

America's 
Newspapers



NEWS INDUSTRY
MEGA-CONFERENCE

2024

THE PREMIER NEWS INDUSTRY EVENT

April 14-16, 2024

Sheraton Phoenix Downtown

mega-conference.com



The News Industry Mega-Conference is Headed to Phoenix!

The news industry is evolving faster than ever, and newspapers are looking for new technologies and programs to help them drive new revenue, grow new audiences, and find efficiencies. The Mega-Conference is the premier conference for the news industry and a must-attend for newspaper leaders and solution suppliers, alike. Don't miss your chance to get in front of industry leaders and share your company's expertise and the results you can drive.

The Mega-Conference will be held April 14-16 at the Sheraton Phoenix Downtown. Located in the heart of Phoenix, this modern, newly renovated hotel is next to the Phoenix Convention Center, close to premium dining and entertainment options and just minutes from Sky Harbor Airport.

An Environment to Connect

The Mega-Conference provides the perfect environment for you to connect with customers - unlike any other conference. The Mega Town Square is an area where everyone gathers for breakfast, lunch, refreshments, receptions and more throughout the day and makes for an inviting place where conversations with sponsors and exhibitors take place.

Ask how you can bring your newspaper customers to Mega for FREE!



PREMIUM Sponsorship Opportunities

Town Square Corner Booths

5 Available

\$11,250-\$13,500

At the heart of the Town Square are the five themed areas where most event functions occur. Your business will be directly in front of customers in a highly branded setting with tables and chairs offering extended seating where people can sit, eat and talk.

Each corner booth includes two conference registrations.

Town Square Premium Booth Spaces

4 Available

\$7,000

Located in-between corner booths in the Town Square are four open-air 8'x10' exhibit spaces for sponsors to highlight their businesses and get direct exposure to Mega-Conference attendees. Each exhibit space includes a standard table and chairs. Other furniture options are also available.

Town Square Premium Exhibit Spaces

4 Available

\$6,000

Get right in the middle of the action! Located in the center of the Town Square are four open-air exhibit spaces for sponsors to highlight their businesses and get direct exposure to Mega-Conference attendees. Each exhibit space includes a customized 8'x8' backdrop (for you to keep) a high-top table and two bar stools. Total space for this area is approximately 5' deep x 8' wide.

Town Square Engagement Tables

9 Available

\$4,000

The engagement tables are among the most popular locations in the Town Square. Each engagement table includes a cocktail table branded with your logo and three chairs. It's the perfect opportunity to have a designated area to build your brand with premium visibility in the Town Square. Sponsoring companies can also display signage in the Town Square area.

Foyer Entrance Sponsor Tables

6 Available

\$5,000

Everyone walks by these highly trafficked locations! Located in the hallway leading directly to the main meeting room, every Mega-Conference attendee will pass directly by your location several times per day. Each sponsor table area includes a standard table and chairs, and sponsors can display a standard sized banner behind their table.

Mega-Conference Roundtables

16 Available

\$5,000

A Mega-Conference highlight, the roundtables are the most effective way to directly connect with potential customers. Think of it as speed-dating for new business. As a roundtable sponsor, you will have the opportunity to speak directly to small groups of newspaper executives about your solutions for 10-15 minutes at a time during this almost two-hour general session.



Mega-Conference Sponsorship Opportunities

- Payment for sponsorships is due at time of confirmation.
- Sponsors must be an active America's Newspapers Solutions Partner

(Not a member? Contact Patty Slusher at pslusher@newspapers.org)

All sponsorships include one conference registration (except for Corner Booth Sponsors)

ALL EXHIBITOR/SPONSORSHIP PACKAGES INCLUDE:

- Listing in Mega-Conference mobile app
- Sponsor or Exhibitor ribbon on badge
- Company logo and link on Mega-Conference website
- Option to include marketing materials in conference tote.
- Excel spreadsheet of attendees (available in late March)

CANCELLATION POLICY SPONSORSHIPS/EXHIBITS

Confirmation of sponsorships removes the items from our sponsorship inventory. Sponsorship cancellations must be requested in writing by emailing psheffield@newspapers.org. Cancellation dates and penalties: 1. Cancellations received by March 1st incur a 10% cancellation fee. 2. Cancellations received between March 2nd and March 15th incur a 50% cancellation fee, at which time all sponsor benefits are then forfeited. 3. Cancellations received after March 15th have 100% cancellation fee. No refunds will be provided. 4. Cancellation for sponsorships with printed items: No refund will be given after February 28th.

For more information about Mega-Conference sponsorships contact Patty Slusher at pslusher@newspapers.org.

Mega-Conference Registration Rates

- | | |
|--|---------|
| • America's Newspapers Solutions Partner | \$1,500 |
| • Non-member Vendor/Supplier | \$2,250 |

Guest rates available for conference events.

OTHER Sponsorship Opportunities

Each sponsorship includes one Mega-Conference registration.

Internet Sponsor	\$7,500
Room Keycards Sponsor	\$6,500
Badge/Lanyard Sponsor	\$5,000
Canvas Tote Bag Sponsor	\$7,500
Notepad Sponsor	\$4,500
Pocket Program Sponsor	\$2,500
Town Square Coasters	\$2,750
Monday Breakfast Sponsor	\$4,000
Tuesday Breakfast Sponsor	\$4,000
Monday Lunch Sponsor	\$5,000
Tuesday Lunch Sponsor	\$5,000
Monday Evening Reception	\$5,000
Sunday Evening Reception	\$5,000

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Deadline is March 1, 2024