

# FORT WORTH



## Sponsor and Exhibitor Opportunities

Registration begins September 5

KEY EXECUTIVES

# Mega-Conference

FORT WORTH, TEXAS | FEBRUARY 17-19, 2020

A PARTNERSHIP OF:

**INLAND**  
PRESS ASSOCIATION

**LocalMedia**  
association

SOUTHERN NEWSPAPER  
PUBLISHERS ASSOCIATION  
**SNPA**

**NEWSMEDIA**  
ALLIANCE

IN ASSOCIATION WITH:



# Become a Sponsor and/or Exhibitor



The Key Executives Mega-Conference is the only major newspaper industry conference of 2020.

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

Join more than 700 media executives at the 2020 Key Executives Mega-Conference as we explore new approaches and new solutions to the issues facing the newspaper industry. The Mega-Conference will be held Feb. 17-19 in Fort Worth, Texas, at the Omni Fort Worth Hotel.

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 Texas partner: the Texas Press Association. Members of all five associations are eligible to reserve exhibit space and sponsorship opportunities at member rates.

In its tenth 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 TRADE SHOW FLOOR PLAN  
(on last page of this document)**

**From Aug. 19 - Sept. 4, registration will be open to those companies that sponsored or exhibited at the 2019 Mega-Conference.**

**Registration will open to all other companies on Thursday, Sept. 5.**

**This information is being provided now for budgeting purposes.**

**A link to registration will be posted Sept. 5 at:  
[www.mega-conference.com](http://www.mega-conference.com)**

For more information

## INLAND PRESS ASSOCIATION

### Patty Slusher

Director of Membership & Programming  
(847) 795-0380 | [pslusher@inlandpress.org](mailto:pslusher@inlandpress.org)

## LOCAL MEDIA ASSOCIATION

### Lindsey Leisher Estes

Director of Meetings and Member Services  
(410) 838-3018 | [lindsey.estes@localmedia.org](mailto:lindsey.estes@localmedia.org)

## SOUTHERN NEWSPAPER PUBLISHERS ASSOCIATION

### Cindy Durham

Director of Communications  
(404) 256-0444 | [cindy@snpa.org](mailto:cindy@snpa.org)

### Paulette Sheffield

Membership Director  
(404) 256-0444 | [paulette@snpa.org](mailto:paulette@snpa.org)

A PARTNERSHIP OF:



IN ASSOCIATION WITH:



# Sponsorships and exhibit opportunities at a glance

## member rates

View the following pages for specifics about individual sponsorships

All exhibitor/sponsorship packages include:

Listing and logo in the Sponsor/Exhibitor booklet • Sponsor or Exhibitor ribbon on badge • Company logo and link on Mega-Conference website • Ability to include marketing materials in conference tote • Excel spreadsheet of attendees (available in late January)

**CANCELLATION POLICY - SPONSORSHIPS/EXHIBITS**  
10% cancellation fee if written notice is provided by January 24, 2020. No refunds for cancellations after January 24, 2020.

TEXAS-STYLE SPONSORSHIPS	
Texas Leathercraft Station 1 available	\$5,000
Armadillo Racing 1 available	\$3,000
Live Longhorn 1 available	<b>SOLD OUT</b>
Rollo Roper Game 1 available	\$3,000
SnappyShots Green Screen Photography 1 available (during Monday Evening Welcome Reception)	<del>\$7,000</del> <b>SOLD OUT</b>

EXHIBIT BOOTHS	
Booth option #1 8x10 demo with monitor	\$4,650
Booth option #2 8x10 demo without monitor	\$3,650
Lead retrieval	\$200
PREMIUM SPONSORS	
Platinum 4 available	\$16,000
Gold 4 available	\$11,000
Silver 8 available	\$9,000
Bronze 9 available	<b>7 LEFT</b> \$6,900
Tuesday Buffet Lunch Sponsor	\$8,000
Tuesday Buffet Dessert Sponsor	\$4,000
Lounge Area Sponsor 3 available	\$4,800
Solutions Stage presentation (minimum commitment of \$3,650) Details: <a href="http://www.mega-conference.com/stories/mega,4144565">http://www.mega-conference.com/stories/mega,4144565</a>	
USER GROUP MEETINGS	
Meeting room (if exhibiting)	\$1,500
Meeting room (if not exhibiting)	\$3,200
PROGRAM ADS	
Full-Page (if exhibiting)	\$500
Half-Page (if exhibiting)	\$300
Full-Page (if not exhibiting)	\$1,000
Half-Page (if not exhibiting)	\$600

All program ads must be scheduled and received by Jan. 24. Specs will be sent after your ad is reserved.

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

ADDITIONAL SPONSORS	
Monday Sessions Sponsor	\$4,600
Tuesday Sessions Sponsor	\$5,000
Wednesday Sessions Sponsor	\$4,600
Internet Sponsor	<b>SOLD OUT</b>
Room Keycards Sponsor	*
Foot Print Sponsor	\$5,000
Charging Station	\$4,600
Badge/Lanyard Sponsor	\$4,600
Tote Bag Sponsor	\$4,600
Notepad Sponsor	\$4,100
Communications Sponsor	\$4,000
Pocket Program Sponsor	<b>SOLD OUT</b>
Room Drop (2/day) 4 available	\$2,500
Massage Chair Sponsor (2 hours) 3 available	\$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	\$4,000
Welcome Reception Wine-Tasting Sponsor	\$4,000
Welcome Reception Bourbon/Tequila Sponsor	\$4,000
Coffee Station Sponsor	\$4,600
Tuesday Breakfast Sponsor	\$3,600
Wednesday Breakfast Sponsor	\$3,600
Refreshment Sponsor (during a break)	\$3,600

# Make a Texas-size impression at Mega!



**Texas Leathercraft Station** - Though they're not making saddles or boots, attendees can channel their inner leathersmith while personalizing coasters, luggage tags or key fobs they can take home as proof that they have a little bit of the Old West in them. Your Mega friends will learn leather tooling, and stamp their choice of a coaster, a key fob or a luggage tag. Includes up to 200 leather pieces and a custom logo leather press. Available for up to 4 hours.

**\$5,000 - member rate (includes 1 attendee)**



**Live Longhorn** - Live longhorn to greet attendees when they arrive at the hotel on Sunday or Monday. Guests can have their photos taken individually or in groups on the longhorn for proof that they are becoming "real" Texans. Your company pop-up banner can be placed so every photo has you in it! The longhorn will be available for 2 hours.

**SOLD OUT**



**Photo Booth during the Monday Evening Welcome Reception** -

Individuals or groups can have their pictures taken in front of the green screen and everyone in the picture can take home a print with your company logo and the date. Includes light costume / props package.

**SOLD OUT**



**Rollo Roper Game** - When the cowhand "spurs" the horse, a mechanical calf rolls out from beneath the mount to give the feel of roping a moving target. You can get creative with prizes for the winners and more! Available for up to 4 hours.

**\$3,000 - member rate (includes 1 attendee)**



**Armadillo Racing** - It just don't get more Texas than 'dillos! Nine-banded armadillos are "steered" down the track by attendees selected as "jockeys." Handlers are available during the event to answer questions. Available for up to 4 hours.

**\$3,000 - member rate (includes 1 attendee)**

# Highlight your brand at the Mega-Conference

	MEMBERS/ NON- MEMBERS	VIDEO	PROGRAM AD SIZE	LOGO ON SIGNAGE	# REGISTRATIONS	ADDITIONAL REGISTRATIONS	ADDED BENEFITS
<b>EXHIBIT BOOTHS</b>							
Booth Option #1	\$4,650 / \$5,650				1	\$795	8x10 demo booth with monitor and electricity, cocktail table and 2 stools
Booth Option #2	\$3,650 / \$4,650				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.
<b>PREMIUM SPONSORS</b>							
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	\$9,000 / \$11,000	Verbal recognition	½ pg	√	2	3 <sup>rd</sup> 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 Exclusive	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	Served in the Exhibit Hall after lunch.
Lounge Area Sponsor (3 available)	\$4,800 / \$5,800		¼ pg	√	1	\$795	Includes charging cube (located in your lounge area)
Solutions Stage presentation							Requires a minimum exhibit or sponsorship commitment of \$3,650 Details: <a href="http://www.mega-conference.com/stories/mega,4144565">http://www.mega-conference.com/stories/mega,4144565</a>

	MEMBERS/ NON- MEMBERS	VIDEO	PROGRAM AD SIZE	LOGO ON SIGNAGE	# REGISTRATIONS	ADDITIONAL REGISTRATIONS	ADDED BENEFITS
<b>TEXAS-STYLE SPONSORSHIPS</b>							
Texas Leathercraft Station Sponsor	\$5,000 / \$6,000	Verbal recognition		✓	1	\$795	This takes place in the Exhibit Hall. Your Mega friends will learn leather tooling and stamp their choice of a coaster, key fob or luggage tage. Includes up to 200 leather pieces and a custom logo leather press. Available for up to 4 hours.
Live Longhorn Sponsor	\$3,000 / \$4,000	Verbal recognition		✓	1	\$795	Make a great first impression! Live longhorn will greet attendees, who can have their photos taken individually or in groups on the longhorn for proof that they are becoming "real" Texans. Your company pop-up banner can be placed so every photo has you in it! The longhorn will be available for 2 hours. This takes place at the entrance to the hotel.
Rollo Roper Game Sponsor	\$3,000 / \$4,000	Verbal recognition		✓	1	\$795	This takes place in the Exhibit Hall. When the cowhand "spurs" the horse, a mechanical calf rolls out from beneath the mount to give the feel of roping a moving target. You can get creative with prizes for the winners and more! Available for up to 4 hours.
Armadillo Racing Sponsor	\$3,000 / \$4,000	Verbal recognition		✓	1	\$795	This takes place in the Exhibit Hall. It just don't get more Texas than 'dillos! Nine-banded armadillos are "steered" down the track by attendees selected as "jockeys." Handlers are available during the event to answer questions.. Available for up to 4 hours.
Photo Booth Sponsor (during the Monday Evening Welcome Reception)	\$3,000 / \$4,000	Verbal recognition		✓	1	\$795	This takes place in the Exhibit Hall during the Monday Evening Opening Reception. Individuals or groups can have their pictures taken in front of the green screen and everyone in the pictures can take home a print with your company logo and the Mega-Conference date. Includes light costume / props package.



	MEMBERS/ NON- MEMBERS	VIDEO	PROGRAM AD SIZE	LOGO ON SIGNAGE	# REGISTRATIONS	ADDITIONAL REGISTRATIONS	ADDED BENEFITS
<b>ADDITIONAL SPONSORS</b>							
Monday Sessions Sponsor	\$4,600 / \$5,600	Verbal recognition		√	1	\$795	Sponsor can place stand-up banners or materials in the General Session room on Monday
Tuesday Sessions Sponsor	\$5,000 / \$6,000	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	\$5,000 / \$6,000			√	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
Foot Print Sponsor	\$5,000 / \$6,000			√	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	\$4,600 / \$5,600			√	1	\$795	Logo on lanyards
Tote Bag Sponsor	\$4,600 / \$5,600			√	1	\$795	Logo on tote bags
Notepad Sponsor	\$4,100 / \$5,100			√	1	\$795	Your notepads placed in General Session
Communications Sponsor	\$4,000 / \$5,000			√	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	\$3,100 / \$4,100			√	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.

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

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**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)	\$4,000 / \$5,000			√	1	\$795	Glasses and napkins imprinted with your company logo. Sponsor pays for beer.
Wine-Tasting Sponsor (during reception)	\$4,000 / \$5,000			√	1	\$795	Glasses and napkins imprinted with your company logo. Sponsor pays for wine.
Bourbon/Tequila-Tasting Sponsor (during reception)	\$4,000 / \$5,000			√	1	\$795	Glasses and napkins imprinted with your company logo. Sponsor pays for bourbon and tequila

**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	Be recognized as the breakfast sponsor on Tuesday
Wednesday Breakfast Sponsor	\$3,600 / \$4,600	Verbal recognition		√	1	\$795	Be recognized as the breakfast sponsor on Wednesday
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**

10% cancellation fee if written notice is provided by January 24, 2020. No refunds for cancellations after January 24, 2020



