



TODAY'S READERS

tomorrow's

LEADERS

NNA 134th ANNUAL CONVENTION & TRADE SHOW

October 1-3, 2020

#NNAatHome

#NNAatHome

Home Schedule People Exhibitors & Sponsors Conversations Social Wall Account

NNA 134th Annual Convention & Trade Show
#NNAatHome
Oct. 1-3, 2020
REGISTER

Sponsored by

WALTERRY INSURANCE BROKERS
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Interlink

THE NEWSPAPER Manager

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Business
Visit our "virtual tradeshow" to get the products and services you need to run your business. It's always open!

EXHIBITOR PROSPECTUS

Trade Show Dates: Oct. 1-2, 2020

Join us October 1-3 for an online convention you won't want to miss!

We're gathering community newspaper decision makers from across the U.S. to come together for three days using a powerful online platform that will give you all the great networking and educational opportunities you've come to expect from NNA's Annual Convention! We'll have dedicated time in the trade show on Oct. 1 and 2.

The sessions and information will remain available on the Annual Convention & Trade Show website for one full year, giving you year-long exposure to NNA members across the country.

Exhibit Opportunities

Your Virtual Trade Show Booth Includes:

• Customized Trade Show Page

- ◇ Provide information about your company and solutions. You choose what you'd like to include; marketing materials, videos and more.
- ◇ Your page will include a photo of each person who will be available at your booth to talk to attendees. You can be available live at the booth during trade show hours to talk to attendees via Zoom. Attendees can also request meetings with you at scheduled times.

• Incentives For Attendees

- ◇ Attendees receive points for visiting booths which enters them in draws for great prizes provided by NNA.
- ◇ Mr & Mrs X: One exhibitor will secretly be designated to keep track of the number of interactions they have with attendees and other exhibitors. The person who is the 75th person to talk to them will win a cash prize of \$134.
- ◇ Should you choose to offer a draw prize, attendees may leave their contact info with you at the booth to be entered in a draw.

• Lead Generation

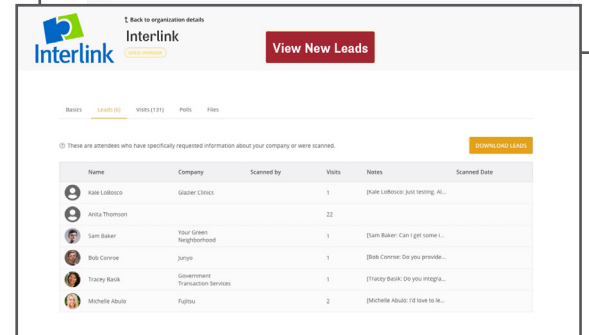
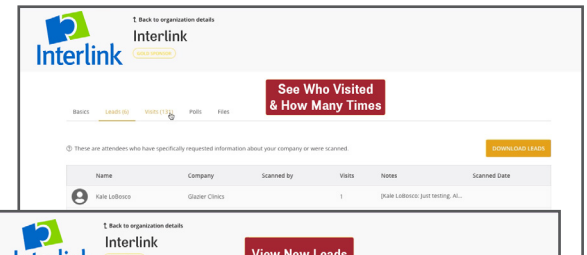
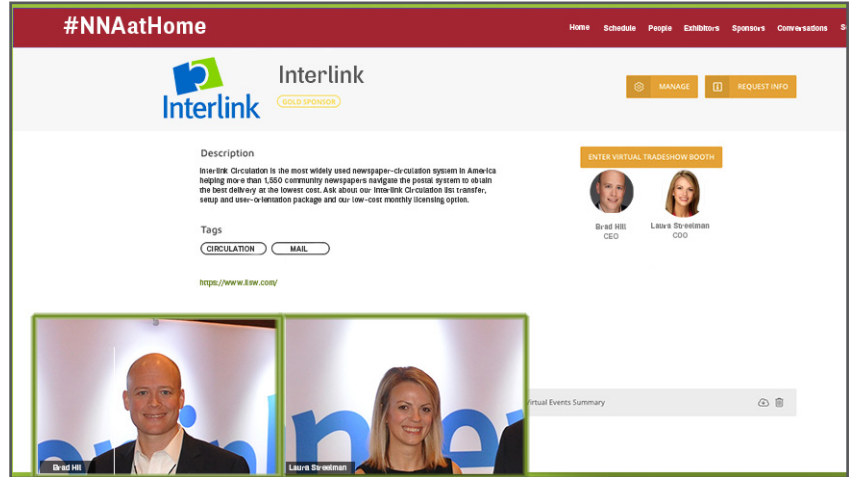
- ◇ You will receive the full registration list for pre and post Convention promotion. In addition you will receive ongoing info on who has visited your page and interacted with the information provided.
- ◇ Connect with attendees via the Convention website during the event--request meetings, send messages, and more.

• Convention Program

- ◇ As an exhibitor you will be listed in the September Convention Issue of Publishers' Auxiliary which will serve as the Convention Program and will be mailed in advance to all NNA members.

• Speaking Opportunities

- ◇ Participate in our Solutions Start Here! Session — your opportunity to speak: You get three minutes to present a case study about how your solution has benefited an NNA member newspaper.
- ◇ Create a demo video or webinar and promote it in the September issue of Pub Aux and on the Convention website in our Exhibitor Demo Gallery and on your trade show booth page. Or hold a live demo.



SOLUTIONS START HERE!

We will kick off the trade show this year with a Solutions Start Here! session on Thursday, October 1 from 1:40-2:40 p.m. This is your chance to step into the spotlight and inform our members of the valuable services you provide. Find details at solutionsstarthere.nna.org

Trade Show Virtual Booth — Member rate **\$700**
Trade Show Virtual Booth — Ad Package rate* **\$1,050**
Annual Membership **\$500**
Cancellations: No refunds given after September 1

REGISTER ONLINE — tradeshow.nna.org

*Includes a 1/4 page ad in September Program issue of Pub Aux

Beyond the convention opportunities

Convention Packages

Extend your reach post-convention with one of NNA's cost-efficient packages that provide multiple exposure points throughout the year. Meet your target audience at the Convention and remind them of your goods and services for the next 11 months. Details on the following page.

Convention Package \$3,000

Enhanced Convention Package \$3,700

Trade show schedule

(hours subject to change)

Thursday, October 1, 2020

12–5 p.m. Exhibit Hall Open

Dedicated Trade Show Time:

1:40–2:40 p.m. **Solutions Start Here!** (Click here solutionsstarthere.nna.org to give a three-minute presentation)

2:45–4 p.m. **Ice Cream Social. BYO Ice Cream and visit the Trade Show!**

5–6:30 p.m. **Trade Show Grand Opening**

Friday, October 2, 2020

9:30 a.m.–5 p.m. Exhibit Hall Open

Dedicated Trade Show Time:

11:35 a.m.–1 p.m. **Lunch and break to visit the Trade Show**

3:30–4 p.m. **Break in the Trade Show**

Sponsorship Opportunities

Connect with decision-makers outside of the exhibit hall with a sponsorship that furthers your marketing goals. We offer opportunities to underwrite the event beginning at \$500, as well as items and event-specific sponsorships. See all available opportunities in the Sponsorship Prospectus at sponsorships.nna.org

We welcome the chance to customize a sponsorship for you. Contact Lotta at lotta@nna.org or Wendy at wendy@nna.org.

Advertising Opportunities

The NNA Annual Convention and Trade Show program is the road map for convention attendees and will be published as part of the September issue of Pub Aux which will be mailed to all NNA members. This publication provides detailed information on all sessions and social events, plus a listing of exhibitors with descriptions and contact information.

Full page	\$1,180	10" x 13.5"
Half page	\$610	5" x 13.5" or 10" x 6.5"
One-quarter page	\$345	5" x 6.5"
One-eighth page	\$220	5" x 3.25"

All ads are full color and non-bleed.

DEADLINE: Camera-ready ads must be submitted to NNA by August 14, 2020

Draw Traffic with Draw Prizes

Door prizes enhance the Convention & Trade Show experience for the participants. Donate a prize valued at \$150 or more — give it away during the Convention by drawing from attendees who have visited your booth. We will acknowledge your contribution with a listing in the program and with an announcement at one of the sessions.

TESTIMONIALS

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

-- Greg Booras, The Newspaper Manager

"Secure a spot. This is a great audience of leaders in the industry, seeking solutions to how to grow their revenue and audience."

-- Mike Martoccia, Wehaa Digital Marketing

"NNA does really well setting the environment for vendor interaction. That is another reason we come to this show. ... Our budget needs to be invested for maximum return. (NNA's) efforts make that investment worthwhile."

-- Sabrina Fobes, Merrimac Plus

"My expectations were surpassed ... I can state unequivocally that we had more interest at this show than our previous shows this year. It seemed that the members appreciated us being there."

-- Devlyn Brooks, Modulist



QUESTIONS? Lotta or Wendy will help you.

Lotta Kagell
760-557-0800 | lotta@nna.org

Wendy MacDonald
913-461-3721 | wendy@nna.org

REGISTER ONLINE — tradeshow.nna.org

NNA CONVENTION PROMO PACKAGES

The NNA Convention Package and Enhanced Convention Package keep you in front of your target audience throughout the year.

Convention Package

Allied Membership - 12 months.....	\$500
Virtual Trade Show Booth.....	\$700
Product & Services Directory Ad - 12 times in print & digital edition.....	\$1,482
Website button ad - 12 months.....	\$600
Digital Edition email bottom spot - 4 times per year.....	\$600

Value → \$3,882

Price → \$3,000

Enhanced Convention Package

Features all of the above, plus:	
Half page color program ad.....	\$610
Friends conference sponsorship.....	\$500

Value → \$4,992

Price → \$3,700

Additional features for both Packages:

- 5% discount off advertising in all NNA electronic and print publications
- additional ads at the discounted 12x rate
- *the value of the Product & Services Directory ads may be applied to the purchase of larger ads

CHECK OUT THE COMPETITION (2019 Exhibitors)

- | | | | |
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| <ul style="list-style-type: none"> • AP Newfinder • Beyond Private Label • Bluefin Technology Partners • The Clean Machine • CMS4Media.com • CNN Newsource • Creative Circle Media Solutions • eType • Fake Brains Software | <ul style="list-style-type: none"> • Friends2Follow • Guarantee Digital • Global HD • Grimes, McGovern & Associates • Interlink • Kodak • Legacy.com • Lineup Systems • MAPS.com • Mediabids | <ul style="list-style-type: none"> • MerrimacPlus • Modulist • MSG Payment Systems • NTVB Media • The Newspaper Manger • Our-Hometown.com • PAGE Cooperative • Polco • Restaurant.com Business Incentives • SCS | <ul style="list-style-type: none"> • Southwest Ledger • Spark Digital Sales Group LLC • Tecnavia • Times-Shamrock Creative Services • TownNews • Waltery Insurance Brokers • Wehaa • ZipRecruiter |
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