

WHY R&D COMPANIES JOIN SNPA!

SNPA stands out clearly among industry associations for its ability to provide access to leading industry decision makers in a very cost effective way.

SNPA offers its associate members four significant values:

- A membership that easily pays for itself through substantial reductions in registration and exhibit fees.
- Reduced cost to attend/exhibit at the Key Executives Mega-Conference – the fastest-growing industry conference.
- Access to top industry leaders at the SNPA News Industry Summit, where R&D partners are a valued element of the program.
- The opportunity to share news about your company and case studies about your customers through the SNPA eBulletin, in web features on Great Ideas and Ask the Expert, and through social media outlets. Targeted advertising is also available.



“SNPA membership is a cost-effective way for us to reach potential customers and stay involved in the newspaper industry. I’m a big fan of the eBulletin in particular. It keeps us informed of industry trends and gives us an outlet to share our success stories with industry leaders.” -- *Derek Price, owner, Green Shoot Media*

“Adpay values its partnership with SNPA enormously. The News Industry Summit provides us with access to key decision-makers. They directed their keen interest in new ideas to action with the implementation of Adpay’s Click-N-Buy Classifieds and Memoriams.com strategies at more than a dozen new media partner sites. As a research and development partner, we know that SNPA will always be on our conference schedule.” -- *Deb Dreyfuss-Tuchman, executive vice president sales, Adpay, Inc.*

“Our SNPA connection takes us to another level- through conferences, seminars, web presence, e-newsletters and other methods of pulling us together – to tackle industry challenges, learn from others and share our successes. The SNPA connection and the communications it brings increases the chance of success for us all.” -- *John and Debbie Reetz, co-owners, Media Solutions Partners.*

"As with many tools or memberships, one gets the most value when used regularly. That’s the way I view my SNPA membership. Good things don’t just happen...however, if you attend the meetings, stay abreast of the goings on via the newsletter, interact with fellow partners and members and give where and what you can, you’ll certainly get more value than you ever expected. That value will manifest itself in myriad ways, including financially! The cost of an SNPA membership is quickly returned many times over.” – *Sammy Papert, president, Wormhole LLC*

For more information: www.snpa.org/join.html

Or, contact Paulette Sheffield, membership director
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