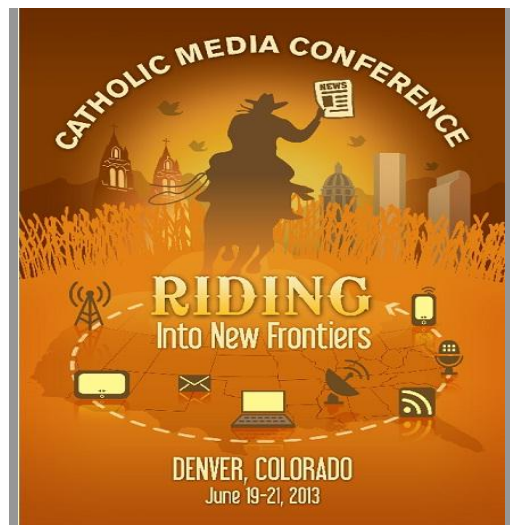




## Catholic Press Association

**2013 Exhibitor Prospectus &  
Sponsorship Reference Guide**



# CPA Annual

## Catholic Media Conference

**Connect with more than 400 members of the Catholic Press Association**

Each year members of the CPA join with leading media professionals to review the latest industry products gather knowledge, and of course, socialize and explore our host city.

Do not miss your opportunity to be a part of this experience!

### CPA's Mission

To build and strengthen the value and worth of the Catholic press by facilitating the professional, economic, and spiritual growth of our members.

### Target Audience

Editors \* Communication Directors \* News Editors \* Senior Staff Writers

### Exhibitors

The Catholic Media Conference is focused directly on your customer – those spreading the good news to over 11 million readers.

Year after year companies and organizations use this opportunity to showcase their products and services, achieving success reach directly to their end consumers.

Sign up today to be a part of this amazing event.

### Sponsors

Sponsor benefits for this year's CMC are unparalleled. Whether you choose a gold, silver or bronze level package, being a CMC sponsor increases your visibility and inspiring customer loyalty with this highly targeted audience is invaluable.

Join us and let the CPA tailor a package to reach your marketing goals.



# Exhibitor Opportunities

## Opening Night Reception

Meet with attendees at this very popular kick-off event. Entertainment, food and beverage add to the festivities...and to the size of the crowd.

## Description in the Conference Program

Exhibitors write their own 25-word description about their products and services in the Conference Program. Attendees will contact you long after the conference is over.

## Coffee Break Refreshments Served in the Exhibit Hall

Crowds gather early for the coffee served every morning in the Exhibit Hall.

## Literature Distribution

Insert one of your promotional materials in the attendee registration bag. Attendees will learn about you and your services before the Conference begins.

## Email of Attendees

Exhibitors receive pre conference and post conference attendee emails.

## Access to Major Events

With exhibit space purchased, you will receive **one ticket** to the Welcome Reception, both luncheons and Friday Awards Banquet.

## Advertising in the Conference Program

Double your exposure at the Conference! Announce new products and giveaways at your booth - or extend a welcome to attendees.

\* Full Page Ad: \$500

\* ½ Page Ad: \$250

\* ¼ Page Ad: \$125

\*Back Cover Ad: \$2,000

## Who Should Exhibit

If you're looking to reach decision makers in Catholic communications, you'll find them at the Catholic Media Conference. By showcasing your services and innovative products you'll have the opportunity to meet 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.

Examples of organizations that have participated in the past include:

- Publishers
- Radio Producers
- Printing Companies
- Media Services
- Fulfillment Companies
- Media Consultants
- Travel Agencies
- Universities with Media Programs

## Exhibit Space 8 x 10 booth

**Booth Cost: \$1,200**

Exhibitor fees for booths include pipe and drape, one ID sign, one skirted table and one chair. Prior to the show you will receive an exhibitor service kit from the show decorator, which includes all exhibit space, ordering and shipping information.

### Official Conference Site

Denver Marriott Tech Center  
4900 S. Syracuse Street  
Denver, CO 80237  
P. 303.779.1100

[www.marriott.com/dentc](http://www.marriott.com/dentc)

Hotel Room Rate: \$149.00 + 14.75% taxes

**Cutoff date: May 31, 2013**

### Sponsorship Information

The sponsorship levels for the 2013 CMC are Gold, Silver and Bronze. Also there is a Friend level to enhance your exhibit registration. No matter the size of your company or the level of participation, you are assured to get excellent ROI for your sponsorship dollars!

Sponsorships offer an exciting opportunity to:

- Increase brand recognition
- Set your company apart from the competition
- Distinguish yourself at a sponsored event
- Display your product to representatives from over 400 Catholic media in north American and International

Following is a list of our four sponsorship levels and a short description for each. Please read through all of them to be sure you are aware of all the wonderful opportunities!

## ***Gold Level***

***\$15,750***

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- Sponsorship for one of the following events: Welcome Reception or Friday Awards Banquet
- Standing recognition at the event and brief comments read about your firm from the podium by a Catholic media representative
- If the sponsor has an award, a company representative will present the award from the podium
- Sponsor recognition on signage
- Gold sponsorship recognition displayed in your booth
- Recognition on the CPA's website with link to your site
- Recognition in the Onsite Conference Program
- Gold recognition ribbon on name tag
- Full-page ad in conference program
- Single page flyer or small gift insertion into registration bags
- Complimentary booth in exhibit hall
- Four complimentary conference registrations
- One reserved banquet table open for ten attending guests

### **Wednesday, June 19, 2013 – Welcome Reception**

This must-attend reception will kick off the conference in the beautiful Atrium of the Denver Marriott Tech Center. Make a great impression with attendees from day one. The event allows ample time for networking and an overall great start to the annual conference.

### **Friday, June 21, 2013 – Friday Awards Banquet**

The Awards Banquet is the highlight of the conference, highly attended by members, bishops and dignitaries as we present awards and honors earned by media professionals. Create a lasting impression of your support for the profession and reward your company with the exposure you'll receive at this final event.

## ***Silver Level***

***\$10,500***

- 
- Sponsorship for one of the following events: Thursday or Friday Luncheon
  - Standing recognition at the event and brief comments read about your firm from the podium by a Catholic media representative
  - If the sponsor has an award, a company representative will present the award from the podium
  - Sponsor recognition on signage
  - Silver sponsorship recognition displayed in your booth
  - Recognition in the Onsite Conference Program
  - Silver recognition ribbon on name tag
  - Half-page ad in conference program
  - Single page flyer or small gift insertion into registration bags
  - Complimentary booth in exhibit hall
  - Two complimentary conference registrations

### **CMC Luncheons – June 20 & 21, 2013**

The highlight of each luncheon is the presentation of the Saint Francis DeSales and the Bishop John England award. Members nominate and vote for two distinguished colleagues to receive the CPA's highest recognition. In addition, our affiliates present a number of prestigious awards at these luncheons. Do not miss this sponsorship opportunity to get your company name associated with these well-attended events.

### **Social Media Hub (New)**

The Social Media Hub was a great success at the 2012 conference. Sponsorship of the social media hub would enable you to interact with media members in a variety of new ways.

You can use it as a method of connecting with more readers virtually – via the CMC13 Facebook page, Twitter feed and in person. In the social media hub you have the opportunity to showcase your digital offerings, while also attracting more followers and fans.

## ***Bronze Level***

**\$5,250**

- Sponsorship for one of the following events: Friday Pre-Award Reception or Post-Award Reception
- Sponsorship recognition at the event and brief comments read about your firm from the podium by a Catholic media representative
- Sponsor recognition on signage
- Bronze sponsorship recognition displayed in your booth
- Recognition in the Onsite Conference Program
- Bronze recognition ribbon on name tag
- Quarter-page ad in conference program
- Single page flyer or small gift insertion into registration bags
- Complimentary booth in exhibit hall
- One complimentary conference registration

### **Friday, June 21, 2013 – Pre and Post Award Receptions**

Show your support of the Catholic Media Conference by sponsoring one of these receptions. High energy, commitment, and enthusiasm mark each gathering of committed media professionals. Anticipation is the theme at the pre-award reception; delight and congratulations are the themes of the post-award reception. Sponsor a reception and associate your company name with enthusiasm for media excellence.

## ***Friends Level***

**\$1,200 - \$3,000**

- Sponsorship of the items listed below (first-come choice)
- Sponsor recognition on signage
- Sponsorship acknowledgement from the podium by a Catholic media representative
- Sponsor recognition ribbon on your name tag
- Quarter-page ad in conference program

Upgrade your exhibit registration by adding one of the following:

- |                          |            |
|--------------------------|------------|
| • Plenary Session        | \$1,500    |
| • Live Streaming         | \$1,200    |
| • Conference Bags        | \$3,000    |
| • Lanyards               | \$3,000    |
| • (4) Coffee Breaks      | \$600 each |
| • Onsite Program Booklet | \$3,000    |

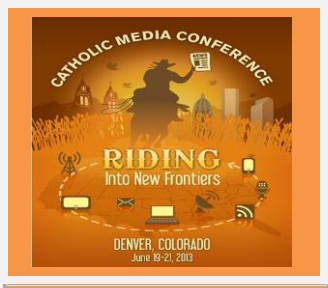
## Exhibiting Terms and Conditions

- A. All cancellations must be received in writing. Any cancellation prior to April 30, 2013 will receive a 50% refund if total booth cost has been received. No refunds will be issue after April 30, 2013. Please note the 50% deposit is non-refundable.
- B. Two or more organizations may not exhibit in a single booth space unless prior arrangements are made with CPA Management.
- C. Exhibits must not project beyond space allotted, must not obstruct the view of or interfere with traffic to the exhibits of others.
- D. All exhibits must be set up by 5 p.m., Tuesday, June 18, 2013
- E. Exhibits may not be dismantled prior to 1:30 p.m., Friday, June 21, 2013
- F. All exhibit materials must comply with fire and facility regulations.
- G. Exhibitors are prohibited from defacing any facility property.
- H. Music or other sound effects from a booth must not adversely affect the operation of another booth.
- I. Exhibitors assume responsibility for and agree to indemnify and defend the CPA, the Denver Marriott Tech Center and their respective employees and agents against any claim or expense arising out of the exhibition premises.
- J. The Exhibitor understands that neither the CPA nor the Denver Marriott Tech Center maintains insurance covering the Exhibitor's property. It is the sole responsibility of the Exhibitor to obtain such insurance.
- K. The CPA Executive Director (ED) in conjunction with the CPA Board of Directors (BOD) determines the eligibility of any company or product for exhibition.



- L. 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.
- M. Any representatives who fail to observe the conditions of this contract or who, in the opinion of the CPA, conducts himself or herself unethically, may be dismissed from the Exhibit Hall without a refund of booth fees.
- N. Additional information, including shipping instructions, decorator's kit, and scheduled events shall be sent to each exhibitor.





**Participation Agreement**

**Company Information**

List this information exactly as it should appear in all CMC materials. Please print clearly to ensure that published information is correct.

Company Name \_\_\_\_\_  
Contact Person \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_ City/State/Zip Code \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
E-Mail \_\_\_\_\_ Web Site \_\_\_\_\_

**Exhibit Space 8 x 10 booth**

**Advertising in Conference Program**

Booth # \_\_\_\_\_

- \_\_\_\_ Full Page Ad: \$500
- \_\_\_\_ 1/2 Page Ad: 250
- \_\_\_\_ 1/4 Page Ad: \$125
- \_\_\_\_ Back Page Ad: \$2,000

\_\_\_\_ Booth Cost: \$1,200

**Conference Sponsorship**

Please specify your sponsorship(s) from those included herein. All sponsorship benefits are subject to availability and printing deadlines.

- \_\_\_ Gold Level - \$15,750 ( \_\_\_ Welcome Reception \_\_\_ Social Media Hub \_\_\_ Friday Awards Banquet)
- \_\_\_ Silver Level - \$10,500 ( \_\_\_ Thursday Luncheon or \_\_\_ Friday Luncheon)
- \_\_\_ Bronze Level - \$5,250 ( \_\_\_ Friday Pre Reception or \_\_\_ Friday Post Reception)
- \_\_\_ Friends Level-Range Between (\$1,200 - \$3,000)

- \_\_\_ Additional Staff \$180.00 (Price includes two luncheon tickets, Friday Award Banquet and badge)
- \_\_\_ Additional Staff \$75.00 (Price includes two luncheon tickets and badge)

Name(s): \_\_\_\_\_

**Payment Method:** A minimum deposit of 50% of the total due must be mailed with the application no later than April 30, 2013.

Please note that this deposit is non-refundable. The remaining balance must be sent to CPA no later than May 31, 2013.

Total Due \_\_\_\_\_ Check enclosed payable to Catholic Press Association

Credit Card: \_\_\_ MasterCard \_\_\_ VISA \_\_\_ American Express \_\_\_ Discover

Card Number \_\_\_\_\_

Exp Date \_\_\_\_\_ Security Code \_\_\_\_\_ Total Amount Charge \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Fax completed agreement to 312.361.0256  
Questions? Call Sheila Lomax at 312.380.6789. For email inquiries, slomax@catholicpress.org



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