



2025 NNAF Convention & Trade Show

October 9-10, 2025 | Minneapolis



**POWER
OF THE PRESS**
Bringing Communities Together

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**NNAF's 139th
Convention & Trade Show**
Minneapolis • October 9 & 10, 2025



Photo: Meet Minneapolis

Our Publishers Look Forward to Seeing You!

The National Newspaper Association represents more than 1,600 member newspaper companies across the nation. Each year, the NNA Foundation brings together these industry leaders to connect with their peers, share success stories, gather new ideas and collaborate to strengthen the future of community journalism.

In 2025, the 139th Annual Convention & Trade Show will take place in Minneapolis on Oct. 9-10. The two-day event is your chance to showcase your company's products and services to decision-makers in the industry. With generous exhibit time and numerous networking opportunities, you will have ample opportunity to focus on building and nurturing valuable relationships.

How You Can Participate



Reserve a Booth

Exhibitors tell us year after year that engagement at NNA booths is second to none.



Become a Sponsor

Members notice who supports the industry — and their business relationships prove it.



Explore New Package Options

Take advantage of big discounts while staying in front of new leads after the event.

Schedule at a Glance

Thursday, Oct. 9

8-11 a.m. — Exhibitor Move-In
1:30-3:30 p.m. — Ice Cream Social
3:30-4:30 p.m. — Solutions Start Here
5-6:30 p.m. — Trade Show Reception
7-9 p.m. — Extravaganza

Friday, Oct. 10

8 a.m. — Opening Breakfast
11-11:35 a.m. — Break in Trade Show
12:15-1:45 p.m. — Lunch w/ Exhibitors
3-3:30 p.m. — Break/Draw Prizes
3:30-5 p.m. — Exhibitor Move-Out
6:30 p.m. — Reception/Awards Dinner

Registration & Attendance

All attendees serving the news industry must register as an exhibitor and/or sponsor to attend. Registration includes access to all activities listed above, as well as tickets to the Thursday evening Extravaganza (social/networking event) and the option to attend educational sessions.

Exhibitors and sponsors are welcome to attend the Awards Dinner on Friday evening; tickets may be purchased during registration.



2025 Trade Show Packages

Extend your visibility — and your budget — with all new special package rates that combine the benefits of exhibiting, sponsoring and advertising.

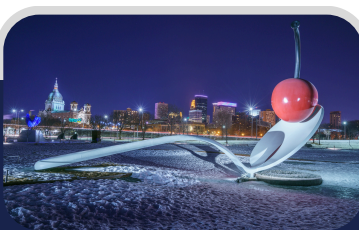


BASIC

- Allied Member Annual Dues
- Standard Booth
- Friends Sponsor
- Logo Listing in Program
- Web Button (12x)

\$2,000

Value: \$2,670

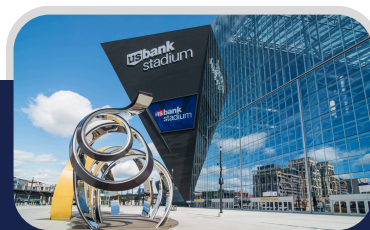


ENHANCED

- All Benefits of the Basic Package PLUS:*
- Prime Booth Upgrade
 - Digital Edition Email Ad (3x)
 - Product & Services Directory Ad (12x)

\$3,000

Value: \$4,723



PREMIUM

- All Benefits of the Basic & Enhanced Packages PLUS:*
- Upgrade to Bronze Sponsor
 - Full Page Program Ad
 - Upgrade Directory Ad to 1/8 page B/W Display Ad (12x)
 - Product & Services eNewsletter Ad (6x)

\$4,000

Value: \$6,649

In the event of a Convention Package cancellation prior to July 1, exhibitor is responsible for the cost of all individual ad/promotion elements already published on exhibitor's behalf. No Convention Packages may be cancelled or refunded after July 1.

"If you are only planning on doing one or two shows next year, you need to be here!"

Greg Booras
Creative Circle
Media Solutions

Early Bird Member Booth Rates

Rates Increase \$200 after May 23, 2025

Prime Booth + Membership: \$1,750

- Includes annual NNA Allied Membership renewal (\$500)
- Premium location for maximum visibility and interaction
- 10' x 8' booth space with 8' backwall and 3' side walls
- One 6' draped table, two chairs, wastebasket, complimentary WiFi
- Two registrations included

Standard Booth + Membership: \$1,550

- Budget-conscious alternative to prime location booth
- All benefits/details above apply

Display Table + Membership: \$1,100

- Includes annual NNA Allied Membership renewal (\$500)
- Ideal for literature distribution or computer demonstrations
- One 6' draped table, one chair, wastebasket, complimentary WiFi
- Limited availability
- One registration included

Non-Member Booths

Booth-only rates for non-members:

- Prime Booth - \$1,700
- Standard Booth - \$1,500
- Display Table - \$1,000

Add electric power to your booth: \$130

Register Online: tradeshow.nnafoundation.org

Photo Credits: Mall of America - Paul Vincent, courtesy of Explore MN; Sculpture Garden - Lane Pelovsky, courtesy of Meet Minneapolis; US Bank Stadium - Tiffany Rose Studios courtesy of Mortenson Construction and Meet Minneapolis

Marketing Opportunities

Take advantage of marketing options to help you maximize participation in the trade show.

Email Marketing: Exhibitors receive a list of attendees 2-3 weeks before the event (authorized for one-time use). A final list is provided for follow-up.

Program Advertising: Enhance your presence and draw traffic to your booth with a targeted ad in this go-to Convention resource. Advertising is limited to sponsors and exhibitors.

- Back Cover Ad - \$600 (SOLD)
- Inside Front Cover Ad - \$500
- Inside Back Cover Ad - \$400
- Full Page Ad - \$300
- Half Page Ad - \$175
- Logo Listing - \$50

Add ad color - \$100. Deadline: Aug. 15.

Sponsorships: Show your support with options at numerous budget levels.

Solutions Start Here: A free speaking opportunity for all exhibitors to introduce your products/services with a 3-5 minute case study presentation.

Draw Prizes: Donate prizes for attendees (\$150+ value suggested). Donors are listed in the program; you'll collect business cards at your booth, then draw a winner on stage.

NNA Allied Membership

In addition to demonstrating your support for the industry, Allied Member annual dues of \$500/year include:

- Discounted Convention rates and priority booth selection
- Listing in NNA Allied Member Directory for a year (on website and twice in Publisher's Auxiliary, NNAF's monthly newspaper)
- Up to three one-year subscriptions to Publishers' Auxiliary
- 5% discount on advertising
- Exclusive access to publisher members via email marketing

Join while registering as an exhibitor to receive member booth rates!

2025 Sponsorship Opportunities

The NNAF Annual Convention & Trade Show is made possible through generous contributions by sponsors who provide essential services to the industry. In appreciation for their support, sponsors receive prominent recognition:

- Logo listing in Convention program
- Logo in pre- and post-Convention issues of Pub Aux
- Logo in Convention emails to members
- Linked logo on NNA website
- Recognition on event signage and in remarks at Convention
- Option to provide item for registration bags

Platinum

Custom Sponsorship Package — \$8,500+ (SOLD)

Gold

Includes 1 full registration, full-page color program ad & 3-minute welcome at breakfast.

Opening Breakfast — \$6,000 (SOLD)
Extravaganza — \$5,000 (SOLD)
Lunch with Exhibitors — \$4,000 (SOLD)
Opening Reception — \$3,000 (SOLD)
Annual Awards Dinner — \$3,000
Transportation — \$3,000 (SOLD)

Silver

Includes half-page color program ad & 3-minute welcome at breakfast.

Registration Desk — \$2,500 (SOLD)
Registration Bags — \$2,500 (SOLD)
Name Badges/Lanyards — \$2,500 (SOLD)

Bronze

Convention Program — \$1,500 (SOLD)
Ice Cream Social — \$1,500
Wi-Fi Provider — \$1,500 (SOLD)
Charging Station — \$1,500
Trade Show Break (2 available) — \$1,000
Great Idea Exchange — \$750
Solutions Start Here — \$750 (SOLD)

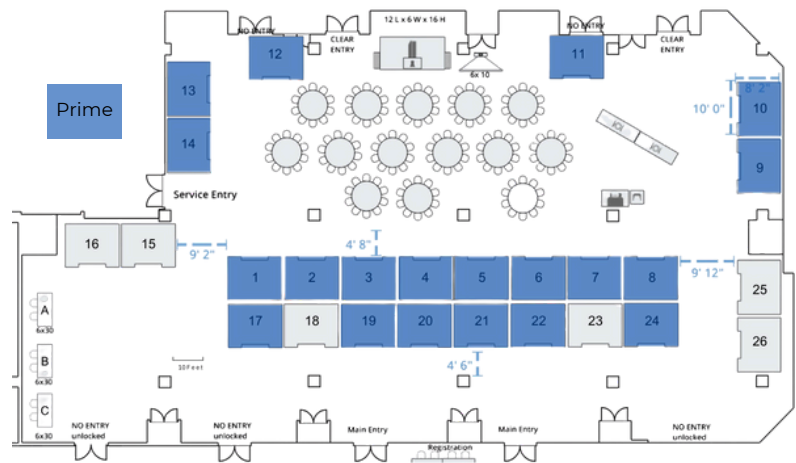
Friends

Flash Session Block (4 available) — \$500
General Contribution — \$500

*Custom sponsorship packages are also available. Have an idea? Let us hear it!
We can work with you to create the visibility you want to achieve.*

"We come back year after year to connect with our clients face-to-face and support the NNA's mission of protecting America's community newspapers."
Aaron Gillette, BLOX Digital

2025 Trade Show Floor Plan



HOTEL

Hilton Minneapolis | 1001 Marquette Ave. South | Minneapolis, MN 55403

Discounted rate: \$209 (plus tax) available Oct. 8-11, 2025, when booked by Wednesday, Sept. 17, 2025. Book at hotel.nnafoundation.org or call 800-445-8667 (Booking Code: NNAF).

Register Online: tradeshow.nnafoundation.org

2025 NNAF CONVENTION & TRADE SHOW RULES & REGULATIONS

MOVE IN & MOVE OUT

Move in begins at 8 a.m. on Thursday, Oct. 9, 2025, and must be completed by 11 a.m. the same day. Move out begins no earlier than 3:30 p.m. on Friday, Oct. 10, 2025, and must be completed by 5 p.m. the same day. Non-compliant exhibitors risk being prohibited from exhibiting at future NNAF events.

EXHIBIT SPECS

The exhibit hall is carpeted. Exhibit Booths are 10' x 8' and include an 8' back wall, 3' side walls, one 6' draped table, two chairs, a wastebasket, signage and complimentary WiFi. Display-only tables include a 6' draped table, one chair, a wastebasket and complimentary WiFi. Additional furnishings, labor, freight handling and other needs can be coordinated by contacting Kristi at kristi@nna.org. Display tables will be assigned on a space available basis. The final floor plan may be adjusted at NNAF's discretion. We will attempt to separate competitors but cannot guarantee it.

RESTRICTIONS

Exhibit materials and equipment must be contained within the parameters of the assigned space, unless approved in advance. Pop-ups and other material that does not fit on the 6' table (or directly behind it), backdrops and signage larger than 2'x3' are not allowed. A representative of the exhibiting company must be present in the exhibit hall at all times during the posted exhibit hours to ensure booth materials are secure. Advertising material or signs of organizations other than registered exhibitors is prohibited.

TERMINATIONS, CANCELLATIONS AND CHANGE OF VENUE

In the event that the premises in which the NNAF Convention and Trade Show is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not reasonably within the control of NNAF or its agents, the Convention and/or Trade Show may be canceled, postponed or moved to another appropriate location, at the sole discretion of NNAF. NNAF shall not be responsible for delays, damage, loss, increased costs or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of NNAF. Causes for such action beyond the control of NNAF shall include, but are not limited to, fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by Hilton Minneapolis, municipal, state or federal laws, or other acts of God. Should NNAF terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damage arising thereof. In the event of event termination or cancellation, refunds of paid deposits and booth fees shall be made to exhibitors at the sole discretion of NNAF and in any case, will not exceed the amount of each exhibitor's paid fee, less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by NNAF through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

CANCELLATION BY NNAF

NNAF reserves the right to cancel a contract at its discretion at any time. In the event of a cancellation by NNAF after the event's stated cancellation deadline, the vendor will be refunded paid deposits and booth fees, less any direct costs incurred by NNAF as a result of the vendor's reservation. Vendors agree to observe all federal, state

and local laws, including but not limited to sales and licensing fees and nondiscrimination and sexual harassment policies. Failure to observe applicable laws will be grounds for removal from NNAF's venues without jeopardy to NNAF, its members and other vendors. Under no circumstances will firearms be permitted at an NNAF venue or event.

CANCELLATION BY EXHIBITOR

In the event of cancellation by an exhibitor, NNAF shall assess a fee as follows:

- Cancellations received through June 30 — \$100
 - Cancellations received after July 1 — 50% of registration fee
- No refunds will be accommodated after Sept. 1; however, registration fees can be redirected to advertising before the end of 2025. If a Convention Package is cancelled prior to July 1, exhibitor is responsible for the rate card (1x rate) cost of all individual ad/promotion elements already published on exhibitor's behalf. No Convention Packages may be cancelled or refunded after July 1.

USE OF DISPLAY SPACE

In the event the exhibitor fails to install their booth within the time limit set for opening, NNAF shall have the right to take possession of said space and will not refund any portion of the exhibit fee. No exhibitor shall assign, sublet or share the space assigned without the consent of NNAF. Nothing except carpet-on-carpet shall be pasted, tacked, nailed or otherwise attached to walls, door, floor, or other parts of the facility or furniture contained at the Hilton Minneapolis. Carpet-on-carpet must be attached with carpet tape. Public hallways, corridors, lobbies, etc., are not to be used when transporting freight, equipment, etc. At no time are facility main entrances to be used. At all times service and/or freight elevators are to be used. Use of passenger elevators for transporting equipment, materials, etc., is not permitted. All rules and regulations as dictated by the Fire Marshal of the City of Minneapolis, Minnesota, and any applicable state authority, e.g., State Fire Marshal's offices, are to be adhered to.

LIABILITY

The exhibitor agrees to make no claims against NNAF, its employees or Hilton Minneapolis for loss, theft, damage to goods, or injury to himself, his employees, or NNAF attendees while in the exhibition area, nor any consequential damage to his/her business for failure to provide space for the exhibitor or the failure to hold the NNAF Annual Convention and Trade Show as scheduled. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save NNAF and Hilton Minneapolis from claims, losses and damages to persons or property, governmental charges for fines and attorney's fees related to the use of the exhibition premises or part thereof. In addition, Exhibitor acknowledges that neither NNAF, nor Hilton Minneapolis, maintain insurance covering Exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property insurance covering such losses by exhibitor. The above-cited regulations as well as all conditions stated in the NNAF Exhibitor Prospectus and Exhibit Application/Contract become a part of the contract between the exhibitor and the National Newspaper Association Foundation.

"The NNA Convention and Trade Show is on the short list of shows that we MUST attend each year. Not only do we meet decision makers, the discussions and panels help us to keep up with what our customers are thinking about."

Thad Swiderski, eType Services