



Media Guide and FAQs

SVA's 10th Annual National Conference

January 4 - 6, 2018

Background

SVA has hosted an annual conference (hereafter NatCon) for student veterans since 2008. This year's conference will take place at JW Marriott San Antonio Hill Country Resort & Spa. The theme of the conference is *Defining Our Future*. Our conference landing page is located at [this](#) link and is the primary source of information for attendees. NatCon will have up to 30 General Session speakers and panelists with more than 60 Breakout Sessions tailored towards supporting student veterans and the higher education community. This year's conference is expected to be the largest gathering of student veterans in the country with up to 2,000 attendees. SVA will also host the "SVA Campus" an exhibit space of 7,000 square feet that will feature up to 30 corporate exhibitors, more than 25 higher education organizations, and over 40 government and non-profit organizations.

Frequently Asked Questions

1. How can I register to attend NatCon2018 as a member of the media?

Visit [this](#) link and enter "MEDIA18" (without the quotes) as a promotion code on the registration page. You'll be registered to attend NatCon2018 at no-cost after you provide your information. Upon arriving, please identify yourself as a member of the media to our registration staff. They will provide you a NatCon2018 badge which will have a tag on it that identifies you as a member of the media.

2. What if I can't register for a hotel room?

SVA has negotiated a discounted hotel room rate at the JW Marriott San Antonio Hill Country of \$149.00 + tax/night. You can reserve your hotel room at [this link](#). The NatCon2018 room block is selling out quickly, so be sure to book your room right away. If you are unable to make your reservation via the online line, please email contact@studentveterans.org for assistance/to be added to the reservation wait list.

3. Where can I find SVA logos and artwork to support what I'm doing at NatCon2018?

You can find official SVA logos [here](#) and find official NatCon2018 artwork [here](#) and may use them at your discretion.

4. Can I interview NatCon2018 attendees? If so, what do you think I should ask them?

Yes, you can. Upon registering for NatCon2018, attendees give SVA and our representatives permission to photograph and video/audio record during official NatCon2018 hours of operation. Student veterans are talent hiding in plain sight and some of the best performing academics in higher education. Start by asking what SVA has meant to their professional development through college. We highly encourage you to interview student veterans and take advantage of their compelling human-interest stories.

5. Am I allowed to take photos? Are there any places or times I'm not allowed to take photos?

Yes, you may take photos of the attendees during NatCon2018 hours of operation and are encouraged to do so. Please refrain from taking photos during (1) hours outside conference hours of operation that are found on the schedule and (2) any media or photography during the SVA Honors Awards Banquet, Saturday, January 6, 2018 from 6:00 PM – 9:00 PM CT.

6. Will SVA provide a Media Room where I can conduct interviews and stage my equipment?

Yes, you may stage your equipment in the Bottlebrush Room (also known as "the Bat Cave") at which is located on Level 3 or one level above where you pick up your badge. This room will be secured with SVA staff as keyholders, however, we do not recommend leaving valuables in the room overnight. SVA is not responsible for any items left in the Media Room. While you may conduct interviews in this room we encourage you to conduct interviews on the conference floor with attendees or connect with an SVA staff member (look for the staff badge identification) to reserve a room and time.

7. Will other organizations and media companies attend?

MilitaryTimes.com is an official media partner of NatCon and will be provide coverage. National media outlets have expressed their intent to attend and we will pitch NatCon2018 to local media as well.

Onsite Leads

Organizational Lead: Barrett Y. Bogue | Vice President of Public Relations and Chapter Engagement

Email: barrett.bogue@studentveterans.org

Phone: (202) 223 – 4710 EXT. 502

Media and Photography Lead: Steve Nunez | Communication and Marketing Associate

Email: steve.nunez@studentveterans.org

Phone: (202) 223-4710 EXT. 524

Communication Support Lead: Rory Brosius | Vice President, ScoutComms, INC

Email: rbrosius@scoutcommsusa.com

Phone (202) 997-5889

Conference Mobile Apps

[iTunes](#)

[Android](#)

Conference Schedule

[Conference Schedule](#)

--

