



CBI National Student Media Convention
Sponsor, Exhibitor & Career Fair Information
Marriot Philadelphia Downtown, 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.

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Sponsor Registration

Marriott Philadelphia Downtown

Exhibitor Setup • Wednesday, October 14th
Exhibition Hall Open • October 15 and 16th
Career Fair Meet and Greet • Friday, Oct. 16
Interviews • Saturday, Oct. 17

Registration Link

