



MIAMI

INTERNATIONAL TRAINING CONFERENCE AND CAREER FAIR

NAJA - JULY 18-21 2018

Sponsorship & Exhibit
Prospectus



Native American Journalists Association

www.naja.com

For more information, contact conference sales representative Holly Rose, hrose@nahj.org, 856-380-6890



Native American Journalists Association

About NAJA

The Native American Journalists Association (NAJA) empowers 500 members representing tribal, nonprofit, freelance and mainstream media professionals in promoting accurate coverage of Indian Country, supporting newsroom diversity and defending challenges to free press, speech and expression.

NAJA addresses these challenges by fostering the development of new talent and mobilizing a powerful membership network towards critical and relevant issues facing Indian Country. NAJA is a registered 501(c)3 tax-exempt organization.

NAJA's Mission

Through programs that support diversity and defend challenges to free press, speech and expression, NAJA promotes accurate media coverage of Indian Country and encourages all newsrooms to maintain the highest ethical standards when reporting on Native America.

- Connect expert sources and reporters
- Advocate for free press in Indian Country
- Provide legal resources to Native media
- Connect journalists across Indian Country



Who Attends?

Over 1,000 talented journalists from throughout the U.S. and Latin America will attend the training conferences and participate in extensive skills-building sessions that will foster opportunities and enable them to grow professionally. Attendees work in the fields of broadcast, digital, radio and print in addition to public relations and communications.

Who Should Sponsor & Exhibit?

NAJA is offering partners a myriad of educational, networking and marketing opportunities to reach an influential audience. In return for your participation, NAJA will acknowledge your organization through valuable recognition packages including the program book and pre-event marketing materials. If you are a recruiter, journalism school, non-profit, foundation with a mission to support journalism, or a supplier of products or services used by journalists...this conference is not to be missed!

Recruiter & Expo Pricing

Secure your space early! Booth selection is based on a first-come, first-served basis.

EXHIBIT SPACE: <i>Reserve Early and SAVE!!</i>	EARLY BIRD BY 2/28/18	STANDARD PRICING	FULL CONFERENCE REGISTRATIONS: <i>Additional @ \$250/member/\$450/non-member</i>
Corporate (10 x 10)	\$3,200	\$3,500	2
Non-Profit/ Govt./JSchools	\$2,800	\$3,000	1
PREMIUM LOCATIONS			
Corner Booths	\$3,300	\$3,650	—
Atrium Booths (10 x 10)	\$4,500	\$5,000	3
Island (20 x 20)	\$13,800	\$15,000	8

Exhibitor Benefits:

- ★ 8' high back wall and 3' high side drape
- ★ 6' table and 2 chairs
- ★ Perimeter security guard service
- ★ Recognition on the NAJA Event website
- ★ Listing in conference program book
- ★ Listing on Mobile App with booth number and organizational description
- ★ Final conference attendee list distributed as an Excel file
- ★ Time with the attendees!

Exhibit Hours

Exhibitor Move-In	Wednesday 10am-6pm
Thursday, July 18	10am-6pm
Friday, July 19	10am-6pm
Exhibitor Move-Out	Saturday by noon

Contact

Holly Rose
Industry Relations Manager
856.380.6890 • hrose@nahj.org



Professional Development

Professional Development Breakfast or Lunch

\$20,000 / \$25,000

Attendees can begin their day at your breakfast or take a break at midday with your luncheon, 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. NAJA will handle invitations and promotion, while the sponsor manages RSVPs to engage more with their audience.

Corporate Sponsored Workshop/ Panel *(Limited Opportunities)*

\$10,000 - \$15,000

These 1 – 2 hour opportunities will be held during conference hours, concurrent with educational sessions. Give attendees the option to work directly with your team to learn the latest industry trends.

Student Programs

Educating and mentoring young, aspiring journalists is one of the most important goals of NAJA. Ensure the next generation of Native American journalists have the skills, knowledge, and industry connections to succeed in journalism, communications, and other media fields. In addition to these programs, NAJA students can also take advantage of the career services and networking opportunities at the Career Fair.

Student Professional Development *(Hosted by NAHJ)*

\$30,000

Student professional development day (4 workshops and recruiter panel) takes place on Wednesday, July 18.

NAJA Student Newsroom

\$30,000

NAJA offers an all expenses-paid Native American Journalism Fellowship (NAJF) to 10 outstanding Native American journalism students to learn from veteran journalist mentors while covering the conference, as well as local stories in Miami. For one week, students work with these professional journalists and educators to produce photos and video content daily for the conference's online site in an immersive on-site newsroom experience. Your sponsorship includes an opportunity to address the students directly or host a meal for students, mentors and members of NAJA's leadership.

Special Events

NAJA National Native Media Awards Banquet

\$30,000

Sponsor our annual National Native Media Awards celebration, honoring top NAJA journalists on Saturday, July 21 from 7-10 p.m. Award recipients represent print, TV, radio, online, photography, digital, investigative and student categories across Indian Country. A silent auction featuring Native art and unique items will also benefit annual NAJA scholarships. Partnership benefits include the opportunity to make brief opening remarks.

NAJA Membership Luncheon and Business Meeting

\$25,000

Sponsor NAJA's annual NAJA Membership Luncheon and Business Meeting on Thursday, July 19 and connect with a powerful network of reporters and media makers in Indian Country. NAJA's executive director and board president will report on the organization's goals over the past year. Part of the partnership benefits include the opportunity to make brief opening remarks.

President's Reception

\$20,000

Join President Bryan Pollard and the NAJA Board of Directors, leaders, prominent journalists from around the U.S., conference partners, and other special guests at this invitation-only event on the evening of Friday, July 20. Partnership benefits include the opportunity to make brief opening remarks.

Branding Opportunities

NAHJ / NAJA Conference Career Fair

The Conference Career Fair is the networking hub for all conference attendees. The expo is the crossroads of the event where high-level editors and reporters meet, executive producers and cameramen trade experiences, journalists go for critiques and career advice and friends catch up. Attendees will have the opportunity to meet and interview with over 30 recruiters.

Attendee Briefcase/ Conference Tote Bags *(Deadline: May 1, 2018)*

\$25,000

This handy tote bag is a conference favorite, a tried-and-true keepsake taken back home across the country and used for years. Your logo will be displayed long into the future as all attendees continue to find uses for the bag.

Mobile App

\$25,000

The mobile conference app includes the daily schedule, speakers' bios, conference floor plan and exhibitor information, as well as information on dining, city attractions, travel, transportation, and much more.

Conference Program Book

\$25,000

(Deadline: June 1, 2018)

The comprehensive guide to the training conference events, special activities, and workshops is received by all attendees and circulates back home as a keepsake of the gathering. This is a great opportunity for a sponsor to increase visibility and receive guaranteed exposure. Outside back cover ad is reserved for sponsor.

Conference Lanyards & Name Badges

\$20,000

(Deadline: May 1, 2018)

These highly visible items are worn by all attendees for all events during the conference. They often serve as admission to the career fair and offsite events.

Hotel Room Key Cards

\$15,000

These special edition branded key cards will be distributed to conference attendees upon check-in at the InterContinental Hotel Miami. (Note: Only attendees staying at the InterContinental will receive a branded key card.)

Exterior Branding, Video Wall, Registration Desk or Lobby Pods

\$15,000

Prominently display your message on the hotel's exterior, the entire video wall by the main lobby elevators, the registration desk video wall, or on 4 of the 46" monitors in the lobby. Attendees are sure to notice and remember your brand!

Cafecito Break/ Branded Paletero Cart

STARTING AT \$15,000

Conference attendees will love a snack or hot cup of coffee during one of their breaks. Sponsors acknowledged through signage at each of the stations, and coffee sleeves or carts will be branded with your logo.

Video Mobile Charging Station

\$15,000

Brand one of the most important life lines of the conference, a phone charger, which allows attendees to relax, work, and charge their mobile devices. Video monitor allows for messaging attendees while they're a captive audience right on the Career Fair floor.

Full Page Program Ad

\$2,000

Half-Page Program Ad

\$1,500

Each attendee will receive a program book upon check in, and will use it on a regular basis for all their conference needs. Your ad message will have repeated exposure as attendees check out the next session or event they'd like to attend.

Conference Bag Insert

\$1,500

Your promotional item will be placed in the tote bag that each attendee receives upon check-in.

Digital Media Promotions

NAJA Digital Media Campaign (6 months)

\$25,000

Have presenting sponsorship rights for a designated NAJA digital campaign. Throughout a six-month period, presenting status ensures your company is aligned with important messages behind NAJA's values such as culture, mentorship, Indigenous press rights and more.

Other Opportunities Available Upon Request

- VIP Lounge
- Meeting Rooms/Private Interview Space
- Floor Decal Graphics

Contact

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Industry Relations Manager
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Important Dates & Deadlines

Registration Opens:	November 1, 2017
Call for Programs & Ideas:	December 1 - 31, 2017 <i>(limited opportunities)</i>
Early Bird Exhibitor Deadline:	February 28, 2018
Early Bird Registration Deadline:	March 31, 2018
Program Book Deadline:	June 10, 2018
Registration Closes:	June 30, 2018
Conference Dates:	July 18-21, 2018

INCLUDED WITH YOUR SPONSORSHIP LEVEL OF:	DIAMOND \$50,000 or more	PLATINUM \$35,000 - \$49,999	GOLD \$25,000 - \$34,999	SILVER \$15,000 - \$24,999	BRONZE \$10,000 - \$14,999
Interactive Experience	●				
Full Conference Registrations	10	5	4	3	2
Full Year Individual Membership to NAJA	10	5	4	3	2
Participation in Passport 2 Prizes <i>(Promoted exhibit raffle opportunity)</i>	●	●	●		
Promotion on NAJA social media: Facebook, Twitter & Instagram	●	●	●		
Pre and Post-Conference Attendee List <i>(Sent digitally for 1x use)</i>	●	●	●	●	
Dedicated e-blast to attendees: Pre or Post event <i>(Blast must be approved by NAJA)</i>	2	2	1	1	
Sponsor highlight in all conference E-blast promos	●	●	●	●	●
Program Guide 4-color Ad <i>(Based on availability)</i>	Full Page Premium Positioning	Full Page Premium Positioning	Full Page	Half Page	Half Page
VIP Invitations to President's Reception	10	5			
Tickets to NAJA National Native Media Awards Banquet (July 21)	10	5	4 – Banquet and Luncheon	3– Banquet and Luncheon	2– Banquet and Luncheon
Tickets to NAJA Membership Luncheon (July 19)	10	5	4 – Banquet and Luncheon	3– Banquet and Luncheon	2– Banquet and Luncheon
Sponsor recognition: event website, printed materials, signage at conference, mobile app	●	●	●	●	●
Promo item or literature in tote bags <i>(must be pre-approved by NAJA)</i>	●	●	●	●	●

COMPANY NAME (as it should appear in print) _____

KEY CONTACT NAME _____

JOB TITLE _____

KEY CONTACT E-MAIL _____

KEY CONTACT PHONE _____

COMPANY ADDRESS _____

CITY _____ STATE _____ ZIP _____

COMPANY PHONE _____ FAX _____

COMPANY WEBSITE _____

NAJA Professional Development Opportunities

- ☐ Professional Development Breakfast or lunch \$20,00 - \$25,000
☐ Corporate Workshop/Panel \$10,00 - \$15,000

Student Programs

- ☐ Native American Journalism Fellowship
 Student Newsroom \$30,000
☐ Student Professional Development
 (Hosted by NAHJ) \$30,000

Special Events

- ☐ NAJA National Native Media Awards Banquet \$30,000
☐ NAJA Membership Luncheon Meeting \$25,000
☐ NAJA President's Reception \$20,000

Brand/Promotional Exposure

- ☐ Tote Bags + one insert \$25,000 exclusive
☐ Mobile App \$25,000 exclusive
☐ Conference Program Book \$25,000
☐ Lanyards + Name badges \$20,000 exclusive
☐ Video Mobile Charging Stations \$15,000
☐ Hotel Room Key Cards \$15,000 exclusive
☐ Digital Branding at Intercontinental \$15,000 and up
☐ Cafecito/Paletero Breaks \$15,000
☐ Mobile Charging Station \$15,000
☐ Full Page Program Guide Ad \$2,000
☐ Half Page Program Guide Ad \$1,500
☐ Conference Tote Bag Insert \$1,500

Digital Media Promotions

- ☐ NAJA Digital Media Campaign (6-months) \$25,000

Reserve and Save!

Early bird deadline: February 28, 2018

EXHIBIT BOOTH (10x10 in prime location)

- ☐ Early Bird \$3,200 ☐ Standard \$3,500

NON-PROFIT/JSCHOOL - Perimeter of Room

- ☐ Early Bird \$2,800 ☐ Standard \$3,000

CORNER

- ☐ Early Bird \$3,300 ☐ Standard \$3,650

TRIUM

- ☐ Early Bird \$4,500 ☐ Standard \$5,000

ISLAND

- ☐ Early Bird \$13,800 ☐ Standard \$15,000

One exhibit booth includes (2) complimentary registrations. Additional can be purchased for \$250/ member, \$450/non-member, early bird time frame. Please provide at least 3 booth numbers, in order of preference. 1st _____ 2nd _____ 3rd _____

Location is based on a first come first served basis. A representative will reach out to confirm booth selection and availability. You will have 48 hours to make your booth selection after signing contract.

Payment Information:

Please return completed application, along with full payment to:

Native American Journalists Association

NAJA - OU Gaylord College

395 W. Lindsey St., Norman, OK 73019

☐ PLEASE INVOICE

☐ MY CHECK PAYABLE TO NAJA IS ENCLOSED:

NAJA Tax ID #: 52-6105010

Check enclosed: \$ _____

PLEASE CHARGE MY: ☐ VISA ☐ MASTER CARD ☐ AMERICAN EXPRESS

NAME ON CARD _____

ACCOUNT NUMBER _____

EXP DATE _____ 3-DIGIT SECURITY CODE _____

SIGNATURE _____

TOTAL \$ _____

RULES & REGULATIONS

Please refer to the NAHJ 2018 website to review the full rules and regulations intended by NAHJ and NAJA to serve the best interest of the exhibitors, registrants, and to give notice to applicants and exhibitors of governing rules and regulations. All applicants are bound by the rules and regulations.

EXHIBIT ELIGIBILITY

Products and services exhibited may not detract from the study and practice of journalism. NAHJ retains the sole authority to determine the eligibility of any company and/or its product. NAHJ and NAJA reserve the right to refuse applications of organizations not meeting standard requirements or expectations. NAHJ reserves the right to curtail or to close exhibits, wholly or in part, that reflect unfavorably on the character and the purpose of the meeting. This applies to displays, literature, advertising novelties, souvenirs, conduct of persons, etc.

TERMS OF PAYMENT

The applicant agrees to enclose with this application full payment. Payments should be made payable to Native American Journalists Association and forwarded to the NAJA office, ATTN: Rebecca Landsberry, NAJA OU-Gaylord College, 395 W. Lindsey St., Norman, OK 73019. To be included in initial space assignments, the exhibit application and full payment must be received. Space will not be assigned or held without the application and all appropriate fees.

NAJA SPONSORSHIP AND EXHIBIT CANCELLATION POLICY

Cancellations must be submitted to NAJA in writing. The date of receipt of supporter's written notice of cancellation will be the official cancellation date. If exhibit support is cancelled on or before April 18, 2018, all monies paid to date minus a \$200 processing fee will be returned to the supporter. Cancellations of a larger sponsorship package will be returned to the supporter minus 15% of the total sponsorship fee. Any supporter who cancels after April 18 2018 will be responsible for the total cost. No refunds for cancellations after April 18, 2018.

I hereby agree to the terms of this agreement _____