

EXHIBIT & SPONSORSHIP OPPORTUNITIES

2018 SNPA News Industry Summit
Oct. 10-12 • Nashville Hilton, Nashville, Tenn.



For the first time, SNPA's News Industry Summit will be held in the heart of country music -- Nashville, Tenn., Oct. 10-12. Showcase your business and rub elbows with media owners, editors and executives from around the country.

SPONSORSHIP & EXHIBIT PACKAGES

All Packages Include:

- Pre-conference attendee lists in Excel spreadsheet format
- Recognition on the SNPA website, in printed materials and on conference signage
- Special acknowledgement from the podium
- The ability to include printed materials and tradeshow tchotchkes in the tote bags

Platinum Level

one available
\$6,500*

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Gold Level

two available
\$5,500*

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Silver Level

two available
\$4,500*

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Bronze Level

five available
\$3,500*

Platinum

- Premium exhibit space and 3 conference registrations
- Introduction of one conference speaker
- Premium placement of full-page program ad
- Right-hand margin ad on News Industry Summit web page

Gold

- Premium exhibit space and 2 conference registrations
- Full-page program ad
- Right-hand margin ad on News Industry Summit web page

Silver

- Premium exhibit space and 1 conference registration
- Half-page program ad
- Right-hand margin ad on News Industry Summit web page

Bronze

- Exhibit space and 1 conference registration

* Non-members of SNPA: add \$1,000.

ADDITIONAL SPONSORSHIPS

Wednesday
Afternoon
Welcome
Refreshments
\$3,000*

- Signage at the event

Refreshment
Breaks
three available
\$2,500*

- Signage during break
- Choose Wednesday PM, Thursday AM or Thursday PM

Thursday
Continental
Breakfast
\$3,500*

- Signage during breakfast
- 1 conference registration
- Half-page program ad

Friday
Continental
Breakfast
\$3,500*

- Signage during breakfast
- 1 conference registration
- Half-page program ad

Wednesday
Sessions
\$3,500*

- 1 conference registration
- Signage in General Session on Wednesday
- Intro of 1 Wednesday speaker
- Quarter-page program ad

Thursday
Sessions
\$4,000*

- 1 conference registration
- Signage in General Session on Thursday
- Introduction of 1 Thursday speaker
- Half-page program ad

Thursday
Awards
Luncheon
SOLD

- Welcome and intro at lunch
- Distribution of materials at lunch
- 1 conference registration
- Signage at lunch
- Premium exhibit space
- Full-page program ad
- Right-hand margin ad on News Industry Summit web page

Special Evening Event
SOLD

- Event signage
- Premium exhibit space
- 2 conference registrations
- Additional attendees @ \$350
- Premium full-page program ad
- Right-hand margin ad on News Industry Summit web page

Wi-Fi
SOLD

- 1 conference registration
- Business card with logo and Wi-Fi information
- Input into Wi-Fi network name and password

Mobile App
\$3,000*

- Recognition on the mobile app as the sponsor

Lanyards
SOLD

- Custom lanyards with company logo

Hotel Keycards
SOLD

- Custom hotel keycards with company logo

Tote Bags
SOLD

- Custom tote bags with company logo

Notepads
\$2,500*

- Custom notepads with company logo

Welcome Reception (Wednesday Evening)

\$1,000/\$1,500/\$2,000*

- Recognition on signage at the Welcome Reception
- Three levels of sponsorship to choose from, with the highest levels receiving top recognition

Craft Beer at Welcome Reception
\$3,500*

- Custom drink glasses and napkins
- 1 conference registration
- Half-page program ad

Wine-Tasting at Welcome Reception
\$3,500*

- Custom drink glasses and napkins
- 1 conference registration
- Half-page program ad

ADVERTISING ONLY

Individual Ad Rates

Note: Individual ad purchase does not include a convention registration or exhibit booth. Advertising placement is subject to availability.

- Full-page - \$500
- Half-page - \$300

Advertising specs will be sent after space has been reserved.

DEADLINE TO RESERVE SPACE: August 31, 2018

ADDITIONAL INFORMATION

List of Attendees

A list of attendees will be provided to all exhibitors and sponsors of the 2018 News Industry Summit several weeks in advance of the conference.

Furnishings

Each exhibit will include one 6' draped table, two chairs and a wastebasket. Any additional requirements will be handled directly with the Nashville Hilton, and the exhibitor is responsible for any cost incurred.

Schedule

Wednesday, Oct. 10, 2018

8 - 11 a.m.	Exhibitor Set-up
11 a.m. - 7 p.m.	Exhibits Open
Noon - 1 p.m.	Welcome Refreshments with Exhibitors
Afternoon	Intros of Exhibitors and a late-afternoon Break with Exhibitors
6 - 7:15 p.m.	Welcome Reception in Exhibit Hall

Thursday, Oct. 11, 2018

7:30 a.m. - 5 p.m.	Exhibits Open
Morning	Mid-morning Break with Exhibitors
Afternoon	Dessert with Exhibitors (after lunch) and a late afternoon Break with Exhibitors
Evening	Special Event (to be announced)

Friday, Oct. 12, 2018

7 a.m. - Noon	Exhibits Open
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All times are tentative. All exhibits must be set up before 11 a.m. on Wednesday, Oct. 10. Tear down begins at Noon on Friday and booths must be clear by 1:45 p.m. The exhibitor understands that this schedule will be strictly adhered to as a courtesy to the other exhibitors and attendees.

Hotel

Please make your room reservations at the Nashville Hilton. The group rate is \$254 (single or

double occupancy). Reserve your room no later than Sept. 19 by calling (615) 620-1000 (Monday through Friday from 8 a.m. to 5 p.m.) or dial 1-800-HILTONS. Overnight parking is \$34, plus tax.

Additional Registrations

If you would like to purchase additional convention registrations (please refer to the previous pages to see what your package includes), the cost per additional representative is \$695* for SNPA members. The “per person” rate for additional staff increases to \$795 on June 16 and \$895 on Sept. 19, which also is the last day to get a room at the hotel. Non-members: add \$200 per person.

Exhibit Area, Booth Assignment

The exposition will be held at The Nashville Hilton. Priority in selecting booth space will be given to the Evening Event Sponsor, Thursday Lunch Sponsor and to our Platinum, Gold and Silver sponsors.

Cancellation Policy

To receive a refund, cancellations must be received in writing by 5 p.m. on Wednesday, Sept. 19, 2018. No refunds will be issued for cancellations received after 5:00 p.m. (EDT) on Sept. 19.

Questions about sponsor and exhibitor opportunities?

Contact:

Cindy Durham - cindy@snpa.org
Paulette Sheffield - paulette@snpa.org
Edward VanHorn - edward@snpa.org

Or, reach them at (404) 256-0444.

<http://www.snpa.org/summit.html>