



#SEJ2024 | PHILLY,
U.S.A.
SOCIETY OF ENVIRONMENTAL JOURNALISTS ANNUAL CONFERENCE
APRIL 3 - 7, 2024



SEJ CONFERENCE

SPONSORSHIP OPPORTUNITIES

Mid-Atlantic journalists have much to share with you about their corner of the world: the huge national battle over fracking and LNG versus renewable energy, such as wind and solar; the paradox of a city that wants to be modern and future-facing but is held back by issues of poverty, environmental racism, infrastructure challenges and development problems; flooding and sea level rise; pollution and land management; and much more. Come to Philadelphia and connect with the reporters telling the world's most important stories.

HIGHLIGHTS FOR #SEJ2024 SPONSORS

- 1 REACH JOURNALISTS COVERING YOUR ISSUES**
SEJ's annual conference is the largest gathering of environmental reporters in North America
- 2 "IT'S THE ONE!"**
It's a must for anyone pursuing a career in environmental journalism.
[Read more comments from attendees](#)
- 3 FULLY CUSTOMIZABLE SPONSORSHIP OPTIONS**
Support SEJ's mission to increase and improve environmental journalism across all media



SOCIETY OF ENVIRONMENTAL JOURNALISTS

DON'T TAKE OUR WORD FOR IT!

99%

Said the conference made them better equipped to cover the environment

99%

Would recommend SEJ's conference to their colleagues

86%

Said networking was the most valuable component

"Great chance to connect with environmental reporters and learn what issues are important to them as well as getting the word out about our company."

"An awesome experience that was wholly worthwhile — would recommend to any environmental PR folks."

Read more responses from our [Post-Conference Surveys](#)

WHO ATTENDS THE SEJ CONFERENCE?

SEJ's Annual Conference attracts 800+ attendees – mostly journalists reporting on the environment, energy, climate change, water, wildlife and health.

- ASSOCIATED PRESS
- BLOOMBERG
- BOSTON GLOBE
- GRIST
- NEW YORK TIMES
- NPR
- PBS
- POLITICO
- PROPUBLICA
- REUTERS
- TIME MAGAZINE
- USA TODAY
- WASHINGTON POST
- AND MANY MORE!

[See the full list of organizations that attended #SEJ2023 in Boise, ID.](#)



SOCIETY OF ENVIRONMENTAL JOURNALISTS

CONFERENCE STATS

DRAFT AGENDA: [Click for details](#)

WEDNESDAY APRIL 3	THURSDAY APRIL 4	FRIDAY APRIL 5	SATURDAY APRIL 6	SUNDAY APRIL 7
All-Day Journalism Workshops	All-Day Tours	Concurrent & Plenary Sessions	Mini-Workshops & Plenary Session	Breakfast, Books and Birds
Opening Reception and Dinner	Independent Hospitality Receptions	Exhibits Open, Networking Happy Hour and Beat Dinners	Mini-Tours & SEJ Party!	IJNR Post-Conference Tour



Photo: University of Pennsylvania

OUR HOST

The University of Pennsylvania, founded in 1740 by Benjamin Franklin, is an Ivy League institution with a distinctive past. Its 12 undergraduate, graduate and professional schools are located in Philadelphia on an urban campus that serves a diverse community of more than 20,000 students from throughout the nation and around the world. Ranked consistently among the top universities in the nation, Penn has a longstanding reputation for excellence in graduate and professional education. Read about its sustainability initiatives.

#SEJ2024 OVERVIEW



SOCIETY OF ENVIRONMENTAL JOURNALISTS

A LA CARTE OPTIONS:

Who is telling YOUR story? SEJ's Conference is a one-stop shop for engaging the reporters covering your issues. Meet and mingle with journalists reporting on energy, climate, water, wildlife and health. Support the people telling the world's most important stories by becoming an SEJ conference sponsor today.

EXHIBIT TABLES & VIRTUAL BOOTH

Purchase a table to engage your target audience face-to-face, demo your latest video or interactive, and hand out branded giveaways.

- Table will be a 36" high top table with one chair and room for one 36" standup banner
- Includes one basic conference registration (ticketed events extra)
- Virtual booth in the conference app, Whova
- Exhibits will be at the Annenberg Center on the U Penn Campus. Exhibit hours are Friday Noon - 7:00 p.m. ET and Saturday 11:30 a.m. - 3:00 p.m.
- Add one more basic registration at discounted price of \$750
- *NOTE: You will be responsible for shipping and receiving your materials. We suggest you ship to your hotel. The Annenberg Center does not have a receiving department — do not ship to them.*

INDEPENDENT RECEPTION

MOST POPULAR!

10 AVAILABLE — Help build the EJ community by hosting an independent reception at the Sheraton University City on Thursday night. You purchase the food and/or drink, and we'll provide the guests.

- Thursday, 5:00-9:00 p.m. ET
- Includes 2 Thursday-only Booth Staff
- Add one basic registration at discounted price of \$750 (ticketed events extra)
- *NOTE: Food and beverage not included*

BEAT DINNER

SPOTS ARE LIMITED!

You choose the topic, restaurant and menu and SEJ will advertise your dinner event in the agenda (website, app, PDF), and promote it to the attendees. You decide whether it is a hosted or no-host dinner and control the RSVP list.

- Friday, 7:30 p.m. ET (suggested start time)
- Add one basic registration at discounted price of \$750 (ticketed events extra)
- *NOTE: Food and beverage not included*

	Annual Budget Under \$2 Million	Annual Budget Over \$2 Million
Exhibit Table	\$1500	\$3000
Independent Hospitality Reception	\$2000*	\$4000*
Beat Dinner	\$1500*	\$3000*

*Food and beverage not included

A LA CARTE OPTIONS



A LA CARTE OPTIONS, CONTINUED:

ADVERTISEMENTS

Your banner ad will appear on our conference Agenda page, which received 25,684 page views last year!

- 1200 x 628 pixels
- Placement is based on the order of receipt — first-in-best-in!

PRESS RELEASE

ONLY 5 AVAILABLE

Sign up for an a la carte-only Press Release e-blast to be issued during the conference to all conference registrants and SEJ members.

- Formatted for email in a Word/Google Doc
- Optional: up to 2 hi-res graphics
- Deadline (orders and materials): March 8

SWAG ITEMS

Send us your reports, flyers or branded giveaways and we'll put them at our conference swag station for all to see!

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SPONSOR A FELLOWSHIP

SUPPORT DIVERSITY!

Help us support journalists to attend #SEJ2024. Your \$2,800 donation will help cover the costs of registration, travel, lodging and other expenses for a #SEJ2024 Diversity Fellow. Your support will be acknowledged in a program ad and in communications about the Fellowships.

RESERVE
YOUR A LA CARTE
OPTION TODAY:
CONFERENCE.SEJ.ORG

TRAVEL & LODGING INFO



	Annual Budget Under \$2 Million	Annual Budget Over \$2 Million
Web Ad on Agenda Page (provided by sponsor)	\$1000	\$2000
Press Release to Conference Registrants and SEJ Members During #SEJ2024	\$1000	\$2000
Swag Item (provided by sponsor)	\$1000	\$2000

A LA CARTE OPTIONS



#SEJ2024 SPONSORSHIP PACKAGES:

EXHIBIT SPONSOR: \$5K

10 Available — MOST POPULAR

**One of These Can Be Swapped for 1 Basic Registration
NOTE: You will be responsible for shipping and receiving
your materials.***

- Exhibit Table & Virtual Booth
- 1 Basic Registration (ticketed events extra)
- Press Release (redeemed within 1 year)*
- Swag Item (provided by sponsor)*
- Ad in Online Agenda
- Logo: Welcome Banner, Website, App, Screen, PDF Program

HOSPITALITY SPONSOR: \$10K+

10 Available — BEST DEAL

- Independent Reception or Beat Dinner
- 1 Basic Registration (ticketed events extra)
- Everything in Exhibit Sponsor Package
- Food & Beverage Not Included

Packages	Named Sponsor (inc. catering, signage)	Registrations	Display	Diversity Travel Fellowships	Thank You from Board Member	Exhibitor Package Included
VISIONARY — \$100K 1 Available	Welcome Dinner	5	At Registration	5	Yes	Yes, Premium Placement
LUNCHEON — \$50K 2 Available	Friday or Saturday Lunch	4	At Food Station	3	Yes	Yes, Premium Placement
FELLOWSHIP — \$35K 3 Available	Fellowships	3	At Registration	5	Yes	Yes
GOOD MORNING — \$30K 2 Available	Friday or Saturday Breakfast & Beverage	3	At Beverage Station			Yes
CELEBRATION — \$25K 2 Available	Saturday Party	2	At Party			Yes
SUNDAY WINGS — \$20K 1 Available	Sunday Breakfast	2	At Food Station			Yes
TRANSPORTATION — \$15K 2 Available	Tours and Mini-Tours	2	At Staging Area			Yes

SPONSORSHIP PACKAGES

ALL PACKAGES CAN BE CUSTOMIZED! For help arranging your sponsorship, contact us at sej@sej.org.

NOTE: The SEJ conference is designed by journalists for journalists. Volunteer co-chairs work with SEJ conference staff to select keynote speakers, plenary sessions and moderated panels proposed by environmental journalists. Participation as a speaker, moderator, or tour leader is the editorial decision of session organizers.

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