

Sponsor and
Exhibitor Opportunities



KEY EXECUTIVES

Mega-Conference

SAN DIEGO | FEBRUARY 26 - 28, 2018

A PARTNERSHIP OF:

INLAND
PRESS ASSOCIATION

LocalMedia
association

SOUTHERN NEWSPAPER
PUBLISHERS ASSOCIATION
SNPA

NEWSMEDIA
ALLIANCE

IN ASSOCIATION WITH:



Become a Sponsor and Exhibitor



The Key Executives Mega-Conference is the only major newspaper industry conference of 2018.

This is your chance to talk face-to-face with newspaper executives from across the country.

Join more than 700 media executives at the 2018 Key Executives Mega-Conference as we explore new approaches, new solutions and new business models.

The Mega-Conference will be held Feb. 26-28 in San Diego, Calif., at the Manchester Grand Hyatt.

The Key Executives Mega-Conference is a joint effort of newspaper media associations with an estimated combined membership of more than 5,000 publishers. Hosts are the Inland Press Association, Local Media Association, Southern Newspaper Publishers Association and News Media Alliance. Special thanks to our local California partner: the California News Publishers Association. Members of all five associations are eligible to reserve exhibit space and sponsorship opportunities at member rates.

In its eighth year, Mega-Conference attendance ranges from 700-900 attendees. Most of the attendees are owners, publishers, digital officers or revenue officers of media operations with both print and digital assets, serving their local communities.

A sizable trade show is associated with the conference.

**VIEW FLOOR PLAN
FOR TRADE SHOW**

**CLICK HERE TO PURCHASE
YOUR BOOTH OR
SPONSORSHIP**

Reserve your sponsorship and exhibit choices early.

For more information

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CNPA

Sponsorships and exhibit opportunities at a glance

member rates

View the following pages for specifics about individual sponsorships

CANCELLATION POLICY - SPONSORSHIPS/EXHIBITS
10% cancellation fee if written notice is provided by January 25, 2018. No refunds for cancellations after January 25, 2018.



EXHIBIT BOOTHS		
Booth option #1 8x10 demo with monitor		\$4,600
Booth option #2 8x10 demo without monitor		\$3,600
Lead retrieval		\$200
PREMIUM SPONSORS		
Platinum 4 available		\$16,000
Gold 4 available	3 LEFT	\$11,000
Silver 8 available	4 LEFT	\$9,100
Bronze 9 available	7 LEFT	\$6,900
Tuesday Buffet Lunch Sponsor	SOLD	
Tuesday Buffet Dessert Sponsor		\$4,000
Lounge Area Sponsor 3 available	SOLD	
USER GROUP MEETINGS		
Meeting room (if exhibiting)		\$1,500
Meeting room (if not exhibiting)		\$3,200
PROGRAM ADS		
Full-Page (if exhibiting)	SOLD	\$500
Half-Page (if exhibiting)	SOLD	\$300
Full-Page (if not exhibiting)	SOLD	\$1,000
Half-Page (if not exhibiting)	SOLD	\$600

All program ads must be scheduled and received by Jan. 25

* Call Lindsey Estes for pricing: (410) 838-3018



ADDITIONAL SPONSORS		
Monday Sessions Sponsor	SOLD	
Tuesday Sessions Sponsor	SOLD	
Wednesday Sessions Sponsor		\$4,600
Internet Sponsor	SOLD	
Room Keycards Sponsor	SOLD	
Window Cling Sponsor		*
Elevator Cling Sponsor		*
Foot Print Sponsor		*
Charging Station		\$4,600
Badge/Lanyard Sponsor	SOLD	
Tote Bag Sponsor	SOLD	
Notepad Sponsor	SOLD	
Communications Sponsor	SOLD	
Pocket Program Sponsor	SOLD	
Room Drop (2/day) 4 available		\$2,500
Massage Chair Sponsor (2 hours) 3	2 LEFT	\$2,500
Monday Welcome Reception - Gold		\$2,000
Monday Welcome Reception - Silver		\$1,500
Monday Welcome Reception - Bronze		\$1,000
Welcome Reception Beer-Tasting Sponsor	SOLD	
Welcome Reception Wine-Tasting Sponsor	SOLD	
Photo Booth during Welcome Reception		\$2,500
Coffee Station Sponsor		\$4,600
Tuesday Breakfast Sponsor		\$3,600
Wednesday Breakfast Sponsor		\$3,600
Refreshment Sponsor (during a break)		\$3,600

Highlight your brand at the Mega-Conference

	MEMBERS/ NON- MEMBERS	VIDEO	PROGRAM AD SIZE	LOGO ON SIGNAGE	# REGISTRATIONS	ADDITIONAL REGISTRATIONS	ADDED BENEFITS
EXHIBIT BOOTHS							
Booth Option #1	\$4,600 / \$5,600				1	\$795	8x10 demo booth with monitor and electricity, cocktail table and 2 stools
Booth Option #2	\$3,600 / \$4,600				1	\$795	8x10 demo booth with table and chairs
Lead Retrieval	\$200						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.
PREMIUM SPONSORS							
Platinum Sponsor	\$16,000 / \$18,000	3-minute	Full pg	√	3	\$350	8x20 demo booth, plus one of the following additional branding opportunities (first-come, first-served): (1) Customized branding based on the sponsor's own ideas, (2) Buzz Bar with coffee and cookies or fun drink and snacks. (3) Massage Lounge; includes one massage chair for up to 4 hours; (4) Room for User Group Meeting
Gold Sponsor	\$11,000 / \$13,000	2-minute	½ pg	√	2	\$350	8x10 demo booth with monitor and electricity, cocktail table and 2 stools
Silver Sponsor	\$9,100 / \$11,100	Verbal recognition	½ pg	√	2	3 rd at \$350 Then, \$795	8x10 demo booth with monitor and electricity, cocktail table and 2 stools
Bronze Sponsor	\$6,900 / \$8,900	Verbal recognition	½ pg	√	1	\$795	8x10 demo booth with monitor and electricity, cocktail table and 2 stools
Tuesday Buffet Lunch Sponsor	\$8,000 / \$10,000 SOLD	2-minute	½ pg	√	2	\$795	8x10 demo booth with monitor and electricity, cocktail table and 2 stools
Tuesday Buffet Dessert Sponsor	\$4,000 / \$6,000 Exclusive		½ pg	√	1	\$795	
Lounge Area Sponsor (3 available)	0 SOLD		¼ pg	√	1	\$795	Includes charging cube or window decals (located behind your lounge area)

	MEMBERS/ NON- MEMBERS	VIDEO	PROGRAM AD SIZE	LOGO ON SIGNAGE	# REGISTRATIONS	ADDITIONAL REGISTRATIONS	ADDED BENEFITS
ADDITIONAL SPONSORS							
Monday Sessions Sponsor	0	Verbal recognition		√	1	\$795	Sponsor can place stand-up banners or materials in the General Session room on Monday
Tuesday Sessions Sponsor	0	Verbal recognition		√	1	\$795	Sponsor can place stand-up banners or materials in the General Session room on Tuesday
Wednesday Sessions Sponsor	\$4,600 / \$5,600	Verbal recognition		√	1	\$795	Sponsor can place stand-up banners or materials in the General Session room on Wednesday
Internet Sponsor				√	1	\$795	Branding on business cards placed at each seat, signage throughout the meeting space and promotion on slides between sessions
Room Keycards Sponsor	*			√	1	\$795	Logo on keycards; 1 color front and back on keycards
Window Cling Sponsor	*			√	1	\$795	Logo on window clings
Elevator Cling Sponsor	*			√	1	\$795	Logo on elevator clings
Foot Print Sponsor	*			√	1	\$795	Logo on foot prints
Charging Station	\$4,600 / \$5,600				1	\$795	Custom charging station to be placed in general session room or common space
Badge / Lanyard Sponsor				√	1	\$795	Logo on lanyards
Tote Bag Sponsor				√	1	\$795	Logo on tote bags
Notepad Sponsor				√	1	\$795	Your notepads placed in General Session
Communications Sponsor				√	1	\$795	Your logo on daily emails during conference, on survey email after conference, and on Mega-Conference page where conference presentations are available
Pocket Program Sponsor	0			√	1	\$795	Logo on Pocket Program
Room Drop	\$2,500 / \$3,500						Limited to 2 per day. Maximum of 4 during Mega-Conference
Massage Chair Sponsor	\$2,500 / \$3,500						Available for two hours. Maximum of three are available.

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	MEMBERS/ NON- MEMBERS	VIDEO	PROGRAM AD SIZE	LOGO ON SIGNAGE	# REGISTRATIONS	ADDITIONAL REGISTRATIONS	ADDED BENEFITS
WELCOME RECEPTION							
Monday Welcome Reception – Gold Sponsor	\$2,000 / \$3,000			√	0		Be recognized as a GOLD Reception Sponsor on signage at the reception
Monday Welcome Reception – Silver Sponsor	\$1,500 / \$2,500			√	0		Be recognized as a SILVER Reception Sponsor on signage at the reception
Monday Welcome Reception – Bronze Sponsor	\$1,000 / \$2,000			√	0		Be recognized as a BRONZE Reception Sponsor on signage at the reception
Beer-Tasting Sponsor (during reception)				√	1	\$795	Glasses and napkins imprinted with your company logo. Sponsor pays for beer.
Wine-Tasting Sponsor (during reception)				√	1	\$795	Glasses and napkins imprinted with your company logo. Sponsor pays for wine.
Photo Booth (during reception)	\$2,500 / \$3,500			√			

REFRESHMENTS/BREAKFAST							
Coffee Station Sponsor	\$4,600 / \$5,600			√	1	\$795	Be recognized for providing coffee between conference sessions. Coffee cup sleeves. 5 gallons of coffee.
Tuesday Breakfast Sponsor	\$3,600 / \$4,600	Verbal recognition		√	1	\$795	
Wednesday Breakfast Sponsor	\$3,600 / \$4,600	Verbal recognition		√	1	\$795	
Refreshment Sponsor (during a break)	\$3,600 / \$4,600			√	0		Be recognized for sponsoring refreshments between conference sessions. Will be recognized as the exclusive sponsor of one of the following breaks in the Exhibit Hall: Monday afternoon, Tuesday morning or Tuesday afternoon.

CANCELLATION POLICY - SPONSORSHIPS/EXHIBITS

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Floor plan

Manchester Grand Hyatt

1 Market Place
San Diego, CA 92101

