



#SEJ2023

BOISE,
IDAHO

SOCIETY OF ENVIRONMENTAL JOURNALISTS ANNUAL CONFERENCE

APRIL 19 – 23, 2023

#SEJ2023

SEJ CONFERENCE

SPONSORSHIP OPPORTUNITIES

#SEJ2023 will be held in Boise, Idaho, April 19-23, 2023, hosted by Boise State University
Idaho bridges more than the continental divide: A red state with a streak of bright purple, Idaho banks on tech, recreation and agriculture. Its history of logging, ranching and mining has left a complicated legacy on its awe-inspiring landscape. The challenges and opportunities facing state and tribal governments are familiar: urban sprawl, limited resources, energy sources and conserving the wild for future generations.

HIGHLIGHTS FOR #SEJ2023 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 environmental issues

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 the [#SEJ2022 Post-Conference Survey](#)

WHO ATTENDS THE SEJ CONFERENCE?

SEJ's Annual Conference attracts 700+ attendees – mostly journalists reporting on energy, climate change, the environment 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 #SEJ2022](#) in Houston, TX



SOCIETY OF ENVIRONMENTAL JOURNALISTS

CONFERENCE STATS

DRAFT AGENDA: [Click for details](#)

WEDNESDAY APRIL 19	THURSDAY APRIL 20	FRIDAY APRIL 21	SATURDAY APRIL 22	SUNDAY APRIL 23
All-Day Journalism Workshops	All-Day Tours	Concurrent & Plenary Sessions	Concurrent & Plenary Sessions	Breakfast & Books
Opening Reception and Dinner	Independent Hospitality Receptions & Exhibits Open	Networking Happy Hour and Beat Dinners	SEJ Party!	IJNR Post-Conference Tour

OUR HOSTS

Boise State University's metropolitan campus runs along the banks of the Boise River, just a quick walk from the heart of Idaho's largest city. Home to more than 26,000 students from every state and more than 60 foreign countries, BSU's campus is growing right alongside the city.

- **At the Student Union Building's modern and flexible conference center**, attendees will learn from SEJ journalists and expert panelists at plenary and panel sessions and network at the Hospitality Receptions and Exhibits.



#SEJ2023 OVERVIEW



SOCIETY OF ENVIRONMENTAL JOURNALISTS

#SEJ2023 SPONSORSHIP LEVELS:

SEJ's Annual Conference attracts 700+ journalists, experts, policymakers, and business representatives for five days of plenaries, tours, workshops, panel discussions and networking.

	VISIONARY \$100,000+	CHAMPION \$75,000	PRINCIPAL \$50,000	AMBASSADOR \$20,000	SUPPORTER \$10,000	FRIEND \$5,000
Thank You From Podium by SEJ Board Member	✓	✓	✓			
Named Sponsor of an Event**	Opening Dinner	Plenary Lunch	Welcome Reception or Closing Dinner Party	Coffee Break, Beat Dinner*, or Hospitality Reception*	Coffee Break, Beat Dinner*, or Hospitality Reception*	All-Day Tour
Ads in Program & Web Agenda (provided by sponsor)	Full Page	Full Page	Full Page	Full Page	Half Page	Half Page
Exhibit Table & Virtual Booth	Premium Location	Premium Location	Premium Location	Premium Location	Standard Location	Standard Location
Conference Passes	6	5	4	3	2	1
Press Release Distributions to SEJ Members (over 12 months)	4	3	3	2	2	1
Diversity Fellowships	4	3	2	1		
Logo on Conference Website and App	✓	✓	✓	✓	✓	✓
Logo at Registration and on Screen	✓	✓	✓	✓	✓	✓
One Item for the Swag Table (provided by sponsor)	✓	✓	✓	✓	✓	✓

SPONSORSHIP LEVELS

ALL PACKAGES CAN BE CUSTOMIZED! For help arranging your sponsorship, contact SEJ's executive director, Meaghan Parker, at mparker@sej.org or 202-558-2033.

* Cost of Food and Beverage Not Included in Beat Dinner or Hospitality Reception

** 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.

#SEJ2023 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 a sponsor today.

EXHIBIT TABLES & VIRTUAL BOOTHS

Purchase a table to engage your target audience face-to-face, demo your latest video or interactive, and hand out branded giveaways. Full and half tables each come with:

- **NEW!** One conference-wide message to all attendees
- Listings on the conference website and app
- In-person AND virtual booth space
- **Exhibit tables will be in the main ballroom, so exhibit staff must register at the special exhibitor rate of \$600 per person (SEJ and Uproot members can register at the member rate and speakers at the speaker rate). This fee includes access to conference events and meals (ticketed events extra). Limit of 2 exhibitor staff at the \$600 rate for full tables and 1 for half tables.

INDEPENDENT RECEPTION

MOST POPULAR!

Help build the EJ community by hosting an independent reception at the conference center on Thursday night. You purchase the food and/or drink, and we'll provide the guests.

Thursday, April 20, 5:00-9:00 p.m. MT.

*NOTE: Food and beverage not included.

BEAT DINNERS

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, April 21, 7:00-11:00 p.m. MT.

*NOTE: Food and beverage not included.

	Annual Budget Under \$2 Million	Annual Budget Over \$2 Million
Exhibit Table with Two Chairs	\$1000**	\$2000**
Exhibit Half Table with One Chair	\$750**	\$1500**
Independent Hospitality Reception	\$2000*	\$3500*
Beat Dinner	\$1500*	\$2500*

A LA CARTE OPTIONS



#SEJ2023 A LA CARTE OPTIONS, CONTINUED:

ADVERTISEMENTS

TWO-FOR-ONE!

Advertise in our PDF conference program and your banner ad will appear on our conference Agenda page too!

Advertising packages now include both a web ad on our [agenda page](#) and an ad in our printable PDF program. Last year, our agenda page received more than 8,200 views by almost 3,900 users!

PRESS RELEASE

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

SWAG ITEMS

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

SPONSOR A DIVERSITY FELLOWSHIP

SUPPORT DIVERSITY!

Help us support journalists to attend #SEJ2023. Your \$2500 donation will help cover the costs of registration, travel, lodging and other expenses of #SEJ2023 Diversity Fellowships. Your support will be acknowledged in a program ad and in communications about the #SEJ2023 Diversity Fellowships.

[CONFERENCE.SEJ.ORG](https://conference.sej.org)

	Annual Budget Under \$2 Million	Annual Budget Over \$2 Million
Ad: Full Page in Program PDF + Web Banner Ad in Top Section of Agenda Page (Provided by sponsor)	\$1000	\$2000
Ad: Half Page in Program PDF + Web Banner Ad in Lower Section of Agenda Page (Provided by sponsor)	\$750	\$1500
Press Release to Conference Registrants and SEJ Members	\$1000	\$1500
Swag Item	\$1000	\$1500

A LA CARTE OPTIONS

