



SNPA News Industry Summit

The Nashville Hilton | Oct. 10-12, 2018

We look forward to seeing you at the SNPA News Industry Summit in Nashville, Oct. 10-12.

The program tackles critical issues, and more than 140 attendees are registered to attend from daily newspapers, community newspapers, and companies that provide goods and services to the newspaper industry.

The meeting will be held at the [Nashville Hilton](#) in downtown Nashville, Tennessee. The hotel's address is 121 Fourth Avenue South. The main telephone number is 615-620-1000.

GETTING THERE

The hotel is 25 minutes from the Nashville airport. A taxi from the airport costs about \$25. Uber and Lyft are also available. Rental cars are available at the airport, starting at \$55 per day.

[Door-to-door driving directions](#)

Overnight valet parking at the Hilton is available to SNPA guests for \$34 per night. (*This is a contracted rate, so check your bill to make sure you get the discount.*) Self-parking is \$30.

PROGRAM

We have a great program! It starts at 1 pm on Wednesday, Oct. 10 in the Crockett Ballroom and adjourns at noon on Friday, Oct. 12. [The complete program can be found here.](#)

WHO'S COMING?

Professional networking is a hallmark of SNPA. The program is certainly informative, but we know that conversations in hallways and over dinners are valuable, too. [Here is a list of people who will be there.](#)

EXHIBITORS AND SPONSORS

Fourteen companies will stage exhibits just outside our meeting room to share a wealth of knowledge about what is working in newspapers all over the U.S. Make it your mission to visit with them. The right solution or suggestion can pay for your trip to Nashville many times over – and often, the experts behind the exhibit tables are your best sources of information.

Eight additional companies have signed on as financial sponsors. These sponsors support the program and provide meals, refreshments, technologies and communications services. This support pays for expenses that otherwise would have to be included in higher registration fees.

[Here is a complete list of our exhibitors and sponsors and information about their companies.](#)

DOWNLOAD OUR APP



Whova is a free app that is loaded with information about the SNPA convention in Nashville. We encourage you to [download the Whova app](#) to your mobile phone or tablet.

On the app, you can view the complete program and plan your schedule, see the list of attendees and easily communicate with them, access hotel information and directions, read profiles of exhibitors and sponsors and set appointments. It also includes dining recommendations and local attractions.

TWO RECEPTIONS ON WEDNESDAY, OCT. 10

SNPA is all about hospitality and helping its members make business connections.

On the opening day, SNPA has planned a noon reception in the Boone Ballroom where you can enjoy a light lunch, meet your colleagues and visit with our sponsors and exhibitors.

That evening, SNPA hosts another reception in the Boone Ballroom from 6-7:30 pm. The evening reception is sponsored by [Brainworks](#); [Cribb, Greene & Cope](#); [Dirks, Van Essen, Murray & April](#); [PAGE Cooperative](#); and [Southern Lithoplate](#).

Bring your badge. [You must be registered for the convention to attend the receptions.](#)

For your convenience, the SNPA Registration Desk is right outside the Boone Ballroom.

THURSDAY LUNCH

[Site Impact](#) is hosting a buffet lunch in the Boone Ballroom from noon to 1 pm on Thursday, Oct. 11. Registered spouses are invited to attend.

THURSDAY EVENING ROOF-TOP PARTY

[AMG|Parade](#) has partnered with SNPA to host a roof-top party on Thursday, Oct. 11 at Rock Bottom Brewery. Join your friends from 6:30 - 8 pm for hand-crafted beers, live music featuring country music singer/songwriter Casey Weston, delicious food and some of the best views of Downtown Nashville.

Rock Bottom Brewery is located at 111 Broadway – an easy walk from the Hilton.

DINING IN NASHVILLE

It's easy to find a great meal in Nashville. Here is a [list of restaurants recommended by the Hilton Concierge](#). Here are other lists:

- [18 Essential Restaurants in Nashville \(nashville.eater.com\)](#)
- [Dining Guide \(Nashville Tennessean\)](#)
- [Travel and Leisure Guide to Nashville](#)

SNPA AWARDS

SNPA will present its Mayborn Leadership Award and the Walls Commentary Prizes just before lunch on Thursday, Oct. 11. The photo and print quality awards will be presented on Friday morning, Oct. 12.

ATTIRE AND WEATHER

The forecast for Nashville calls for daytime highs in the 70s and nighttime lows in the 60s – with occasional showers. Check before you pack! Access a 10-day forecast at [The Weather Channel](#).

Nashville is casual – sometimes very casual – but leave your cowboy boots at home. If you see them, they are attached to a tourist. Ditto: cowboy hats. Other than that, anything goes.

Most men wear sports coats without ties to SNPA events, but a shirt with slacks will do.

INTERNET ACCESS (sponsored by [LEAP Media Solutions](#))

SNPA guests have complimentary Internet access in their guest rooms, hotel lobby and in our meeting rooms.

SHARE YOUR VOICE

When you're near the SNPA Registration Desk, please take a moment to share your thoughts about the program and your experiences at SNPA with [Gather Voices](#).

Gather Voices is collecting testimonials for SNPA with an app that makes user-generated video content easy to collect, manage, curate and publish. The company is in Nashville to explore ways that this platform could be useful to newspapers.

THINGS TO DO

Nashville is known for music, but there are lots of other attractions. [Here's the Crazy Tourist's list of the top 25 things to do.](#)

Nashville's Broadway – a row of honky tonks in an atmosphere that rivals Bourbon Street – is just around the corner from the hotel. It's touristy and sometimes over the top. It's also quintessential Nashville. You probably shouldn't miss it! [Here's a guide from Style Blueprint.](#)

If you're not in the mood for rowdy, [here's what the locals do.](#)

NEED HELP?

The SNPA staff can help you with hotel, program and registration questions before and during your trip. Please contact any of us at 404.256.0444:

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Safe travels! See you in Nashville!

SOUTHERN NEWSPAPER
PUBLISHERS ASSOCIATION

