



**Deadline to Reserve Your
Sponsorship is March 10!**



NEWS INDUSTRY

Mega-Conference

APRIL 2-4, 2023 ★ HILTON ANATOLE ★ DALLAS, TX

Presented by America's Newspapers

THE PREMIER NEWS INDUSTRY EVENT!

WWW.MEGA-CONFERENCE.COM

News Industry Mega-Conference is going to Dallas in 2023!

The news industry is evolving faster than ever, and newspapers are relying on companies like yours to help them drive new revenue, grow new audiences and find efficiencies.

The News Industry Mega-Conference is your chance to get in front of industry leaders and share the results and expertise your company provides. The Mega-Conference is the premier conference for the news industry and a must-attend for newspaper leaders and solution suppliers, alike.

Everything is bigger in Texas, and this year's Mega-Conference promises to be the biggest yet! The Mega-Conference will be held April 2-4 at the Hilton Anatole in Dallas. Located just outside the downtown area, the Anatole is part hotel, part art museum and provides ample opportunities for you to meet with current or future customers in a modern environment.

An Environment to Connect

The Mega-Conference provides the perfect environment for you to connect with customers - unlike any other conference. Instead of the traditional exhibit hall of rows of booths, sponsors and attendees mingle in the Mega Town Square, the area where everyone gathers for breakfast, lunch, refreshments, receptions and more throughout the day ... in addition to an inviting place where conversations with sponsors and exhibitors take place.



Premium Sponsorship Opportunities

The Mega-Conference provides a variety of opportunities for you to have maximum visibility to build your brand and connect with new customers. Each sponsorship includes one conference registration and a discounted rate for additional conference registrations.

■ Mega-Conference Welcome Sponsor \$ 15,000 One Available

This sponsorship has maximum visibility to build your brand. The Welcome Sponsorship includes a 20'x8' sign over the main meeting room entrance welcoming attendees to the conference. The Welcome Sponsor will also be the presenting sponsor of the Sunday night opening reception, including additional signage throughout the Town Square and a table during the roundtable session. Two registrations to the Mega-Conference are also included with this sponsorship.

■ Town Square Corner Booths ~~\$10K - \$12K~~ 4 Available

At the heart of the Town Square are the four themed areas where the 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 one conference registration.

■ Town Square Exhibit Spaces \$6,500 PER SPACE 8 Available ~~ONLY ONE LEFT~~

Located in the center of the Town Square are eight open-air 10'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 Engagement Tables \$3,750 PER TABLE 8 Available ~~ONLY ONE LEFT~~

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: \$6,000 PER TABLE 4 Available ~~ONLY TWO LEFT~~

Located in the hallway leading directly to the main meeting room, these sponsor tables are in the most highly-trafficked area. 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: 14 \$4,500 PER TABLE Available ~~ONLY THREE LEFT~~

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.

■ Premium Solutions Stage Packages Get on stage! The Solutions Stage Packages provide your company with the opportunity to present directly to newspaper executives and decision makers.

- ▶ **Main Stage (Three available ~~ONLY ONE LEFT~~) \$7,500**
This sponsorship includes a 12-minute presentation on the main conference stage integrated into the overall program. Presentations must highlight success stories of media companies and be approved by America's Newspapers in advance.

The Main Stage sponsorship also includes signage in the Town Square and one conference registration. One additional registration may be added for the discounted rate of \$1,000 (package total \$8,500).

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Mega-Conference Sponsorship Opportunities

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

All sponsorships include one conference registration (except for customized Premier Sponsorship 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
- 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, 2023.
25% cancellation fee if written notice is provided between Feb. 19 and March 18, 2023. No refunds for cancellations after March 18, 2023.

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

Mega-Conference Registration Rates:

- America's Newspapers Solution Partner \$1,500
- America's Newspapers Solution Partner additional registration (with sponsorship) \$1,200
- Non-member Vendor/Supplier Company \$2,250

Other Sponsorship Opportunities

Each sponsorship includes one Mega-Conference registration and discounted rates for additional registrations.

Internet Sponsor.....	\$7,500 SOLD
Room Keycards Sponsor	\$5,500 SOLD
Badge/Lanyard Sponsor	\$5,000 SOLD
Tote Bag Sponsor	\$6,000 SOLD
Notepad Sponsor	\$4,000 SOLD
Communications Sponsor.....	\$4,000
Pocket Program Sponsor	\$2,500 SOLD
Town Square Coasters.....	\$2,500 SOLD
Floor Clings (8 clings in Town Square)	\$4,000
Monday Breakfast Sponsor	\$4,000 SOLD
Tuesday Breakfast Sponsor.....	\$4,000
Monday Lunch Sponsor	\$4,500
Tuesday Lunch Sponsor	\$4,500
Monday Evening Reception.....	\$4,000 SOLD
Sunday Evening Reception.....	\$4,000

