimers

Professional Development, Marquee, and Special Events may have more than one corporate partner. NABJ reserves the right to select co-partners, but will give careful consideration to requests from any partner where there is a desire not to co-partner with another specific partner on an activity or event.

Exclusive branding is available at certain price points. Please note that indicating an interest in an event or product does not guarantee you will be able to secure branding of that event. We will make every effort to accommodate your request. Bundled packages are also available. Please contact JoAnne Lyons Wooten at jlwooten@nabj.org or 240-460-5153 for more information.

Please contact NABJ to confirm the availability of your event branding request and to discuss specific details regarding the event. NABJ does not recognize the right of first refusal by any partner, past or present.

As we welcome input from our partners as we do from the community as a whole, NABJ retains final approval of all topics of discussion, selection of panel experts, speakers and other aspects of creative and editorial control regarding branded events, workshops and panels. NABJ reserves the right to choose one or more panelists or moderator of sessions.

As a non-profit professional and educational organization, NABJ greatly appreciates corporate and foundation support for its mission, goals, programs and activities.

Acceptance by NABJ of any financial or in-kind contribution from partners or funders does not constitute an endorsement of their policies, products or services. It is understood and acknowledged there should be no expectation on the part of our partners or funders for any special treatment in news or media coverage which would be against journalism’s ethical standards.

NABJ does not guarantee any level of participation in partnered events.

Advertising

Conference Program Book
Full page: 8.5”w x 11”h

NABJ Hall of Fame Program Book
NABJ Salute to Excellence Program Book
Full page: 5”w x 10”h

All advertisements are full color and must include 1/8” bleeds and crop marks.

High resolution PDF with embedded fonts is the preferred format for submission. Please contact the NABJ National Office for more information or other acceptable formats.

Photocopies, facsimiles, and incomplete or corrupted electronic files will not be accepted.

Cancellation Policy

Cancellations of corporate partnership agreements received prior to June 1, 2018 will be accepted, but will be subjected to a service charge of $500.

In the event that the 2018 NABJ Convention and Career Fair is cancelled, postponed, or abandoned in part, the limit of claim for damages and / or compensation by the partner shall be the return of the prorated amount for the specific event(s).