CMBAM 2025

Kristina
Agresta
Campus Talent Acquisition Specialist

Northwestern Mutual

Cal State FULLERTON

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Sereen
Alsalti
Media Consultant and Marketing Analytics Lead

The Student Media Business Office
North Carolina State University

Cal State FULLERTON

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Destinee
Alston
Senior Marketing Manager

State News Media Group
Michigan State University

Cal State FULLERTON

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Marlies
Arevalo
Manager of Advertising & Product Strategy

Texas Student Media
University of Texas at Austin

Cal State FULLERTON

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Abi
Barefoot
Business and Marketing Advisor

The Student Media Business Office
North Carolina State University

Cal State FULLERTON

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Ethan
Batchelor
Business Manager

The Appalachian Student News
Appalachian State University

Cal State FULLERTON

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Abby Loftus

Advertising Consultant
Western Kentucky University
Student Publications
Western Kentucky University

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Alex Holmgren

Client Services Coordinator
Daily Titan
Cal State Fullerton

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Allen Vaughan

General Manager
Daily Nebraskan Media Group
University of Nebraska, Lincoln

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Allison Bennett Dyche

Adviser
The Appalachian Student News
Appalachian State University

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Annabel Higbee

Advertising Consultant
USU Student Media
Utah State University

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Arjun Khanna

Senior Consultant
The Daily Pennsylvanian
University of Pennsylvania









CMBAM

Student Media Business Training

2024 Convention

Nov. 7-9 in Philadelphia
University of Pennsylvania

Membership Benefits

- Online resource library
- Annual contests
- Monthly virtual sessions
- Email listserv
- Peer learning network

www.CMBAM.org

College Media Business & Advertising Managers
2221 University Ave. SE, Suite 450
Minneapolis, MN 55414

CMBAM 2023 CONVENTION

Friday, Oct. 14

9 a.m.	Coffee Available	*Third Floor Hallway*
10 - 10:50 a.m.	Keynote Address	*Mississippi Room*
11 - 11:50 a.m.	Breakout Session 1	*Coffman 302, 304*
12 - 12:50 p.m	Breakout Session 2	*Coffman 302, 304*
Lunch on your own		
2 - 2:50 p.m.	Breakout Session 3	*Coffman 302, 304*
3 - 3:50 p.m.	Breakout Session 4	*Coffman 302, 304*
4 - 4:50 p.m.	Roundtable Discussions	*Mississippi Room*
5-7:00 p.m.	Bowling Party	*Goldy's Game Room*

Saturday, Oct. 15

9 a.m.	Coffee Available	*Third Floor Hallway*
10 - 10:50 a.m.	Keynote Address	*Mississippi Room*
11 - 11:50 a.m.	Breakout Session 5	*Coffman 302, 304*
12 - 12:50 p.m	Breakout Session 6	*Coffman 302, 304*
Lunch on your own		
2 - 2:50 p.m.	Roundtable Discussions	*Mississippi Room*
3 - 3:50 p.m.	Business Meeting	*Mississippi Room*
6 - 8 p.m.	Closing Reception/Awards Ceremony *The News Room, 990 Nicollet Mall* *Drinks and appetizers provided*	

FULL SCHEDULE

Session descriptions & breakout options

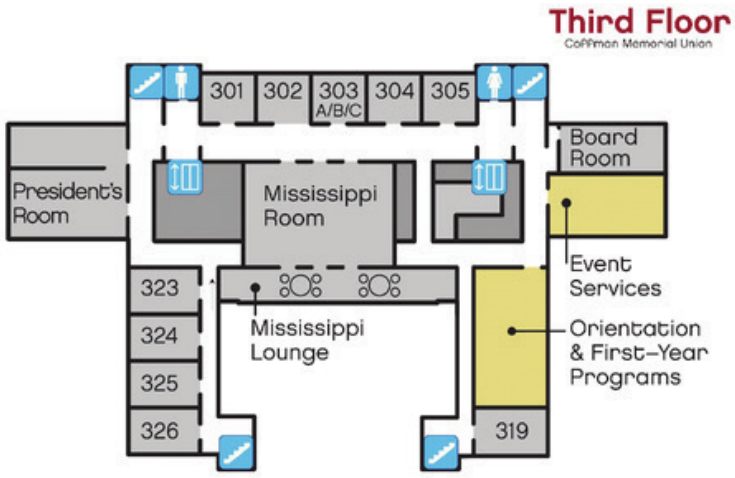
cmbam.org/convention

GET SOCIAL #cmbam23

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VENUE

Conference sessions will be held in Coffman Memorial Union on the University of Minnesota campus. Most sessions will be held on the third floor in rooms 324. 325 and 326.



LUNCH SUGGESTIONS

On the ground floor, one level below the first floor, the food court offers Chick-fil-A, Panda Express, Einstein Bros. Bagels, Wild Pie and Wild Blue Sushi. A Starbucks is also located on the first floor. Restaurants inside the union are open Friday and closed Saturday.

More restaurant options are available along Washington Avenue when you exit the first floor of the union and take a right. Options include Sally's Saloon, Afro Deli & Grill, Chipotle, Noodles and Company, Bona Vietnamese, Kimchi Tofu House, Raising Cane's, Jimmy John's and more.

Additional dining options are located in the Dinkytown neighborhood north of campus, including Potbelly, Qdoba, Wally's Falafel and Hummus, Burrito Loco, Mesa Pizza and more.

TRANSPORTATION

If using the lightrail to get to the conference each day, get off at the green line East Bank stop, which is less than a quarter mile from Coffman Memorial Union. To take the lightrail to Saturday's closing reception, get off at the Nicollet Mall stop, accessible with either the green or blue line.

If driving to Coffman Memorial Union, paid public parking is available in the East River Road Garage at 385 East River Parkway.

CAMPUS MAP

MINNEAPOLIS VISITOR INFO

CMBAM 2024 CONVENTION

Friday, Nov. 8

Annenberg School for Communication, 3260 Walnut St.

9 a.m.	Coffee & Pastries	*Annenberg 109*
10 - 11 a.m.	Keynote Address	*Annenberg 109*
11:15 a.m. - 12:05 a.m.	Breakout Session 1	*Annenberg 109 & 108*
12:15 - 1:05 p.m	Breakout Session 2	*Annenberg 109 & 108*
Lunch on your own		
2:30 - 3:20 p.m.	Breakout Session 3	*Annenberg 109 & 108*
3:30 - 4:30 p.m.	Roundtables	*Annenberg 109, 108 & 224*
5 - 7 p.m.	Happy Hour	*Daily Pennsylvanian* *405 Walnut St.*
7-9 p.m.	Student Trivia Night	*Smokey Joe's* *210 S. 40th St.*

Saturday, Nov. 9

Daily Pennsylvanian Office, 4015 Walnut St.

9 a.m.	Coffee & Pastries	
9:45 a.m.	Welcome & Giveaway	
10 - 10:50 a.m.	Breakout Session 4	
11 - 11:50 a.m	Breakout Session 5	
12 - 12:50 p.m.	Breakout Session 6	
1 - 1:50 p.m.	Breakout Session 7	
2 - 2:50 p.m.	CMBAM Annual Meeting	
6 - 8 p.m.	Awards Dinner	*Xi West* *3939 Chestnut St., 1st Floor*

FULL SCHEDULE

Session descriptions & breakout options

cmbam.org/convention

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Sponsorship Opportunities

2025 Annual Conference • Fullerton, California

About CMBAM

College Media Business and Advertising Managers is an essential community that supports the business operations of student media to ensure independent student journalism is relevant and sustainable. The CMBAM community works to develop its member organizations, and the people within them, through innovative training programs, events, and networking opportunities.

About the Conference

The in-person conference features two days of sessions led by industry professionals and student media advisers, a keynote address and an awards ceremony. The conference is attended by students working on the business side of college media and their advisers. Sponsors have direct interaction with attendees at sessions and receptions. Sessions will be held on campus at Cal State Fullerton, and evening receptions will be held at other venues nearby.

In addition to getting your products and services in front of potential clients and decision makers, sponsoring the CMBAM conference allows you to support student media and the work they do in local communities across the country, as well as investing in the future of America's media landscape. Learn more at www.cmbam.org/conference.

Premier Sponsorships

Saturday Awards Dinner Sponsor - $7,000
Thursday Kick-off Event Sponsor - $5,000
Lounge Sponsor - $4,000

November 6-8

Event sponsorships include:

- Four conference registrations with access to all sessions and receptions
- Opportunity to make short welcome remarks at sponsored event
- Logo on website, event signage and promotional materials
- Monthly outreach to members for one year
- Shoutout in opening remarks
- Option to include giveaway in welcome package

Meal Sponsorships

Saturday Lunch Sponsor - $3,000
Friday & Saturday Breakfast Sponsor - $2,000

Meal sponsorships include:

- Two conference registrations with access to all sessions and receptions
- Logo on website and event signage

Engagement Sponsorships

Student Trivia Night, Friday - $2,000

Includes:

- One conference registration
- Shoutout during Friday session
- Logo on website

Roundtable Session Sponsor - $1,500

Includes:

- One conference registration
- Brief sponsor introduction during session
- Logo on website

Have another idea? Contact us for custom sponsorship packages.

Marlies Arevalo, Programming Director-Elect, programming-elect@cmbam.org

DOOR PRIZE DRAWING

Prizes will be drawn throughout the conference.
Must be following @collegemediabiz on
Instagram or Twitter to be eligible to win.

Name: _____

Instagram username: _____

Twitter username: _____

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BREAKFAST

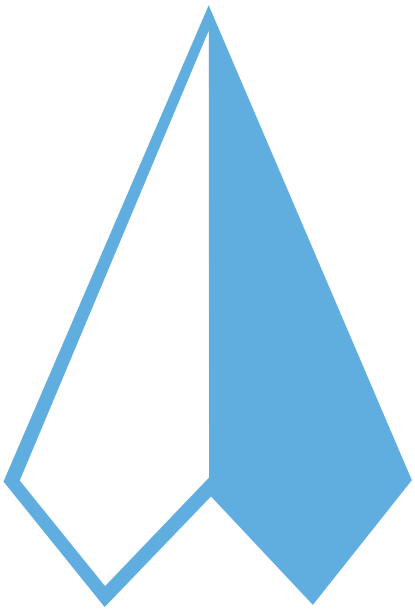
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2025 CMBAM at Cal State FULLERTON

KICK-OFF PARTY

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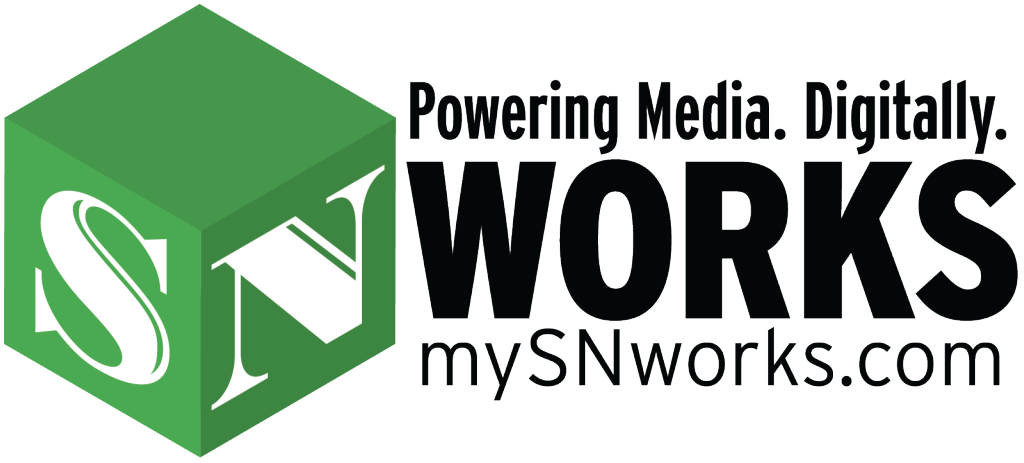


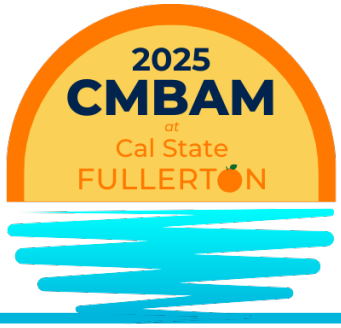
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2025 CMBAM at Cal State FULLERTON

SATURDAY LUNCH

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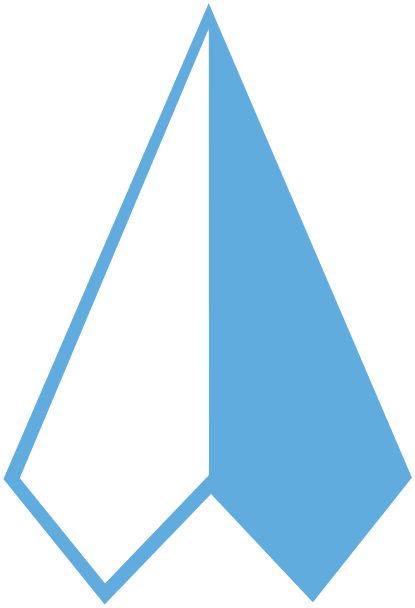




CMBAM

KICK-OFF PARTY

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CMBAM

BOWLING PARTY

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WASSERMAN
NEXT GEN

CMBAM

MORNING COFFEE

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