



CBI[★]
2026

CBI National Student Media Convention
Sponsor, Exhibitor & Career Fair Information
Warwick Rittenhouse Square, Philadelphia

Exhibit at NSMC's Two-Day Trade Show

Early Bird Space Reservation: \$450 • Reserve by Friday, Aug. 7, 2026

Standard Space Reservation: \$600 • Reserve by Friday, Sep. 25, 2026

Need more space? Book 2 booths for a 10% discount



Open Thursday, Oct. 15 and Friday, Oct. 16, the NSMC trade show 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, promotions, solutions/upgrades to existing platforms and much more. Convention attendees are also interested in internships, graduate programs and career opportunities.

All vendors receive recognition on our convention website, in the convention program and app and on signage in the convention area.

SAVE \$150 WITH EARLY BIRD RESERVATION

Purchase of your exhibition space includes a table, two chairs, listing of your company information in the convention program and app and two complimentary conference registrations. Free hotel standard Wi-Fi. Exhibition space is limited and reserved on a first-come first-paid basis, so act early.





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.

Exclusive Sponsor of a Session Room: \$500 We have a limited number of rooms where all activities and sessions take place throughout the 3-day event. As the exclusive sponsor of a room, you will receive signage inside and outside the room and be branded on the conference maps so attendees will see your name along with the hotel name for the room whenever they see a session listing.

Convention App Header: \$1,000 Our convention app is heavily used by all attendees. Get noticed as the exclusive sponsor of the the activity stream header that everyone on the app will see!

Convention App Push Notification: \$125 Exhibitors and sponsors can send out a one-time notification to all users of the convention app. 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've created a Sessions at a Glance brochure for attendees to reference included in every attendee bag. Your logo will be repeatedly seen as the exclusive sponsor of this vital NSMC reference guide.

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Sponsorship Opportunities

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

CAREER FAIR

Is your company looking for interns, fellowships or new hires? Interested in getting your opportunities in front of the best and brightest new talent ready to hit the market? Connect with tomorrow's electronic media innovators today! Our program cultivates exceptional talent equipped with cutting-edge skills in digital production, content creation, and media technologies. By partnering with us, you'll gain early access to motivated professionals ready to bring fresh perspectives to your team. See page 6 of the brochure for complete details.

Email CBI VP John Owens at vp@AskCBI.org for more info!



BRANDED SWAG

Convention Bag Exclusive Sponsor: \$2,000 Your logo will appear exclusively with the CBI logo on souvenir bags given to each convention attendee and speaker.

Convention Lanyard Exclusive Sponsor: \$1,500 Your company name or logo printed alongside CBI on the convention lanyard given to every attendee and speaker.

ID Badge Exclusive 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 You supply a single insertion flyer or promotional item for registration bags (note sponsor must ship items to the hotel).

AWARDS SPONSORS

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 more than 30 award categories, including Best Newscast, Best Play-By-Play, Best Documentary, and Much More.

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

The ceremony sponsor is branded throughout the awards program, and acknowledged in the convention app. Sponsorship helps to offset the costs of producing the ceremony.

Individual Awards Category Sponsor: \$300

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



EVENT SPONSORS

Afternoon Break: \$5,000

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

Evening Reception and Swag Swap: \$2,500

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



Looking for custom opportunities beyond standard sponsorships? CBI is open to discussing specialized activations, branded experiences, custom promotional opportunities, and other creative partnership ideas to help you connect with student media talent.

Whether you're interested in hosting a specialized workshop, creating an interactive brand experience, or developing a unique presence at the convention, we're happy to explore options tailored to your specific goals.

For more information about custom sponsorship opportunities or to discuss your ideas, please contact John Devecka, CBI Development Director, at development@AskCBI.org.

CBI National Student Media Convention

Career Fair Information

Warwick Rittenhouse Square, Philadelphia

Meet and Greet • Friday, Oct. 16

Interviews • Saturday, Oct. 17



The NSMC, organized by College Broadcasters Incorporated (CBI), attracts hundreds of students who work at student media outlets on campuses all around the United States. At this year's event, beyond the dozens of panel discussions and National Student Production Awards, we will be offering a career fair to allow media companies and university graduate programs the opportunity to interact with our student attendees. The NSMC regularly attracts more than 400 student attendees each year. This year, on Friday afternoon, we will hold an informal meet-and-greet social where students can approach and communicate with recruiters in a relaxed and more casual atmosphere. During this time, students can schedule formal interviews with media/college representatives that will take place on Saturday morning.

Participants Receive:

- Space with a 6-foot table, chair and display on Friday and Saturday
- Opportunity for a representative to participate in at least one panel discussion Thursday, Friday or Saturday
- Promotion in the NSMC custom app used by attendees
- Recognition on signage during the conference and at the National Student Production Awards on Saturday

Participation Fee: \$700





2026 CBI National Student Media Convention Corporate Sponsorship Application

YES, please reserve space for our exhibition/sponsorship at the CBI National Student Media Convention at the Warwick Rittenhouse Square, Philadelphia. Please send the following: 1. Completed and signed application/contract. 2. A 40-word or less description of products/services (email to development@AskCBI.org). 3. A vector graphic file (EPS) and a JPEG file of your logo (email to development@AskCBI.org).

NOTE: If submitting after the printed program deadline, please realize you may not be listed on official convention materials and displays.

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

Staff Member Name 1	
Title	
Email	Mobile

Staff Member Name 2	
Title	
Email	Mobile

Payment

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.

- Check Enclosed**
- Invoice Me for Payment by PayPal/Credit Card by email**

Email address: _____

Total Amount Due: \$

Reserve Exhibition Space
<input type="checkbox"/> Early Bird Space Reservation \$450 (by 8/7/26)
<input type="checkbox"/> Standard Space Reservation \$600 (by 9/23/26)
<input type="checkbox"/> _____ extra staff @ non-member price

<p>Purchase of your space includes a table, two chairs, company information in the convention program, and two complimentary conference registrations. Exhibition space is limited, so reserve early to ensure your opportunity to reach conference attendees!</p> <p><input type="checkbox"/> I need electricity.* <input type="checkbox"/> I need wireless Internet.* <input type="checkbox"/> I need wired Internet.* <i>*Additional hotel fees may apply.</i></p>
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<p>Sponsorship and Marketing Opportunities</p> <p><input type="checkbox"/> Vendor-Supplied Bag Insert \$75</p> <p><input type="checkbox"/> Individual Awards Category Sponsor \$300</p> <p><input type="checkbox"/> Session Room Sponsor \$500</p> <p><input type="checkbox"/> Sessions at a Glance Sponsor \$1,000</p> <p><input type="checkbox"/> Convention Lanyard Sponsor \$1,500 (exclusive)</p> <p><input type="checkbox"/> Convention ID Badge Sponsor \$1,500 (exclusive)</p> <p><input type="checkbox"/> Convention Bag Sponsor \$2,000 (exclusive)</p> <p><input type="checkbox"/> Swag Swap or Student Welcome Reception Sponsorship \$2,500</p> <p><input type="checkbox"/> National Student Production Awards Ceremony Sponsorship \$2,500</p> <p><input type="checkbox"/> Afternoon Break \$5,000</p>

<p>Convention App (by 9/23/26):</p> <p><input type="checkbox"/> App Push Notification \$125/each (max 2 per day)</p> <p><input type="checkbox"/> Exclusive App and Activity Stream Header \$1,000</p>
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<p>Agreement</p> <p>I, the undersigned, agree to abide by the provisions of the rules and regulations governing the CBI Trade Show and NSMC sponsorships and accept the terms of the cancellation and exhibitor policies outlined in the Exhibition Space Terms and Agreement. Questions? Email development@AskCBI.org.</p>

Signature: _____
Date: _____



2026 CBI Career Fair/Corporate Sponsorship Agreement

CAREER FAIR PARTICIPATION AGREEMENT, TERMS AND CONDITIONS

ELIGIBILITY: College Broadcasters, Inc. reserves the right to determine the eligibility of each Company for this Career Fair event and further reserves the right to reject any application and/or limit space assigned to any one company without explanation. Career Fair Companies will receive special featured status at an informal meet-and-greet event on Friday afternoon and adequate space for follow-up appointments on Saturday morning with individual student attendees.

INTERNET AND ELECTRICAL POWER: All arrangements for wired internet and major electrical power requirements must be made directly with the Warwick Rittenhouse Square Hotel. College Broadcasters, Inc. assumes no responsibility for expenses incurred for electrical, internet or other utility hookups and usage on the exhibition floor or elsewhere in the hotel. When possible, College Broadcasters, Inc. provides wireless internet and basic wall outlet electricity for tables 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, two conference registrations and two copies of the convention program. Exhibitors may bring prefabricated booths, which are limited to 7 x 6 foot. College Broadcasters, Inc. and the Warwick Rittenhouse Square 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 event.

FIREPROOFING: All booth material and decorations must be fireproof in accordance with the laws and regulations of the State of Pennsylvania, the City of Philadelphia 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 event without prior permission. The Exhibitor shall properly staff the Exhibition during event 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. Participants may not use the trademark, name or logo of the College Broadcasters, Inc. without written permission of College Broadcasters, Inc.

GENERAL 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 event 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 Career Fair events. College Broadcasters, Inc. reserves the right to refuse admittance of exhibits or materials to the Career Fair event 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 Career Fair participants for loss, theft, damage or destruction of goods, nor for any injury to himself 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 Career Fair participants, its agents or employees (including exhibition installation/removal staff). Any dispute arising from this agreement the Career Fair participant agrees will be handled by a competent arbitrator.

CANCELLATION OR WITHDRAWAL: Cancellation of participation 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 14, 2026, 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 14, 2026.

TERMINATION OF CONVENTION/EVENT: If College Broadcasters, Inc. determines that the premises where the convention and/or Career Fair event 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 to participate in Career Fair activities at the 2026 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 _____