



KEY EXECUTIVES

# Mega-Conference

Solutions, Success Stories and New Ideas

## We Look Forward to Seeing You in Fort Worth!

The leadership and staff of America’s Newspapers, Local Media Association and the News Media Alliance look forward to seeing you at the 2020 Key Executives Mega-Conference in Fort Worth, Feb. 17-19.

Here is information to help you plan your trip.

But, first ... a word of thanks to our many sponsors for their generous support of the Mega-Conference.

Please be sure to visit the Exhibit Hall and learn about the services and resources available to you from our sponsors and exhibitors during your time in Fort Worth.

[View the list of our sponsors and exhibitors.](#)



PLATINUM & LOUNGE



GOLD



TUESDAY LUNCH



BRONZE



BRONZE



BRONZE



BRONZE



BRONZE



BRONZE

## OMNI FORT WORTH HOTEL

The Key Executives Mega-Conference will be held at the Omni Fort Worth Hotel, located at 1300 Houston Street, Fort Worth, TX 76102. The hotel’s telephone number is 817-535-6664.

Check-in is at 4 p.m. Check-out is at 11 a.m.

For information on reserving a hotel room, [click here](#).





## GET YOUR PHOTO TAKEN WITH A LIVE LONGHORN!

Monday, Feb. 17 • 10:30 a.m. – 12:30 p.m.

Stop by the hotel's lobby on Monday, Feb. 17, and get your photo taken with a live Longhorn, compliments of Recruitology!

We'd love to see your "Hello from the Mega-Conference" pictures on social media – [#2020MegaConf](#).

**recruitology**

## TRANSPORTATION / PARKING

The hotel is located 24 miles (approximately 30 minutes) from DFW Airport.

- **Valet parking** is \$32 + tax per night/per vehicle\* – overnight parking (unlimited in/out privileges)
- **Oversized vehicle parking** is \$40 + tax per night/per vehicle\*
- **Daily and event valet parking** is \$22 per vehicle\* (no in/out privileges)
- **City-operated self-parking is located nearby.** Self parking is approximately \$22 per vehicle\* (no in/out privileges). This is available at the city-operated garage adjacent to the hotel. The garage entrance is on 11th Street between Houston and Throckmorton (one block north of the hotel).  
\*Prices are subject to change.

Click here to get [driving directions](#).

- [GO Yellow Checker Shuttle](#) – offers guests the choice of vans or sedans; book online or call (866) 903-1900
- Taxi service to/from DFW Airport: Approximately \$55-\$60 one way
- Taxi service to/from Love Field: Approximately \$75 one way
- [Super Shuttle](#) to/from DFW Airport
- [Wynne Sedan & Limousine Group](#)
- [Molly the Trolley](#) – trolley service with routes through downtown; picks up in front of the hotel; \$2 single ride, \$5 day pass
- Hotel located five blocks from the Amtrak Station
- [Trinity Railway Express](#) – T&P Station located two blocks from the hotel
- The Omni Fort Worth Hotel offers complimentary car service within a 5-mile radius of the hotel. Pick-up and drop off is based on availability. Service is available: Friday-Saturday: 8 a.m. – 10 p.m. and Sunday: 8 a.m. – 2 p.m.

## WEATHER AND ATTIRE

We're expecting daytime highs in the low-60s and evening lows in the mid-40s. [You can check here for a 10-day forecast as you pack for your trip.](#)

**Dress is business casual.** Ties are not necessary. This attire is suitable at almost any restaurant you may choose for dinner and for the Mega-Conference functions.

## CONFERENCE REGISTRATION DESK

The Mega-Conference Registration Desk is in the Texas Ballroom Foyer. The registration desk is open from 8:30 a.m. to 7 p.m. on Monday, Feb. 17; from 7 a.m. to 5 p.m. on Tuesday, Feb. 18; and from 7 a.m. to 11 a.m. on Wednesday, Feb. 19.

**Always wear your conference badge.  
Badges are required to enter the trade show, receptions, lunch and meetings.**

## MONDAY MORNING BONUS SESSION

If you arrive before 10 a.m. on Monday, Feb. 17, plan to join one of our bonus sessions. Side-by-side tracks will offer two choices at 10 a.m., followed by two more options at 10:45. Each session will run 30 minutes, with a 15-minute break between sessions.

Bonus Session topics include: Creating a Unique Value Story to Reach Local Advertisers, Insights about Digital Subscriptions from Around the World, Creating a Complete Growth Engine (6 best practices to master) and 2020 Digital Advertising Trends: Predictions for Publishers. These meetings will be held in Fort Worth Ballroom 4 and Fort Worth Ballroom 5. [Read more about the Bonus Sessions](#)

## A WIDE-RANGING PROGRAM TO SUIT EVERY NEED

This year's program features Monday morning bonus sessions, six general session programs, 15 breakout sessions and a series of roundtables. The main program begins at 1 p.m. on Monday, Feb. 17, and concludes at 11 a.m. on Wednesday, Feb. 19.

- [Here is the program](#)
- [Here is a list of sponsors and exhibitors](#)
- [Attendee list](#)

## MEGA-INNOVATION AWARD

The Mega-Innovation Award will be presented Tuesday, Feb. 18, at 11:45 a.m. The three finalists will present their very impressive entries and the winner will be announced.

## VISIT OUR SPONSORS AND EXHIBITORS

More than [70 R&D partners](#) are sponsors or exhibitors at this year's conference. They have a wealth of knowledge about what is working at local media companies all over the U.S. Please make it your mission to visit with them. The right solution or suggestion can pay for your trip to Fort Worth many times over – and often, the experts behind the exhibit tables are your best source of information!

The trade show is open:

- 11 a.m. to 7 p.m. on Monday, Feb. 17
- 7 a.m. to 5 p.m. on Tuesday, Feb. 18 (continental breakfast from 7-8 a.m.)
- 7 - 10 a.m. on Wednesday, Feb. 19 (continental breakfast from 7-8 a.m.)

Refreshments are available in the trade show throughout the day.

## WELCOME RECEPTION

The welcome reception on Monday evening, Feb. 17, will be held in the trade show from 5:30 - 7 p.m.

[iPublish Media Solutions](#) and [Legacy.com](#) are sponsoring a Craft Beer-tasting during the reception. [Monster.com](#) is hosting a Bourbon/Tequila-tasting during the reception. [Lineup](#) is sponsoring a Photo Booth during the reception.

Reception sponsors also include: [Cribb, Greene & Cope](#) (Gold Level), [Software Consulting Services](#) (Gold Level), [Southern Lithoplate](#) (Gold Level), [Dirks, Van Essen, Murray & April](#) (Silver Level), [Seyfarth Shaw](#) (Silver Level) and [VoicePort](#) (Bronze Level).

## CONTINENTAL BREAKFAST ON TUESDAY AND WEDNESDAY

A continental breakfast will be available in the trade show on Tuesday, Feb. 18, and Wednesday, Feb. 19, from 7-8 a.m. Thanks to our breakfast sponsors – [AlertMe](#) (on Tuesday) and [The Associated Press](#) (on Wednesday) – for helping us start our days off right!



## TUESDAY LUNCH

A buffet lunch will be held in the trade show on Tuesday, Feb. 18, from 12:30 to 1:30 p.m. – a perfect time to visit with colleagues and talk with our exhibitors. The lunch is sponsored by [Alliance for Audited Media](#).



## JOIN THE CONVERSATION ON TWITTER

Engage with your fellow attendees on Twitter using the conference hashtag: [#2020MegaConf](#). And, follow us at [@megaconference](#), [@newspapersorg](#), [@LocalMediaAssoc](#) and [@newsalliance](#)

## CONFERENCE POWERPOINTS

PowerPoints from most conference presentations will be posted (in PDF) format at [www.mega-conference.com](http://www.mega-conference.com) following the presentations.

## DINING

Nearby dining includes:

- [Del Frisco's Double Eagle Steak House](#) – 4 blocks
- [Taverna](#) (Italian) – 0.5 miles
- [Mi Cocina](#) (Tex-Mex) – 0.5 miles
- [P.F. Chang's China Bistro](#) – 0.5 miles
- [Reata](#) (western cuisine) – 0.7 miles
- [Joe T. Garcia's](#) (Tex Mex) – 3 miles
- [Lonesome Dove Western Bistro](#) (southwestern) – 3 miles
- [Angelo's Barbeque](#) – 2 miles

## THINGS TO DO

Conveniently located in downtown Fort Worth, the Omni Fort Worth Hotel is a short trip away from cultural centers, famous restaurants and all the Texas culture for which the city is famous.

Known as the city of Cowboys and Culture and famous for being “Where the West Begins,” Fort Worth offers a unique mix of entertainment and attractions. You'll be just steps from downtown's most famous venues: Explore the city's western heritage at the [Fort Worth Stockyards](#) or discover the nightlife in [Sundance Square](#). From a thriving performing arts scene to great shopping and a proud musical tradition, Fort Worth has something for everyone. [Check out the area attractions](#)

For more information, visit the [Fort Worth Convention and Visitor's Bureau](#).

Safe travels! See you in Fort Worth!

