



JW Marriott Bonnet Creek Resort, Orlando

**Sponsor and  
Exhibitor Opportunities**

**SOLD OUT**



**NEWS INDUSTRY**

**Mega-Conference**

**April 10-12, 2022** | Presented by America's Newspapers

**ORLANDO, FLORIDA | APRIL 10-12, 2022**

**A PARTNERSHIP OF:**

**America's**  
**Newspapers**

**NEWS** **MEDIA**  
ALLIANCE

**MEDIA SPONSOR:**

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# Become a Sponsor and/or Exhibitor - 2022 Mega-Conference, April 10-12

Back by popular demand: Key Executives Mega-Conference is returning in 2022!  
We are looking forward to seeing you again!

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

We encourage our sponsors and exhibitors to attend the Mega-Conference sessions so they can hear first-hand about the issues newspapers are facing. You are our industry's Solutions Partner and are instrumental in helping newspapers explore new approaches and solutions to the challenges in their markets.

The Mega-Conference will be held April 10-12 in Orlando, Florida, at the JW Marriott Orlando Bonnet Creek Resort & Spa.

The Key Executives Mega-Conference is a partnership of America's Newspapers and the News Media Alliance. Members of both associations are eligible to reserve exhibit space and sponsorship opportunities at member rates. Non-members will be charged an additional \$500 to cover the cost of a 2022 Solutions Partner membership – at the General level – with America's Newspapers.

Attendees at the Mega-Conference typically are owners, publishers, digital officers or revenue officers of media operations with both print and digital assets, serving their local communities.

***This year's Exhibit Hall will have a new feel – designed to be the Town Square where everyone will gather for breakfast, lunch, refreshments, receptions and more throughout the day ... in addition to an inviting place where conversations with our sponsors and exhibitors take place.***

The Town Square is located right next to the Conference Hall. Exhibit space will be available both inside the Town Square and in the pre-conference hall that runs in front of both areas.

In the Town Square itself, the four corners of the room will be set as zoned areas with tables and chairs offering extended seating where people can sit, eat and talk. Each of these areas are available as premium sponsorships, with the area branded with the sponsor's logo. It's the perfect place to talk with clients and prospective clients who are sitting there with you!

Eight **exhibit spaces** will be in the center of the Town Square with **sponsored cocktail tables** and stools scattered around the edges of the area, as well.

On Tuesday morning, fast-paced **Roundtable discussions** will be held for newspaper attendees and the sponsors of those Roundtables.

Talk with Patty Slusher of America's Newspapers about the sponsorship opportunity that will best benefit your company:

[pslusher@newspapers.org](mailto:pslusher@newspapers.org)

REGISTRATION OPENS:

**Dec. 21**  
TO GOLD MEMBERS OF  
AMERICA'S NEWSPAPERS

**Dec. 28**  
TO SILVER MEMBERS OF  
AMERICA'S NEWSPAPERS

**Dec. 30**  
TO ALL COMPANIES

**Place requests with Patty Slusher:**

847-282-9850, ext. 102 | [pslusher@newspapers.org](mailto:pslusher@newspapers.org)

**Address questions about conference payments to Paulette Sheffield:**

847-282-9850, ext. 101 | [psheffield@newspapers.org](mailto:psheffield@newspapers.org)

# Sponsorships and exhibit opportunities

**2022 Mega-Conference**  
**April 10-12, Orlando, Florida**

## Member rates

**Non-members: add \$500 to cover a General membership with America's Newspapers**

**Payment for sponsorships is due at time of confirmation.**

**All sponsorships include one attendee** (except for customized Platinum and Platinum Plus options).

Additional attendee registrations can be purchased for \$1,200 (discounted from the regular rate of \$1,500).

## All exhibitor/sponsorship packages include:

Listing and logo in the Sponsor/Exhibitor booklet or mobile app • 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 March)

**CANCELLATION POLICY - SPONSORSHIPS/EXHIBITS**  
10% cancellation fee if written notice is provided by Feb. 18, 2022. 25% cancellation fee if written notice is provided between Feb. 19 and March 18, 2022. No refunds for cancellations after March 18, 2022.

## PREMIUM GATHERING SPOTS IN TOWN SQUARE - Customization available at an additional cost

Coffee Shop with snacks - open 7:30 a.m. to 3 p.m. Monday and Tuesday

Themed seating area with beer and soft drinks during receptions, plus extended seating during breakfast and lunch

Themed seating area with wine during receptions, plus extended seating during breakfast and lunch

Themed seating area with whiskey during receptions, plus extended seating during breakfast and lunch

## OTHER SPOTS IN THE TOWN SQUARE

Booth option - 10x10 demo - A monitor can be rented through the hotel for an additional fee.

Sponsored Cocktail Table with four stools -

## SPONSORSHIP OPTIONS OUTSIDE TOWN SQUARE

**PREMIUM OPPORTUNITY:** Mega Event Hub - at base of stairs leading into pre-function foyer. A mini-reception will be held in this location on Monday evening. Includes a table, signage and lots of exposure. No other reception will be held Monday evening.

Two 6-foot Exhibit Tables (not booth) in pre-function area. Right outside doors leading into Town Square or meeting room

Single 6-foot Exhibit Table (not booth) in pre-function area. Premium location

Single 6-foot Exhibit Table (not booth) in pre-function area. -

Roundtable sponsorship - six dedicated sessions during 75-minute session on Tuesday morning. This session is only open to newspaper attendees and the sponsors of the Roundtables.

## ADDITIONAL SPONSORSHIPS

Internet Sponsor

Room Keycards Sponsor

Badge/Lanyard Sponsor

Canvas Tote Bag Sponsor

Notepad Sponsor

Communications Sponsor

Pocket Program Sponsor

Monday Breakfast Sponsor

Tuesday Breakfast Sponsor

Monday Lunch Sponsor

Tuesday Lunch Sponsor

Sunday Evening Reception in Town Square

Tuesday Evening MEGA-Party in Town Square - includes half-page ad in program

## PROGRAM ADS - No registrations are included

Full-page ad in Sponsor/Exhibitor Guide \*

Half-page ad in Sponsor/Exhibitor Guide \*

\* All program ads must be scheduled and received by Feb. 25. Specs will be sent to you after your ad is reserved.

## CUSTOMIZATION AVAILABLE ON ALL SPONSORSHIPS AT ADDITIONAL COST

**All sponsorships are SOLD OUT**



## Photos of Conference Space: Town Square, Event Hub and Foyer outside Town Square



**Event Hub** - at entrance to Griffin Ballroom Foyer. This premium area could be heavily branded with your company logo. A mini-reception will be held in this space on Monday evening.



**Griffin Ballroom Foyer** - Tables (not booths) are available to sponsors in this area, located just outside the Town Square and meeting space. Three price levels are available, depending on location and number of tables (single or double).



**Griffin Ballroom** - This area will be divided into the Town Square and meeting space.



APRIL 10-12, 2022  
JW MARRIOTT ORLANDO BONNET CREEK RESORT & SPA  
STAY CONNECTED TO [WWW.MEGA-CONFERENCE.COM](http://WWW.MEGA-CONFERENCE.COM)