

Thriving in the Heat ...
GRAND CHALLENGES
GRAND OPPORTUNITIES



Exhibitor Prospectus

Trade Show dates Sept. 12 - 13



127th Annual Convention & Trade Show
Arizona Grand Resort, Phoenix, AZ **SEPTEMBER 12-15, 2013**



Reach 250+ owners, publishers and senior staff representing community newspapers across the United States

Join the National Newspaper Association as we bring together owners, publishers and senior staff of community newspapers for the 127th Annual Convention & Trade Show. NNA is proud that for 127 years the association has promoted, protected and enhanced community newspapers across the United States.

The Trade Show is your opportunity to showcase your company's products and services to key decision makers who represent upwards of 1,000 community newspapers.

The Arizona Grand Resort & Spa is the headquarters for the convention. Come ready to take advantage of the beautiful Phoenix weather with sunshine more than 300 days of the year.



Value-added services

- Reserve your booth by May 31 to receive a \$300 credit toward advertising in PUB AUX (Display-only tables receive \$150 credit). If you are currently advertising in PUB AUX credit may be used to upsize your ad, add color, or run additional space.
- With an exhibitor badge, you may attend all educational sessions, but meal and social function tickets must be purchased separately.
- Complimentary attendee mailing lists (address and e-mail) before and after the conference to maximize your marketing efforts.
- Six hours of non-compete time with attendees.
- Exclusive advertising opportunities in the conference program.
- Exhibitor listing in the convention program, two show issues of Publishers' Auxiliary and on the convention pages in www.nnaweb.org. (Web listings will remain active until 12/31/13).
- Donate a prize valued at \$150 or more and your company will be highlighted in the conference program and during the Welcome Reception.
- Welcome Reception fare and Friday lunch ticket.



Trade show schedule

(hours subject to change)

Setup/installation of exhibits

Thursday, Sept. 12, 2013

9 a.m.–1 p.m.

All crates must be off the exhibit floor by 1 p.m. Thursday. Any exhibit not set up by this time will be ordered set up by NNA at the exhibitor's expense, unless other arrangements have been made with show management.

Exhibits open

Thursday, Sept. 12, 2013

Welcome reception with the vendors

5 p.m.–7:30 p.m.

Friday, Sept. 13, 2013

Coffee break in the exhibit hall

10 a.m.–11 a.m.

Lunch with the exhibitors

12:15 p.m.–2:30 p.m.

Teardown

Friday, Sept. 13, 2013

2:30 p.m.–5 p.m.

Exhibitors may not begin dismantling their booths before 2:30 p.m. on Friday.

You may leave your materials to be shipped in your booth, but deliver your bill of lading to the Brede Exposition Services table in the hall.



Descriptions and rates

Two exhibit options to choose from

1. **Booths** are 8' × 10' and include 8' high back wall, 3' high side wall drape supported by aluminum pipe frame and company ID sign. The exhibit hall is carpeted. **Booths do not include tables or chairs.** They may be ordered through Brede Exposition Services.

	NNA member	Non-member*
8' × 10'	\$950	\$1,400
8' × 10' Corner booth	\$1,000	\$1,450

2. **Display-only tables** include a 6' draped table, two chairs, wastebasket and company ID sign. Pop-up exhibits are not allowed on the display-only tables. This display option is for literature display and computer demonstrations only.

	NNA member	Non-member*
Display-only table	\$500	\$900

* Allied membership in NNA is \$500 per year.

Wireless connections are \$125 for up to two devices, additional connections are \$20 each.

General information

All applications received before July 1, 2013, may reserve their space with a 50 percent deposit. Balances will be due by July 1 and credit cards on file will have balance charged on July 2, 2013.

Applications received after July 1 must be accompanied by full payment. If full payment is not received before booth installation time, the exhibitor will not be permitted to set up its booth.

Cancellations received before July 1 will be assessed a \$100 processing and marketing charge. If cancellation is received after July 1, a refund of 50 percent will be returned only if the space can be resold.

Booth assignments will be made according to the receipt date of application on a space-available basis. NNA reserves the right to refuse or cancel a contract should it not comply with NNA's policies and philosophies.

Brede Exposition Services has been selected as NNA's official full-service contractor. Service kits will be available online. Shipping and handling of show materials, furniture, labor, drayage, electrical, signs and other booth furnishings may be ordered at standard rates from Brede Exposition Services.

See complete rules and regulations on the reverse side of your Application/Contract for Exhibit Space.

Sponsor!

Maximize your exposure at NNA's 127th Annual Convention and Trade Show through a sponsorship. Take advantage of value-added benefits such as free advertising in the convention program, free registrations and the opportunity to insert into the

attendee registration bags. Join our Friends (\$500), Bronze (\$1,000–\$2,500), Silver (\$2,500–\$4,000) or Gold (\$6,000–\$25,000) level sponsors TODAY. Call 913-461-3721 or e-mail wendy@nna.org for a list of opportunities.

Advertise!

The NNA Annual Convention and Trade Show program is the road map for convention attendees. This pocket publication provides detailed information on all sessions and social events, plus a listing of exhibitors with descriptions and contact information. Advertising is exclusive to sponsors and exhibiting companies.

Outside back cover	\$600	3.75" × 8" (non-bleed)
Inside back cover	\$400	3.75" × 8" (non-bleed)
Inside front cover	\$500	3.75" × 8" (non-bleed)
Full page	\$300	3.75" × 8" (non-bleed)
Half page	\$175	3.75" × 4" (non-bleed)
Logo-enhanced listings	\$50	

Reserve!



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Make your hotel reservations today!

Reserve your hotel room by Aug. 9, 2013, at a special rate of just \$149 single/double. Call 1-877-800-4888 and mention the National Newspaper Association.

Arizona Grand Resort & Spa
 8000 S Arizona Grand Parkway
 Phoenix, AZ 85044
www.arizonagrandresort.com

Check out the competition!

(2012 Exhibitors)

AdPay Inc.
 Advertising Outsourcing Services
 Affinity Group Underwriters Inc.
 Anygraf USA Inc.
 The Associated Press
 Athlon Sports
 Block Electronic News Network

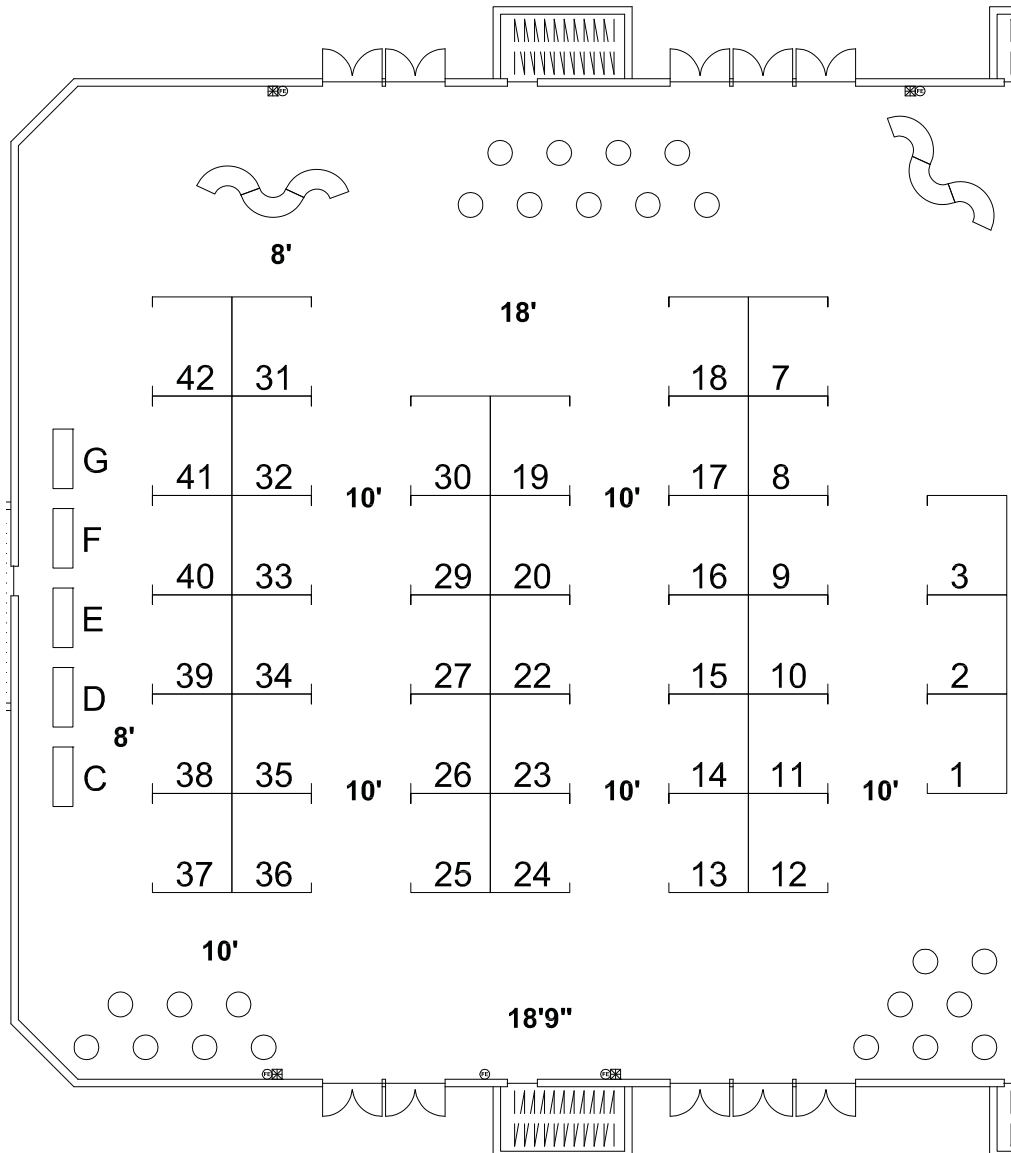
Content that Works
 Creators Syndicate
 C'Spire
 Dex One
 EType Services
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 Fake Brains Software

Hewlett Packard
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 Kidsville News Inc.
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 Metro Creative Graphics
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 MultiAd

NELA-USA
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 Waltery

2013 floor plan

Arizona Grand Resort and Spa



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