



KEY EXECUTIVES

Mega-Conference

Joining together for media solutions

EXHIBIT & SPONSORSHIP OPPORTUNITIES

FEBRUARY 22-24, 2016, AUSTIN, TEXAS

More than 700 media executives will be gathering in Austin, Feb. 22-24, for the biggest newspaper industry conference of the year. If newspapers are your customers, you need to be there.

NEW THIS YEAR - A Revenue Stage will be positioned in the Exhibit Hall to draw conference attendees to you. At each session, presenters will share new solutions and approaches to one of local media's most pressing issues and opportunities. Also in the Exhibit Hall: refreshment breaks, longer (and more frequent) breaks during the program, continental breakfasts on Tuesday and Wednesday, lunch on Tuesday, and the welcome reception on Monday evening.

EXHIBIT OPTIONS:

BOOTH OPTION 1

(\$4,200 MEMBER, \$5,200 NON-MEMBER)

8x10 demo booth with monitor and electricity, cocktail table and 2 stools, 1 registration included

BOOTH OPTION 2

(\$3,200 MEMBER, \$4,200 NON-MEMBER)

8x10 demo booth with table and 2 chairs, 1 registration included

BOOTH OPTION 3

(\$7,500 MEMBER, \$8,500 NON-MEMBER)

NEW - Large 8x20 demo booth (choose two 8x10 booths to combine) with monitor, cocktail table, 2 stools, 6-ft table, electricity and 2 registrations

LEAD RETRIEVAL:

(\$200 PER COMPANY)

Record information about customers and contacts by scanning their name badge with your web-enabled Android or IOS device.

- Exhibitors purchase the lead retrieval app when booth space is reserved and can use it to easily gather information about attendees at the Mega-Conference.
- Quick scanning of attendee's QR code on conference name badge.



**REGISTER
AS SPONSOR
OR EXHIBITOR**

VIEW TRADE SHOW FLOOR MAP

To reserve exhibit space or sponsorship opportunities, click on the REGISTER link above.

For more information, please contact:

Inland Press Association

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Exhibit space is limited - Reserve today

PREMIUM SPONSORSHIP OPPORTUNITIES:

PLATINUM SPONSOR (2 AVAILABLE)

(\$15,600 MEMBER, \$17,600 NON-MEMBER)

8x20 demo booth in the exhibit hall, plus additional space in the lobby area, full-page ad in program, 3-minute video, 3 registrations included, \$350 additional registrations. Platinum sponsors also get their choice of one of the following in the lobby area (first-come, first-served):

- Customized space based on the sponsor's own ideas
- Inspiration Board — Conference attendees can write their thoughts about what they are learning at MEGA on a write-on/wipe-off surface. The board would be built over the duration of the conference, digitally captured and shared with attendees. Includes up to \$1,000 of food and beverage.
- Keep Austin Weird kiosk with koozies, shirts, etc. (playing off the "Keep Austin Weird" marketing campaign). Includes up to \$1,000 of giveaways.
- Buzz Bar with coffee and cookies or fun drink and snacks
- Massage Lounge. Includes one massage chair for up to 8 hours.
- Includes logo on signage

GOLD SPONSOR (5 AVAILABLE)

(\$10,600 MEMBER, \$12,600 NON-MEMBER)

8x10 demo booth, 2-minute video, half-page ad in program, includes logo on signage. 2 registrations included, \$350 additional registrations

SILVER SPONSOR (8 AVAILABLE)

(\$8,600 MEMBER, \$10,600 NON-MEMBER)

8x10 demo booth, verbal acknowledgement, half-page ad in program, includes logo on signage. 2 registrations included, 3rd at \$350, \$695 additional registrations

BRONZE SPONSOR (10 AVAILABLE)

(\$6,600 MEMBER, \$8,600 NON-MEMBER)

8x10 demo booth, verbal acknowledgement, half-page ad in program, logo on signage. 1 registration included, \$695 additional registrations

TUESDAY LUNCH SPONSOR

(\$15,000 MEMBER, \$17,000 NON-MEMBER)

Exclusive sponsorship, 8x20 demo booth (plus space in the lobby area), full-page ad in program, 3-minute video, includes logo on signage. 3 registrations included, \$695 additional registrations

LOUNGE AREA SPONSOR (2 AVAILABLE)

(\$4,500 MEMBERS; \$5,500 NON-MEMBERS)

Includes window decals in reserved Lounge Area (see graphic), includes logo on signage, quarter-page ad in program. 1 registration included, \$695 additional registrations



ADDITIONAL SPONSORSHIPS:

MONDAY WELCOME RECEPTION

(THREE LEVELS TO CHOOSE FROM: \$1,000/\$1,500/\$2,000)

Includes logo on signage. No registrations included

WINE-TASTING SPONSOR

(TO BE HELD DURING THE WELCOME RECEPTION)

(\$4,000 MEMBER, \$5,000 NON-MEMBER)

Glasses and napkins will be imprinted with your company logo. Sponsor pays for the wine. Includes logo on signage. 1 registration included

CRAFT BEER-TASTING SPONSOR

(TO BE HELD DURING THE WELCOME RECEPTION)

(\$4,000 MEMBER, \$5,000 NON-MEMBER)

Glasses and napkins imprinted with your company logo will be provided. Sponsor pays for the beer. Includes logo on signage. 1 registration included

BREAKFAST SPONSOR (TUESDAY)

(\$5,000 MEMBER, \$6,000 NON-MEMBER)

Includes logo on signage and verbal acknowledgment. 1 registration included, \$695 additional registrations

BREAKFAST SPONSOR (WEDNESDAY)

(\$4,000 MEMBER, \$5,000 NON-MEMBER)

Includes logo on signage and verbal acknowledgment. 1 registration included, \$695 additional registrations

MONDAY SESSION SPONSOR

(\$4,500 MEMBER, \$5,500 NON-MEMBER)

Includes logo on signage and verbal acknowledgment. 1 registration included, \$695 additional registrations

TUESDAY SESSION SPONSOR

(\$5,000 MEMBER, \$6,000 NON-MEMBER)

Includes logo on signage and verbal acknowledgment. 1 registration included, \$695 additional registrations

WEDNESDAY SESSION SPONSOR

(\$4,500 MEMBER, \$5,500 NON-MEMBER)

Includes logo on signage and verbal acknowledgment. 1 registration included, \$695 additional registrations

REFRESHMENT SPONSOR

(\$3,500 MEMBER, \$4,500 NON-MEMBER)

Be recognized for sponsoring refreshments between conference sessions. Includes logo on signage. No registrations included

BADGE/LANYARD SPONSOR

(\$4,500 MEMBER, \$5,500 NON-MEMBER)

Includes logo on signage and on lanyards. 1 registration included, \$695 additional registrations

TOTE BAG SPONSOR

(\$5,000 MEMBER, \$6,000 NON-MEMBER)

Includes logo on signage and tote bag. 1 registration included, \$695 additional registrations

POCKET PROGRAM SPONSOR

(\$3,000 MEMBER, \$4,000 NON-MEMBER)

Includes logo on signage and pocket program. 1 registration included, \$695 additional registrations

FOOT PRINT SPONSOR (2 AVAILABLE)

(\$5,000 MEMBER, \$6,000 NON-MEMBER)

Includes logo on signage and foot prints. 1 registration included, \$695 additional registrations

ROOM KEYCARDS SPONSOR

(\$5,000 MEMBER, \$6,000 NON-MEMBER)

Includes logo on signage and keycards. 1 registration included, \$695 additional registrations

1 color front and back on keycards

INTERNET SPONSOR

(\$5,000 MEMBER, \$6,000 NON-MEMBER)

Includes logo on signage. 1 registration included, \$695 additional registrations

COFFEE STATION SPONSOR

(\$4,500 MEMBER, \$5,500 NON-MEMBER)

Be recognized for providing coffee between conference sessions. Coffee cup sleeves, 5 gallons of coffee. Includes logo on signage. 1 registration included, \$695 additional registrations

NOTEPAD SPONSOR

(\$4,000 MEMBER, \$5,000 NON-MEMBER)

Includes logo on signage. 1 registration included, \$695 additional registrations

MASSAGE CHAIR SPONSOR

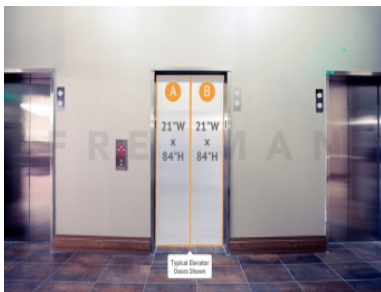
(2 AVAILABLE) (\$800)

Massage chair and masseuse at your booth for 4 hours. Includes logo on signage. 1 registration included, \$695 additional registrations

ELEVATOR CLING SPONSOR (3 AVAILABLE)

(\$5,000 MEMBER, \$6,000 NON-MEMBER)

1 custom cling on one elevator glass window (see graphic below), includes logo on signage, 1 registration included, \$695 additional registrations



USER GROUP MEETINGS:

(\$1,500 IF EXHIBITING, \$3,200 IF NOT EXHIBITING)

Companies are invited to host User Group meetings at the conclusion of the Mega-Conference. These User Group meetings will be listed on the conference website and in the conference program. Meetings can be scheduled beginning at 11:30 a.m. on Wednesday, Feb. 24.

PROGRAM ADS:

(\$500 FULL-PAGE AD, \$300 HALF-PAGE AD)

Premium sponsorships (Platinum, Gold, Silver, Bronze, Tuesday Lunch and Lounge Area) include ads in the printed conference program. Program measures 8.5 x 11 inches. Specs will be sent to all advertisers. Deadline for receipt of your camera-ready ad is Jan. 26. Program ads also may be purchased by conference exhibitors and sponsors.

REVENUE STAGE:

NEW - On Monday and Tuesday, Feb. 22-23, there will be four different sessions held on the Revenue Stage of the Trade Show exhibit hall. At each session, presenters will share new solutions and approaches to one of local media's most pressing issues and opportunities.

Key topics for 2016:

MOBILE — Ideas will focus on capturing reader loyalty; how to monetize; how best to inform and engage on mobile platforms.

DATA-DRIVEN SALES EFFECTIVENESS — Data can be a powerful sales tool, if harnessed correctly. We're looking for key lessons, techniques and processes that salespeople can embrace and that truly drive revenue.

VIDEO — What tools and approaches can help publishers exploit video to grow both reader engagement and digital revenue?

DISTRIBUTED CONTENT — Publishers need a strategy for how they will distribute their content across platforms other than their own. What are the opportunities, the risks and some approaches to consider?

Learn more at www.mega-conference.com

YOUR COMPANY LISTING:

All sponsors and exhibitors will be listed on the conference Mobile App, in the printed program and on the Mega-Conference website. The listing in the program will include a paragraph about your company (maximum of 500 characters), your website URL and main company address, as well as a list of your conference attendees (with contact information), as provided on conference registration forms.

CANCELLATION POLICY - SPONSORSHIPS/EXHIBITS:

10% cancellation fee if written notice is provided by January 23, 2016. No refunds for cancellations after January 23, 2016.