



KEY EXECUTIVES

# Mega-Conference

Joining together for media solutions

## THIS CONFERENCE ATTRACTS

### HUNDREDS OF DECISION MAKERS FROM THE LARGEST LOCAL MEDIA COMPANIES IN THE US & CANADA

**This conference is designed for senior level executives. Typical attendees include:  
CEOs, Presidents, Vice Presidents, Publishers, Corporate Executives, Digital Leaders & Other Senior Staff**

The following companies sent senior level executives to the 2013 Mega-Conference:

1013 Communications	Forum Communications Company	Observer Media Group Inc.	The Courier
360 Media Alliance	Frederick News-Post	Ogden Newspapers, Inc.	The Daily Sentinel
Aberdeen American News	Freedom Communications	Omaha World-Herald/BH Media Group	The Dallas Morning News
ACI--American Circulation Innovations	Gannett Co., Inc.	PAGE Cooperative	The Elkhart Truth
ACM, Chesapeake, LLC	GateHouse Media Inc.	Patch.com	The Emporia Gazette
ACS	Gazette Communications	Petoskey News Review	The Fayetteville Observer
AdTaxi Networks, Digital First Media	Global Ad Distribution	Pioneer News Group	The Gazette Company
Advocate Communications, Inc.	Granite Publications	Post Publishing Company	The Hays Daily News
Alabama Media Group/AL.com	Greater Media Newspapers	Press Enterprise Inc.	The Hour Publishing Company
Alabama Press Association	Harris Enterprises Inc.	Pueblo Chieftain	The Hutchinson News
Amarillo Globe-News	HNE Media	Quincy Newspapers, Inc.	The Iowa Register
Arizona Daily Star	Home News Enterprises	Randall Family LLC/The Frederick News Post	The Journal Gazette
Arkansas Democrat-Gazette	Hoosier Times	Record-Journal	The Kennedy Group
Arkansas Press Association	Huckle Media, LLC	Red Wing Publishing	The McClatchy Company
Black Press	Hutchinson Leader	Reynolds Journalism Institute	The Palm Beach Post
Boone Newspapers, Inc.	iCampus Times	Richner Communications, Inc.	The Pilot LLC
BrandPoint	Imperial Valley Press	Rust Communications	The Post and Courier
Broadcast Interactive Media	Inland Newspaper Machinery	Sandusky Newspaper Group	The Sacramento Bee
Capital City Press/The Advocate	Integrated Advertising Solutions	Sandusky Newspapers	The Selma Times-Journal
Charleston Newspapers	Jones Media, Inc.	Schurz Communications, Inc.	The Taos News
Civitas Media	Killeen Daily Herald	Sentinel-Tribune	The Times
Clarion Ledger/Gannett Co., Inc.	KPC Media Group	Seyfarth Shaw LLP	The Times-Georgian
CNHI	La Prensa	Shaw Media	The Villages Daily Sun
Coastal Empire News	Lakeway Publishers, Inc.	Shearman Company, LLC	The Virginian-Pilot
Colorado Mountain News Media	Lakeway Publishers/Citizen Tribune	Small Newspaper Group	The World Company
Columbia Daily Tribune	Landmark Media Enterprises	Sound Publishing Co.	This Week Community News
Community Delivered LLC	Lee Enterprises	South Bend Tribune	Times-Union Media
Cooke Communications North Carolina	Louisiana Press Association	Southern Newspapers, Inc.	Toronto Community News (Metroland)
Cowles Publishing	Louisiana State University	Southwest Newspapers	Tyler Morning Telegraph/T.B. Butler Publishing
Creators Syndicate	LSN Publishing, LLC	Star Tribune Media Co.	United Communications Corp./Kenosha News
CrossRoadsNews, Inc.	MainStreet Media Group	Steamboat Pilot & Today	USA Today
Daily Gazette	Manugraph Americas, Inc.	Stephens Media LLC	USA Weekend Magazine
Daily Herald Media Group/Paddock Publications	Marietta Daily Journal	Sun Coast Media Group	USSPI Media
Dayton Daily News	Marketing Solutions Group, Inc.	Sunshine Media	Walla Walla Union-Bulletin/Seattle Times
Decatur Daily/Tennessee Valley Printing	Media Solutions Partners	Swift Communications	Way, Ray, Shelton & Co., PC
Deloitte CRG	Midlands Newspapers	Tanner Guin & Crowell, LLC	WEHCO Media, Inc.
Delphos Herald, Inc.	Miller Group Media	Texas Christian University/Schieffer School of Journalism	Wick Communications
Deseret News	Mississippi Press Association	Texas Community Media LLC	Wick Communications - Montrose Press
Dispatch Printing Co.	Missourian Media	The Advocate	World Media Enterprises Inc.
Dix Communications	Morris Newspaper Corporation	The Associated Press	Yakima Herald Republic
Dow Jones Local Media Group	New Jersey Hills Media Group	The Augusta Chronicle	
ECM Publications, Inc.	News Publishing Co.	The Blade	
Evening Post Publishing Co.	News-Press & Gazette Company	The Columbian	
Florida Today/Gannett Co., Inc.	Newspapers Atlantic		
	NOLA Media Group		

**Exhibit Space is Limited - Register Today!**



## Exhibitor Opportunities

### Exhibit Booth Options

*(includes one full conference registration valued at \$695)*

#### **Option 1: Standard 8ft Booth SOLD OUT!**

Includes one 6ft draped table, two standard side chairs and one wastebasket



#### **Local Media Association, SNPA or Inland Member: \$3,200**

Non-Member: \$4,500

#### **Option 2: Upgraded 10ft Demo Booth**

Includes one 36" x 42" soho table, two black diamond stools and one wastebasket



#### **Local Media Association, SNPA or Inland Member: \$3,500**

Non-Member: \$4,800

#### **As an Exhibitor, you can:**

- Network with hundreds of newspaper decision makers
- Distribute marketing materials and giveaways in attendee registration bags/folders, at the registration desk and at your booth
- Attend all conference sessions and participate in any audience discussion or question-and-answer sessions
- Display the "See us at the Mega-Conference" logo and tagline on your website
- Receive a 25% discount on select sponsorships when registered to exhibit



#### **As an Exhibitor, you can market via:**

- A spreadsheet of attendees with email and phone contacts, updated weekly prior to the conference
- Placement of your camera-ready ad in the exhibitor and sponsor guide
- Prominent written and verbal recognition of your conference support
- Promotional materials including an exhibitor guide (Register early to meet this deadline!)
- One company participant for each exhibit registration, with access to all conference sessions and social events



### Exhibit Hours

TIMES SUBJECT TO CHANGE

**Monday, February 24**

10:00 am - 9:00 pm

**Tuesday, February 25**

8:00 am - 5:00 pm

**Wednesday, February 26**

8:00 am - 10:00 am

# Sponsorship Opportunities

## Platinum Sponsors ( **Sold Out** )

(\$15,000 member, \$17,000 non-member)

This top spot includes these marketing opportunities:

- Prominent upgraded 10ft demo booth (location on first-come basis) with registration for three
- Three minutes to address attendees
- Choice of registration desk or Twitter feed sponsorship
- Name and logo or link as part of all pre-conference promotion
- 2 free full-page ads in the conference program guide
- Homepage advertisement with link to your company on Mega-Conference website
- Distribution of marketing materials to all attendees
- Large welcome banner with sponsor's name
- Pre-conference attendee list
- Placement of your camera-ready ad in the exhibitor and sponsor guide

## Gold Sponsors ( **Sold Out** )

(\$10,000 member, \$12,000 non-member)

This coveted spot includes these marketing opportunities:

- Prominent upgraded 10ft demo booth (location on first-come basis) with registration for two, additional attendee at discounted rate of \$350
- Two minutes to address attendees
- Name and logo or link as part of all pre-conference promotion
- A free full-page ad in the conference program guide
- Homepage advertisement with link to your company on Mega-Conference website
- Distribution of marketing materials to all attendees
- On-site banner with sponsor's name
- Pre-conference attendee list
- Placement of your camera-ready ad in the exhibitor and sponsor guide

## Silver Sponsors

(\$8,000 member, \$10,000 non-member)

This affordable yet prominent spot includes these marketing opportunities:

- Prominent upgraded 10ft demo booth (location on first-come basis) with registration for two, additional attendee at \$350
- Introduction during the program
- Verbal acknowledgement during the conference
- Name and logo or link as part of all pre-conference promotion
- A free full-page ad in the conference program guide
- Homepage advertisement with link to your company on Mega-Conference website
- Distribution of marketing materials to all attendees
- Large thank you sign
- Pre-conference attendee list
- Placement of your camera-ready ad in the exhibitor and sponsor guide

## Bronze Sponsors

(\$6,000 member, \$8,000 non-member)

This affordable yet prominent spot includes these marketing opportunities:

- Prominent standard 8ft exhibit booth (location on first-come basis) with registration for one
- Verbal acknowledgement during the conference
- Name and logo or link as part of all pre-conference promotion
- A free half-page ad in the conference program guide

- Homepage advertisement with link to your company on Mega-Conference website
- Distribution of marketing materials to all attendees
- On-site signage with sponsor's name
- Pre-conference attendee list
- Placement of your camera-ready ad in the exhibitor and sponsor guide

## Additional Sponsorships

### Monday Welcome Reception Sponsors

(Three levels to choose from: \$1,000/\$1,500/\$2,000 member, \$2,000/\$2,500/\$3,000 non-member)

Includes:

- Logo in conference program guide
- Verbal acknowledgement and signage (size based on sponsorship level) at conference
- Placement of your camera-ready ad in the exhibitor and sponsor guide

### Breakfast Sponsors

(Tuesday: \$5,000 member, \$6,000 non-member; Wednesday: \$4,000 member, \$5,000 non-member)

Includes:

- Registration for one
- Public acknowledgement and signage at conference
- Marketing material distributed in general session room
- Pre-conference attendee list
- Program guide listing
- Placement of your camera-ready ad in the exhibitor and sponsor guide

### Tuesday Lunch Sponsor **SOLD**

(\$15,000 member, \$17,000 non-member)

Includes:

- Prominent upgraded 10ft demo booth (location on first-come basis) with registration for three
- Marketing materials in general session room
- Three minutes to address attendees
- Public acknowledgement at conference
- Name and logo or link as part of all pre-conference promotions
- 2 free full-page ads in the conference program guide
- Homepage advertisement with link to your company on Mega-Conference website
- Placement of your camera-ready ad in the exhibitor and sponsor guide
- Large welcome banner with sponsor's name
- Logo on program guide
- Pre-conference attendee list
- Placement of your camera-ready ad in the exhibitor and sponsor guide

### Monday Sessions Sponsor **SOLD**

(\$4,500 member, \$5,500 non-member)

Includes:

- Registration for one
- Public acknowledgement and signage at conference
- Introduction of speaker(s) for one session during the day
- Marketing material distributed in general session room

- Pre-conference attendee list
- Program guide listing
- Placement of your camera-ready ad in the exhibitor and sponsor guide

### **Tuesday Sessions Sponsor**

(\$5,000 member, \$6,000 non-member)

Includes:

- Registration for one
- Public acknowledgement and signage at conference
- Introduction of speaker(s) for one session during the day
- Marketing material distributed in general session room
- Pre-conference attendee list
- Program guide listing
- Placement of your camera-ready ad in the exhibitor and sponsor guide

### **Wednesday Sessions Sponsor**

(\$4,500 member, \$5,500 non-member)

Includes:

- Registration for one
- Public acknowledgement and signage at conference
- Introduction of speaker(s) for one session during the day
- Marketing material distributed in general session room
- Pre-conference attendee list
- Program guide listing
- Placement of your camera-ready ad in the exhibitor and sponsor guide

### **Exhibitor and Sessions Sponsor Combo**

(\$6,500 member, \$7,500 non-member)

Includes:

- Standard 8ft exhibit booth (location on first-come basis) with registration for one
- Introduction of speaker(s) for one session during the day
- Public acknowledgement and signage at conference
- Marketing material distributed in general session room
- Pre-conference attendee list
- Program guide listing
- Placement of your camera-ready ad in the exhibitor and sponsor guide

### **Take an Additional 25% Off! \***

*(applies to the following sponsorships when registered to exhibit)*

### **Refreshments Sponsors\***

(\$3,500 member, \$4,500 non-member)

Includes:

- Registration for one
- Public acknowledgement and signage at conference
- Marketing material distributed in general session room
- Pre-conference attendee list
- Program guide listing
- Placement of your camera-ready ad in the exhibitor and sponsor guide

### **Lanyard Sponsor\* **SOLD****

(\$4,500 member, \$5,500 non-member)

Includes:

- Registration for one
- Company logo on conference attendee lanyards
- Pre-conference attendee list
- Program guide listing
- Placement of your camera-ready ad in the exhibitor and sponsor guide

### **Tote Bag Sponsor\***

(\$5,000 member, \$6,000 non-member)

Includes:

- Registration for one
- Company logo on conference tote bags
- Pre-conference attendee list
- Program guide listing
- Placement of your camera-ready ad in the exhibitor and sponsor guide

### **Pocket Program Sponsor\* **SOLD****

(\$3,000 member, \$4,000 non-member)

Includes:

- Registration for one
- Company logo on pocket program
- Pre-conference attendee list
- Program guide listing
- Placement of your camera-ready ad in the exhibitor and sponsor guide

### **Foot Prints Sponsors (Two Available)\***

(\$5,000 member, \$6,000 non-member)

Includes:

- Registration for one
- Company logo on large foot prints guiding conference attendees to meeting area
- Pre-conference attendee list
- Program guide listing
- Placement of your camera-ready ad in the exhibitor and sponsor guide

### **Room Keycards Sponsor\***

(\$5,000 member, \$6,000 non-member)

Includes:

- Registration for one
- Company logo and contact information on all conference attendees' room keys
- Pre-conference attendee list
- Program guide listing
- Placement of your camera-ready ad in the exhibitor and sponsor guide

### **Jump Drives Sponsor\* **SOLD****

(\$5,500 member, \$6,500 non-member)

Includes:

- Registration for one
- Company logo on 1 GB jump drive containing information about your company included in attendee tote bag
- Pre-conference attendee list
- Program guide listing
- Placement of your camera-ready ad in the exhibitor and sponsor guide

### **Coffee Station\***

(\$4,500 member, \$5,500 non-member)

Includes:

- Registration for one
- Coffee station
- Logo on coffee cups
- Pre-conference attendee list
- Program guide listing
- Placement of your camera-ready ad in the exhibitor and sponsor guide

### **Notepad\* **SOLD****

(\$4,000 member, \$5,000 non-member)

Includes:

- Registration for one
- Logo on notepads distributed to all attendees
- Pre-conference attendee list
- Program guide listing
- Placement of your camera-ready ad in the exhibitor and sponsor guide

#### **FOR MORE INFORMATION ABOUT SPONSORSHIPS AND EXHIBITS, PLEASE CONTACT:**

##### **Al Cupo**

Local Media Association VP-Operations  
(215) 256-6801 | [al.cupo@localmedia.org](mailto:al.cupo@localmedia.org)

##### **Deanna Lewis**

Local Media Association Sales & Marketing Manager  
(207) 384-5022 | [deanna.lewis@localmedia.org](mailto:deanna.lewis@localmedia.org)

#### **OTHER CONFERENCE CONTACTS:**

##### **Southern Newspaper Publishers Association**

Edward VanHorn, Executive Director  
(404) 256-0444 | [edward@snpa.org](mailto:edward@snpa.org)

##### **Inland Press Association**

Patty Slusher, Program Director  
(847) 795-0380 | [pslusher@inlandpress.org](mailto:pslusher@inlandpress.org)

*Sponsorships are on a first-come, first-serve basis; premium booth placement by date of registration.*

**CALL TODAY!**