

2017 CATHOLIC MEDIA CONFERENCE

Promoting Stories of Hope through Connectivity

Conference: June 20-23, 2017

Laval University
2325 Rue de l'Université
Quebec City, QC G1V 0A6
Canada

Welcome to the Catholic Media Conference

Thank you for considering us a partner in your mission. The annual conference of our 106-year-old association brings together Catholic publishers and communication professionals from all industry segments.

We chose Quebec City for the unique opportunity to host a conference in an international location. CMC17 overlaps with the annual SIGNIS conference, presenting a chance to network with media professionals from all over the globe. Sponsors and exhibitors will meet general managers, editors, communication directors, bloggers, advertising managers, photographers and graphic designers, all deeply dedicated to the proliferation of Catholic press.

The Catholic Media Conference, structured over three days, offers 12 specific events in the exhibit hall to increase interaction with attendees.

- ▶ While the exhibit hall is coming together on Wednesday, attendees have a day of shared sessions with SIGNIS members.
- ▶ 30-minute coffee services on Wednesday, Thursday and Friday are scheduled in the exhibit hall.
- ▶ Exhibitor and sponsor raffle drawings bring attendees into the Exhibit Hall.

For those who attended previous conferences, we are pleased that you will join us again. There is no rate increase again this year, and you may select the food option of your choice. For those new to the CMC, we hope to make this an easy and rewarding experience for you.

See pages 4-10 for an explanation of options. To register, visit the CPA website (<http://www.catholicpress.org/event/2017CatholicMediaConference>) or call the CPA office at 312-380-6789.

On behalf of the Catholic Press Association, we look forward to meeting you in Quebec City.

The CPA & CMC Staff

Tim Walter	Executive Director
Barbara Mastrolia	Business Manager
Elise Freed-Brown	Project Coordinator
Carol Arnold	Assistant Project Coordinator
Terry Wessels	CMC Meeting Planner

Catholic Media Conference

June 20, 21, 22, 23, 2017
Laval University

Hotel Registration

Laval University Housing
<http://www.residences.ulaval.ca/en/congres>

Hôtel Classique
1-800-463-1885
<http://www.hotelclassique.com>

Hôtel Universel
<https://reservations.travelclick.com/95738?groupID=1712258>

Hôtel Le Concorde
<http://search.iqrez.com/reservations/HotelConcordeQuebec/search/22494>
Group code: 2807

Hôtel Manoir Victoria
English: <http://bookings.ihotelier.com/bookings.jsp?groupID=1720103&hotelID=6135>
French: <http://bookings.ihotelier.com/bookings.jsp?groupID=1720103&hotelID=6135&languageID=3>

Who Should Exhibit?

If you want to reach decision makers in Catholic communications, you will find them at the Catholic Media Conference. Showcase your services and innovative products by meeting with print editors and general managers, web designers, bloggers and communications directors who are looking for ways to improve the quality of the work they do.

Conference Dates

June 20-23, 2017

Official Conference Site

Laval University
2325 Rue de l'Université
Quebec City, QC G1V 0A6

Laval University (Université Laval) features a beautiful, tree-lined campus on the edge of Quebec City. Laval's Pavillon Alphonse-Dejardins has a central atrium, which is the open and attractive space for our Exhibit Hall (see page 9). A bus station on the university campus takes you to nearby attractions. Explore the 400-year-old, fortified city named a UNESCO world heritage site.

Important Dates and Times

Item	Deadline
Early Bird Sign Up End Date:	March 10, 2017
Final Booth Payment:	May 19, 2017
Move In Date:	Tuesday, June 20 3:00 pm – 6:00 pm or Wednesday, June 21 7:00 am – 12:30 pm
Exhibiting Dates:	June 21, 22, 23, 2017
Exhibit Times:	Wednesday 1:00 pm – 5:00 pm Thursday 8:00 am – 5:00 pm Friday 8:00 am – 1:00 pm
Exhibit Move-Out Date:	Friday, June 23 after 1:00 pm

Exhibit Hall Events
4 Wednesday exhibit breaks
2 Thursday exhibit breaks
1 Thursday coffee break
1 Thursday raffle drawing
2 Friday exhibit breaks
1 Friday coffee break
1 Friday raffle drawing
12 events in Exhibit Hall

Official Exposition Service Manager

Exhibitor Service Kit will be sent via email in early May, 2017.

Shipping Information

For information on shipping to Laval University, visit <http://www.catholicpress.org/?page=ShippingtoCanada>. We will send detailed instructions as they become available.

Contact information at CPA office

Barbara Mastrolia
P: 312.380.6789
E: bmastrolia@catholicpress.org

Sponsorship Options

Sponsorships enable businesses to make a targeted reach during the conference by supporting activities and events throughout the conference.

Typically, sponsorships are not exclusive, and at times multiple sponsors may be used to support an event. At times opportunities exist for Gold, Silver and Bronze sponsors to make a presentation during one prime event with approval from the CPA Executive Director and the National Planning Committee.

Please let us know your interests!

Level	Sponsoring	Rate
Gold	Evening or Special Event	\$15,750
Silver	Lunch or Special Event	10,500
Bronze	Reception or Special Event	5,250
Friend		
Conference Bags	Attendee materials holder & keepsake	3,000
Film Screening	Show your film at CMC17	3,000
Ice Cream Stand	Special treat during session break	3,000
Lanyards	Attendee name tag	3,000
Onsite Conference Program	Daily schedule & keepsake	3,000
Wine Service	Per reception or meal	2,500
Coffee Service	The “St. Bernard” of the conference	1,500
Snack Bar	Special treat during session break	1,500
Film Loop	Loop a promotional film in the Registration Hall	750
Pope Cut Out	Create a photo opportunity	750
Social Media Hub	Digital charging station and media hub	750
Program Book Advertisement	Full Page Ad	500
	½ Ad Space	250
	¼ Ad Space	125
Insert in Conference Bag	Full Page Flyer	500
	½ Page Flyer	250
	¼ Page Flyer	125
Design your own sponsorship	Let us help you reach your audience	TBD
Additional Exhibit Staff		
	Available only as an add-on to sponsorship or exhibit booth registration	\$35

Details for sponsorship options on pages 5-8

Gold Sponsorship**\$15,750**

**To register, visit <http://www.catholicpress.org/event/CMC17GoldSponsorship>
or call 312-380-6789.**

Sponsorships offer participants the opportunity to host a prime-time event during the conference. Select from the options below or call 312-380-6789 to customize a sponsorship.

Benefits of a Gold Level Sponsorship include:

- Choice of location for your 8' x 10' booth in the exhibit area (available on first come, first serve basis)
- **Four complimentary** conference registrations: Primary Attendee and 3-additional attendees
 - Access to all workshop sessions
 - Complete food package for Wednesday, Thursday and Friday luncheons, Wednesday Banquet, and your choice of awards banquet
- One reserved table for 10 at sponsored event
- Gold sponsor recognition on signage, in your booth and on your name tag
- Recognition on the CPA's website with link to your site
- Recognition in the onsite conference program
- Full-page ad in the conference program
- Single page flyer or small giveaway in attendee packets
- Standing recognition at the event and brief comments read about your firm from the podium by a Catholic media representative.
 - On stage opportunities are approved by the executive director and the national planning committee

Gold Sponsor Options Include:**Luncheon or Evening Meal** – Wednesday, June 21, 2017

Make a great impression with attendees and SIGNIS members at the kick-off events for CMC17. Hosting a Wednesday meal will put your service in front of a global audience of CPA and SIGNIS members.

Catholic Press Awards Banquet – Friday, June 23, 2017

Create a lasting impression of your support for the profession at the Catholic Press Awards Banquet. This event is the highlight of the conference, attended by members, bishops and dignitaries as we present honors earned by media professionals.

Silver Sponsorship**\$10,500**

**To register, visit <http://www.catholicpress.org/event/CMC17SilverSponsorship>
or call 312-380-6789.**

Sponsorships offer participants the opportunity to host a prime-time event during the conference. Select from the options below or call 312-380-6789 to customize a sponsorship.

Benefits of a Silver Level Sponsorship include:

- Choice of location for your 8' x 10' booth in the exhibit area (available on first come, first serve basis)
- **Two complimentary** conference registrations: Primary Attendee and one additional attendee
 - Attend all workshop sessions
 - Complete food package for Wednesday, Thursday and Friday luncheons, Wednesday Banquet, and your choice of awards banquet
- Five reserved seats at sponsored event
- Silver sponsor recognition on signage, in your booth and on your name tag
- Recognition on the CPA's website with link to your site
- Recognition in the Onsite Conference Program
- Half-page ad in conference program
- Single page flyer or small giveaway in attendee packets
- Standing recognition at the event and brief comments read about your firm from the podium by a Catholic media representative.
 - On stage opportunities are approved by the executive director and the national planning committee

Silver Sponsor Options Include:Luncheon – Thursday, June 22, 2017

Support the Catholic press at a banquet-style luncheon featuring the presentation of the Bishop John England Award. Attendees are in full attendance during these lunches to meet friends.

Luncheon – Friday, June 23, 2017

Support the Catholic press at a banquet-style luncheon featuring the presentation of the St. Francis de Sales Award. Attendees are in full attendance during these lunches to meet friends.

Bronze Sponsorship**\$5,250**

To register, visit <http://www.catholicpress.org/event/CMC17BronzeSponsorship>
or call 312-380-6789.

Sponsorships offer participants the opportunity to host a prime-time event during the conference. Select from the options below or call 312-380-6789 to customize a sponsorship.

Benefits of a Bronze Level Sponsorship include:

- Choice of location for your 8' x 10' booth in the exhibit area
- **One complimentary** conference registration: Primary Attendee
 - Attend all workshop sessions
 - Complete food package for Wednesday, Thursday and Friday luncheons, Wednesday Banquet, and your choice of awards banquet
- Bronze Sponsor recognition on signage, in your booth and on your name tag
- Recognition on the CPA's website with link to your site
- Recognition in the onsite conference program
- Quarter-page ad in conference program
- Single page flyer or small giveaway in attendee packets
- Standing recognition at the event and brief comments read about your firm from the podium by a Catholic media representative.
 - On stage opportunities are approved by the executive director and the national planning committee

Bronze Sponsor Options Include:**Company Presentation** – Call 312-380-6789 to schedule

Draw attention to your company by giving an award, hosting a raffle, or making a special announcement. Company presentations are held in the Exhibit Hall (see page 9) and scheduled by the CPA Planning Committee.

Local Night Out – Tuesday, June 20, 2017

Bring a night of entertainment to CMC17 attendees. The CPA Planning Committee will schedule guided tours through historic Quebec City. Your sponsorship will cover the costs of buses and docents.

Newcomers Reception – Tuesday, June 20, 2017

Welcome first-time attendees to the Catholic Media Conference by sponsoring the Newcomers Reception. Sponsors have the opportunity to mingle and forge new relationships with this group of enthusiastic professionals. The Newcomers Reception sets the stage for the Local Night Out.

Pre- and Post-Awards Receptions – Friday, June 23, 2017

Show your support for the Catholic press by sponsoring the pre- or post-reception for the Catholic Press Awards Banquet. High energy, commitment, and enthusiasm mark each gathering of media professionals.

Friend Sponsorship

\$750-3000

To register, visit <http://www.catholicpress.org/event/CMC17FriendSponsorship>
or call 312-380-6789.

Sponsorships offer participants the opportunity to host a prime-time event during the conference. Select from the options below or call 312-380-6789 to customize a sponsorship.

Benefits of a Friend Level Sponsorship include:

- Name recognition throughout the conference as attendees use your sponsored service
- Recognition on CPA's website with a link to your site
- Sponsor recognition on signage and on your name tag
- Sponsorship acknowledgement from the podium by a Catholic media representative

Friend Level Sponsor Options

<u>Item/Event</u>	<u>Rate</u>
▪ Conference Bags	3,000
▪ Film Screening	3,000
○ <i>Additional Film Screening</i>	1,500
▪ Ice Cream Stand	3,000
▪ Lanyards	3,000
▪ Onsite Conference Program	3,000
▪ Wine Service	2,500
▪ Coffee Service	1,500
▪ Snack Bar	1,500
▪ Film Loop in Registration Hall	750
▪ Pope Francis Cut Out	750
▪ Social Media Hub	750

Advertising Options (Conference Program or Conference Bag Flyer)

<u>Options</u>	<u>Program Ad Sizes</u>	<u>Insert Sizes</u>	<u>Rate</u>
▪ Full Page	7 ¾" h x 4 ¾" w	8 ½" x 11"	\$ 500
▪ ½ Page Ad	3 ¾" h x 4 ¾" w	5 ½" x 8 ½"	250
▪ ¼ Page Ad	Bottom Banner, 1 ¾" h x 4 ¾" w	2 ¾" x 8 ½"	125

Exhibit Booth

To register, visit <http://www.catholicpress.org/event/CMC17ExhibitBooth> or call 312-380-6789.

Dates

- Through March 10, 2017
- After March 10, 2017

Rate

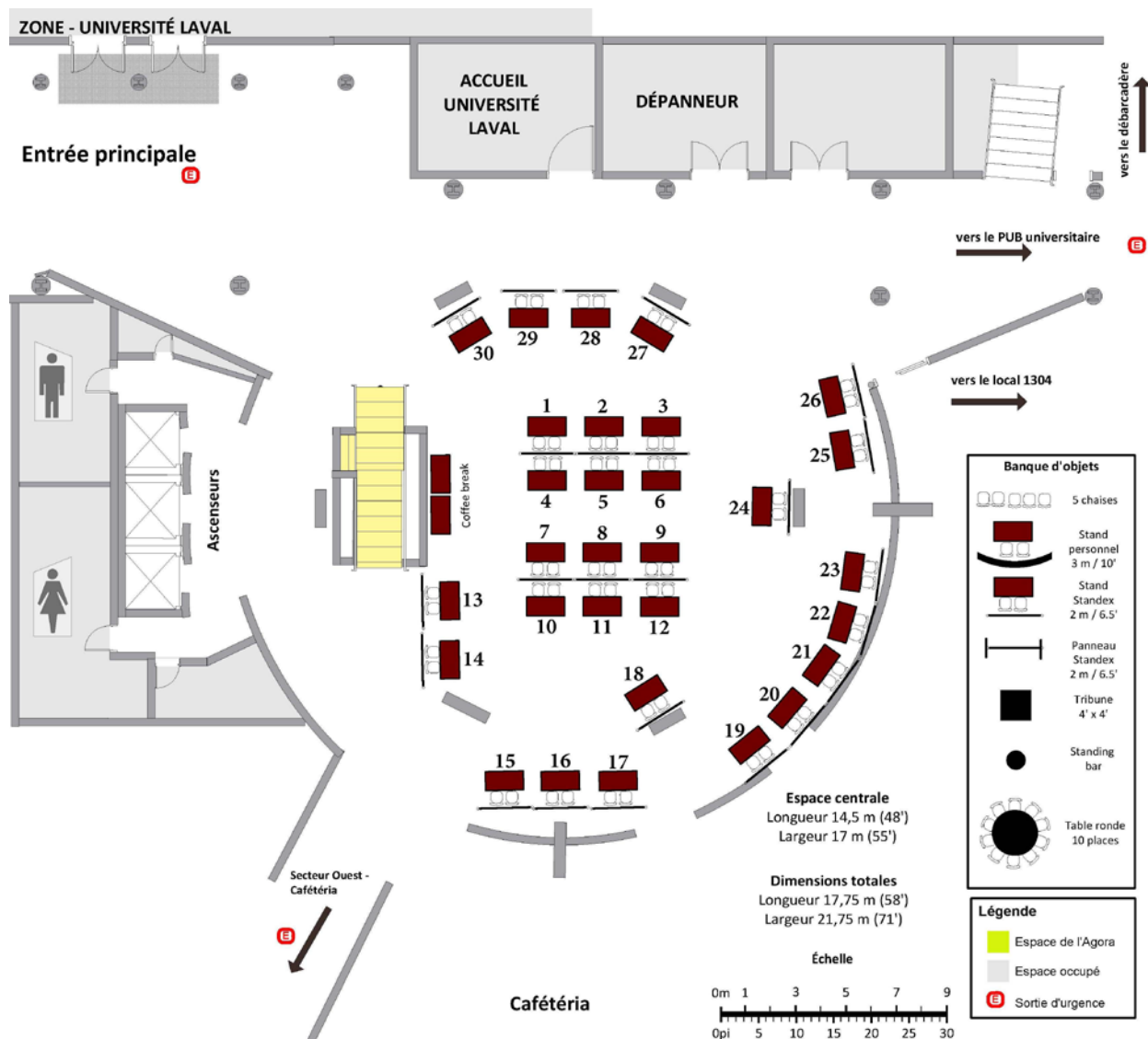
- \$ 990 (Does not include meals)
- 1,090 (Does not include meals)

All Exhibitors Receive:

- One 8'x10' booth space – pipe and drape, one skirted table and one chair
- One registration to attend all workshop sessions (Primary Attendee)
- Company listing in the onsite conference program
- Single page flyer or small giveaway in attendee packets
- Access to pre-conference and post-conference attendee emails
- Meals and Additional Attendee badges available for purchase (see page 10)

Exhibit Hall

This floor plan is an example of the exhibitor space. CPA reserves the right to change the floor plan without notice.



Meals and Additional Attendee Badges

Optional meal tickets are available for the Primary Attendee at the exhibit booth and Additional Attendees. Sponsors and Exhibitors must purchase a badge for any Additional Attendees.

Food Package	Includes Wednesday Lunch and Banquet, Thursday Lunch & Friday Lunch		\$135
Wednesday Meals	Wednesday Luncheon	Seated lunch with CMC17 and SIGNIS attendees	\$50
	Wednesday Banquet	Seated dinner with CMC17 and SIGNIS attendees	\$95
Thursday Meals	Thursday Luncheon	Seated lunch featuring the presentation of the Bishop John England Award	\$50
	Gabriel Awards Banquet	Seated dinner featuring the Catholic Academy's award program	\$95
Friday Meals	Friday Luncheon	Seated lunch featuring the presentation of the St. Francis de Sales Award	\$50
	Catholic Press Awards Banquet	Seated dinner featuring CPA's award program	\$95
Additional Attendees	Additional Attendee Badge	Admission for additional Exhibitor or Sponsor staff	\$35
	Local Night Out	Guided tours through Quebec City	\$20

To register, <http://www.catholicpress.org/event/CMC17ExhibitBooth> or call 312-380-6789.

Exhibiting Terms and Conditions

1. April 28, 2017 Deadlines
 - a. **Logos** used for promotional purposes must be received by April 28, 2017 to be included in promotional material.
 - b. All cancellations must be received in writing.
 - c. Cancellations prior to April 28, 2017 are eligible to receive a refund of the deposit – 50% of booth cost.
 - d. No refunds are issued after April 28, 2017.
2. Two or more organizations may not exhibit in a single booth space unless prior arrangements are made with CPA Management.
3. Exhibits must not project beyond space allotted, must not obstruct the view of or interfere with traffic to the exhibits of others.
4. All exhibits must be set up by 1:00 pm, Wednesday, June 21, 2017.
5. Exhibits may not be dismantled prior to 1:00 pm, Friday, June 23, 2017.
6. All exhibit materials must comply with fire and facility regulations.
7. Exhibitors are prohibited from defacing any facility property.
8. Music or sound effects from a booth must not adversely affect the operation of another booth.
9. Exhibitors assume responsibility for and agree to indemnify and defend the CPA, the hotel and or conference property, their respective employees and agents against any claim or expenses arising out of the exhibition premises.
10. No Liability for loss or damage: CPA does not assume any responsibility whatsoever for any loss or damage suffered or incurred by any Exhibitor with respect to any personal or company-owned property – all of which shall be the sole responsibility of each Exhibitor.
11. The CPA Executive Director (ED) in conjunction with the CPA Board of Directors (BOD) determines the eligibility of any company or product for exhibition. The ED and BOD may prohibit installation or request removal of any promotion that is not in keeping with the character or purpose of the event.
12. Any representatives who fail to observe the conditions of this contract or who, in the opinion of the CPA, conduct themselves unethically, may be dismissed from the exhibit area without a refund of booth fees.
13. CPA does not assume any obligation or responsibility to safeguard any Exhibitor's company-owned or personal property while at the conference. Each Exhibitor acknowledges that the Exhibitor shall be solely responsible for the protection of all such property.
14. CPA has no duty whatsoever with respect to the protection of the property of the Exhibitors, which shall at all times remain in the sole possession and custody of each Exhibitor and be the sole responsibility of each Exhibitor.
15. These guidelines are subject to change at the sole discretion of the CPA.