

Celebrating NNA

★ NNA

125
years

Past • Present • Future

2010 Annual Convention & Trade Show
Sept. 30–Oct. 3, 2010
Omaha Hilton and Qwest Center
Omaha, NE

Exhibitor Prospectus

Trade Show dates Sept. 30–Oct. 1



Reach 300+ owners, publishers and senior staff, representing community newspapers across the United States

Join in the celebration as the National Newspaper Association celebrates its quasiquintennial — yes, it's our 125th year of promoting, protecting and enhancing community newspapers across the U.S.

This is your opportunity to showcase products and services to key decision makers who represent upwards of 1,200 community newspapers.

Our headquarters hotel is the Omaha Hilton conveniently connected to the Qwest Center, which will house the trade show and educational events. So don't delay — call 540-891-5171 today to reserve your space.



Value-added services

- Recession Buster: Reserve your booth by May 31 to receive a \$500 credit toward advertising in Pub Aux (tables receive a \$200 credit).
- 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.
- Web link from the NNA web site to your home page until Dec. 31, 2010.
- Six hours of non-compete time with attendees.
- Exclusive advertising opportunities in the conference program.
- Vendor listing in the convention program and show issues of Publishers' Auxiliary.
- Donate a prize valued at \$150 or more and your company will be highlighted in the conference program and during the evening festivities.

Trade show schedule

(hours subject to change)

Setup/installation of exhibits

Thursday, Sept. 30, 2010

11 a.m.–3 p.m.

All crates must be off the exhibit floor by 3 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. 30, 2010

Opening reception with the vendors

5:30 p.m.–8 p.m.

Friday, Oct. 1, 2010

Coffee break in the exhibit hall

10 a.m.–11 a.m.

Exploring ideas and lunch with the vendors

12:15 p.m.–2:30 p.m.

Teardown

Friday, Oct. 1, 2010

2:30 p.m.–6 p.m.

Exhibitors may not begin dismantling their booths before 2:30 p.m. on Friday, Oct. 1. You may leave your materials to be shipped in your booth, but deliver your bill of lading to the George Fern Co. table in the hall.

Descriptions and rates

Two exhibit options to choose from

1. **Booths** are 10' x 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 George Fern Co.

	NNA member	Non-member*
10' x 10'	\$950	\$1,400
10' x 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. To learn more about the benefits of membership, call Lynn Edinger at 573-882-4833.

Add a wireless connection to your booth for just \$175.

General information

All applications received before July 1, 2010, may reserve their space with a 50 percent deposit. Balances will be billed on July 1 and are due by July 16, 2010.

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.

George Fern Co. 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 George Fern Co.

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

Sponsor!

Maximize your exposure at NNA's 2010 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 540-891-5171 or e-mail cindyjoy-roddgers@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" x 8" (non-bleed)
Inside back cover	\$400	3.75" x 8" (non-bleed)
Inside front cover	\$500	3.75" x 8" (non-bleed)
Full page	\$300	3.75" x 8" (non-bleed)
Half page	\$175	3.75" x 4" (non-bleed)
Logo-enhanced listings	\$50	

Reserve!



Cindy Joy-Rodgers
 NNA Sales and Meetings
 National Newspaper Association
 10313 Litchfield Drive
 Spotsylvania, VA 22553
 Telephone: 540-891-5171 | Fax: 509-696-5489
cindyjoy-roddgers@nna.org | cindyatnna@verizon.net

Make your hotel reservations today!

Reserve your hotel room by Sept. 3 at a special rate of just \$146 single/double. Call 800-HILTONS (800-445-8667) today and mention the National Newspaper Association, or make the reservation online at www.nnaweb.org.

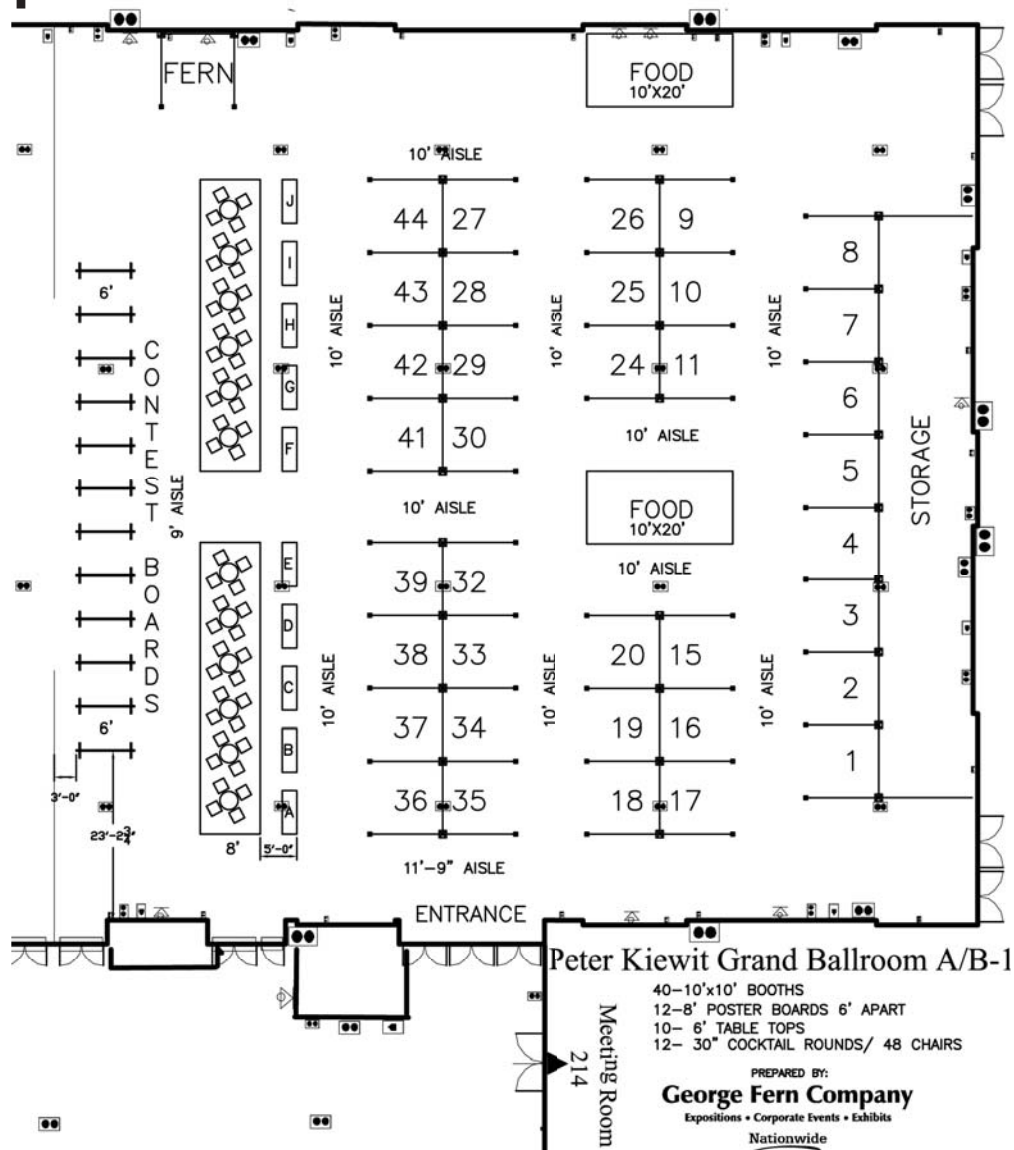
Hilton Omaha, 1001 Cass Street, Omaha, NE 68102

Check out the competition!

2008 and 2009 participating companies

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|----------------------------------|------------------------------|---|---|
| AccuWeather Inc. | Eastman Kodak Co. | Matchbin | Our Varsity |
| America's Kid Times | Fake Brains Software | MediaSpin Group | Pre1 Software |
| Anygraaf USA Inc. | Family Features | MEI | Print2Web LLC |
| ARAcontent | Farango & Associates | Metro Creative Graphics Inc. | Publishers Circulation Fulfillment Inc. |
| BCC Software | Fronteras Publishing | Mitsubishi Imaging (MPM) Inc. | Publishing Group of America |
| CentraMart Services LLC | Heritage House Publishing | MSSI | Southern Lithoplate Inc. |
| Circulation Verification Council | iControl Systems USA | MultiAd | Steel City Corp. |
| Circulations Inc. | Interlink | National Association of Enrolled Agents | TownNews.com |
| Content That Works | IPC Print Services | Newzware by ICANON | Waltory Insurance Brokers |
| Creators News Service | Kid Scoop | NNA Member Services | Web Press Corp. |
| Essex Products Group | King Features Weekly Service | | WoodWing USA |

2010 floor plan



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