

EXHIBIT & SPONSORSHIP OPPORTUNITIES

2016 SNPA / FPA / FSNE NEWS INDUSTRY SUMMIT
SEPT. 14-16 • RITZ-CARLTON HOTEL, SARASOTA, FLA.

THE THEME OF THIS YEAR'S CONVENTION IS "A TIME OF OPPORTUNITY - BUILDING A SUSTAINABLE AND BALANCED BUSINESS." SHOWCASE YOUR BUSINESS AND RUB ELBOWS WITH MEDIA OWNERS, PUBLISHERS, EDITORS AND EXECUTIVES FROM AROUND THE SOUTH.

SPONSORSHIP & EXHIBIT PACKAGES

THESE PACKAGES INCLUDE

- Pre-conference attendee lists. (Excel spreadsheet)
- Recognition on the SNPA / FPA / FSNE websites, in printed materials and on conference signage.
- Special acknowledgement from the podium.
- The ability to include printed materials in the tote bags distributed to Summit attendees. Tradeshow tchotchkes, pens, etc. also may be sent for inclusion in the bags.

TABLETOP EXHIBIT

LIMITED NUMBER

\$3,500*

TABLETOP

- Includes registration for two attendees
- Introduction at the opening general session
- Half-page ad in the conference program
- One 6' draped table with chairs

THURSDAY LUNCH SPONSORSHIP

SOLD

\$6,500*

THURSDAY LUNCH SPONSOR **SOLD**

- Includes tabletop exhibit
- Registration for three attendees
- Introduction at the opening general session
- 45-minute break-out session presented by your company
- Full-page ad in conference program and two-minute video

* Non-members of SNPA, FPA and FSNE add \$1,000

SPONSORSHIP & EXHIBIT PACKAGES

SNPA AWARDS BREAKFAST SPONSOR

SOLD
\$4,500*

FPA AWARDS LUNCH SPONSOR

SOLD
\$4,500*

SPECIAL RECOGNITION MEMBERS ONLY

Sponsor logos will be imprinted on the registration bag, lanyards, notepads and key cards. Special signage and recognition during breaks for refreshment sponsors. Customized landing page with sponsor logo on Internet sign-in screen.

* Non-members of SNPA, FPA and FSNE add \$1,000

SNPA AWARDS BREAKFAST

SOLD --

- Includes tabletop exhibit
- Registration for two attendees
- Introduction at the opening general session and at awards breakfast
- 45-minute break-out session presented by your company
- Half-page ad in conference program

FPA AWARDS LUNCH

SOLD

- Includes tabletop exhibit
- Registration for two attendees
- Introduction at the opening general session and at awards lunch
- 45-minute break-out session presented by your company
- Half-page ad in conference program

SPECIAL RECOGNITION FOR MEMBERS ONLY

- Internet Sponsor - \$3,000
- Registration Bags/Packets Sponsor - \$2,500 **SOLD**
- Notepad Sponsor - \$2,500
- Key Cards Sponsor - \$2,000
- Refreshment Sponsors (3 available) - \$2,000
- Lanyard/Badge Sponsor - \$1,800

ADVERTISING ONLY

INDIVIDUAL AD RATES

Note: Individual ad purchase does not include a convention registration or exhibit space. Ad placement is subject to availability.

- Half-Page - \$300
- Full-Page - \$500

Advertising specs will be sent after space has been reserved.

DEADLINE TO RESERVE SPACE: JULY 29, 2016

LIST OF ATTENDEES

A list of attendees will be provided to all exhibitors and sponsors of the 2016 SNPA / FPA / FSNE News Industry Summit. The list will include first name, last name, organization, title, mailing address and emails of all attendees. Emails will not be provided for those attendees that opt-out from receiving information from Summit exhibitors and sponsors.

FURNISHINGS

Each exhibit will include one 6' draped table, two chairs and a wastebasket. Any additional requirements must be ordered through The Ritz-Carlton, and the exhibitor is responsible for any cost incurred.

SCHEDULE**Wednesday, Sept. 14, 2016**

8 - 11:00 am Exhibitor Set-up
 11 am - 7:30 pm Exhibits Open
 Noon - 1 pm Welcome Refreshments
 with Exhibitors
 2:15 - 2:45 pm 2-minute Intros of Exhibitors
 2:45 - 3:30 pm Break with Exhibitors
 6 - 7:15 pm Reception

Thursday, Sept. 15, 2016

7:30 am - 5 pm Exhibits Open
 10:15 - 11 am Break with Exhibitors
 1:30 - 2 pm Dessert with Exhibitors
 3:30 - 4 pm Break with Exhibitors

Friday, Sept. 16, 2016

7 am - Noon Exhibits Open

All times are tentative. Exhibits must be set up before 11 am on Wednesday, Sept. 14, 2016. Tear down begins after the FPA awards presentation has started at noon on Friday and booths must be clear by 1:45 pm. The exhibitor understands that this schedule will be strictly adhered to as a courtesy to the other exhibitors and attendees.

HOTEL

Please make your room reservations at The Ritz-Carlton, Sarasota, located at 1111 Ritz-Carlton Drive. The group rate is \$189. Reserve your room no later than Aug. 26. However, rooms at the group rate could sell out before Aug. 26. Individual reservations may be made by calling (888) 838-3439. Please reference the SNPA / FPA / FSNE 2016 annual meeting to get the group rate.

ADDITIONAL REGISTRATIONS

If you would like to purchase additional convention registrations (please refer to the previous pages to see what your package includes), the cost per additional representative is \$625* for SNPA / FPA / FSNE members (includes all conference sessions and meals).

* The "per person" rate for additional staff increases to \$725 on Aug. 1 and \$825 on Sept. 1. Non-members: add \$200 per person.

EXHIBIT AREA, BOOTH ASSIGNMENT

The exposition will be held at The Ritz-Carlton, Sarasota. Exhibit space will be assigned on a first-come, first-serve basis.

ADVERTISING

All ads must be submitted as a PDF. Ads cancelled after the deadline will be charged 25% of the total cost. Ads are four color. Publisher reserves the right to refuse any advertisement for any reason.

SECURITY AND LIABILITY

The exhibitor agrees to hold the conference organizers and The Ritz-Carlton harmless and to indemnify the organizers and hotel.

All companies or individuals exhibiting at the 2016 News Industry Summit are participating at the exclusive discretion of SNPA, FPA and FSNE and must abide by all local codes, rules, regulations and ordinances. They must also abide by the directions and instructions presented by the conference organizers and Ritz-Carlton personnel.

CANCELLATION POLICY

We will refund 100% of your registration fees if cancellation is received by Aug. 12. No refunds are possible for cancellations after Aug. 12.

QUESTIONS ABOUT SPONSOR AND EXHIBITOR OPPORTUNITIES?

Contact Edward VanHorn or Cindy Durham • 3680 N. Peachtree Road, Suite 300 • Atlanta, GA 30341
 (404) 256-0444 (phone) • edward@snpa.org or cindy@snpa.org

2016 SNPA / FPA / FSNE News Industry Summit • Sept. 14-16, 2016 • Ritz-Carlton, Sarasota

www.snpa.org/summit.html



SPONSORSHIP & EXHIBIT AGREEMENT

The Company/Firm of _____ would like to be a sponsor/exhibitor at the 2016 SNPA / FPA / FSNE News Industry Summit. Our selection is as follows:

EXHIBIT **TABLETOP (\$3,500*)**

SPONSOR **THURSDAY LUNCH SPONSOR (\$6,500*) **SOLD****

SNPA AWARDS BREAKFAST SPONSOR (\$4,500*) **SOLD**

FPA AWARDS LUNCH SPONSOR (\$4,500*) **SOLD**

* Non-SNPA / FPA / FSNE members add \$1,000

SPECIAL RECOGNITION ... MEMBERS ONLY

INTERNET SPONSOR (\$3,000)

REGISTRATION BAGS SPONSOR (\$2,500) **SOLD**

NOTEPAD SPONSOR (\$2,500)

KEY CARDS SPONSOR (\$2,000)

REFRESHMENT SPONSORS ... 3 AVAILABLE (\$2,000)

LANYARD/BADGE SPONSOR (\$1,800)

ADVERTISE **HALF-PAGE (\$300)** **FULL-PAGE (\$500)**

If your selected package includes a convention registration, please fill out the following information for your company's on-site representative:

REPRESENTATIVE

Name: _____

Title: _____

Company: _____

Telephone: () _____ Email: _____

You may purchase additional conference registrations for onsite representatives/exhibitors.

ADDITIONAL REPRESENTATIVE*
Includes all conference sessions and meals

Name: _____

Title: _____

Email: _____

Telephone () _____

ADDITIONAL REPRESENTATIVE*
Includes all conference sessions and meals

Name: _____

Title: _____

Email: _____

Telephone () _____

**Most sponsorships include 2 or 3 attendees at no additional cost. For additional representatives beyond your package, fees are \$625, with fees increasing to \$725 on Aug. 1 and \$825 on Sept. 1. Non-members: add another \$200.*

**PROGRAM
LISTING**

A listing in the Convention program is provided in all sponsorship and exhibitor packages. This listing includes a logo and brief description of your company's services. Maximum word count is 75.

Logos must be submitted in vector or high resolution formats. Preferred file types are PDF, EPS, and AI. Submit all logos by July 29, 2016 to cindy@snpa.org.

Please provide a description of your company's services (or email to cindy@snpa.org).

**CONTACT
INFORMATION**

Contact Person (PLEASE PRINT): _____

Company: _____

Address: _____

City: _____ State: _____ ZIP: _____

Telephone: () _____ Fax: () _____

E-mail: _____

We fully understand the terms of this agreement and agree to abide by them.

Authorized Signature: _____

PAYMENT

Total Payment Enclosed: \$ _____

Check payable to: Southern Newspaper Publishers Association

Credit Card (check one): Visa M/C AMEX

Cardholder's Name (Please print): _____

CC #: _____ Exp Date: _____ CVS Code: _____

Signature: _____

Card Billing Address: _____

City: _____ State: _____ ZIP: _____

Billing Contact (Please print): _____

Billing Phone: _____

Email Address: _____

Please return form and payment to: SNPA, 3680 N. Peachtree Road, Suite 300, Atlanta, GA 30341
Questions? Contact Edward VanHorn or Cindy Durham at (404) 256-0444 or edward@snpa.org or cindy@snpa.org