

Mobile, Alabama: A Historic City in Historic Times

YOUR **PORT** OF
CALL



FOR GREAT IDEAS

NATIONAL NEWSPAPER ASSOCIATION
123RD ANNUAL CONVENTION
SEPTEMBER 24-27, 2009
RENAISSANCE RIVERVIEW PLAZA HOTEL

Exhibitor Prospectus

Trade Show dates Sept. 24-25, 2009

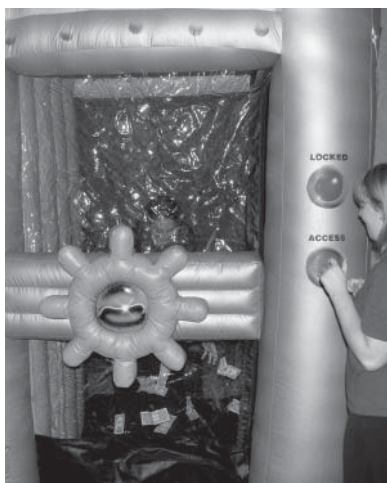


Reach 350+ owners, publishers and senior staff, representing community newspapers across the United States

Join us in Mobile Sept. 24-27, 2009, (exhibit hall Sept. 24-25) at the Renaissance Riverview Plaza Hotel, Mobile, AL. Don't miss your opportunity to showcase your products and services to attendees who represent upwards of 1,500 community newspapers across the United States. Attendees are the key decision makers at their newspapers.

The meeting will follow the new Thursday-Sunday format introduced last year in St. Paul. The hall will not be open during sessions, which will allow you to attend the educational sessions and stay up-to-date on the issues and trends that affect your clients.

Don't delay — call (540) 891-5171 to reserve your space today!



Value-added Services

- Recession Buster: Reserve your booth or table space by May 31 and receive a \$500 credit towards advertising in PUB AUX. Advertisers already under contract may use the credit to place a quarter-page advertorial in the September issue.
- 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.
- Upon request, "Trade Show Only" passes for your clients and prospects in the Mobile area for the afternoon of Thursday, Sept. 24.
- Web link from www.nna.org to your home page until Dec. 31, 2009.
- Six hours of non-compete time with attendees.
- Exclusive advertising opportunities in the conference program.
- Vendor listing in convention program and show issues of Publishers' Auxiliary.
- Donate a prize for Thursday night Exhibit Hall Party valued at \$150 or more and have your company highlighted in the conference program and during the evening festivities.

Trade Show Schedule

(hours subject to change)

Setup/Installation of Exhibits

Thursday, Sept. 24, 2009

8 a.m.–Noon

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

Exhibits Open

Thursday, Sept. 24, 2009

Soft Opening

2–4 p.m.

Party with the Vendors

5:30–8 p.m.

Friday, Sept. 25, 2009

Coffee Break in the Exhibit Hall

10–11 a.m.

Exploring Ideas and Lunch with the Vendors

12:15–2:30 p.m.

Teardown

Friday, Sept. 25, 2009

2:30–6:30 p.m.

Exhibitors may not begin dismantling their booths before 2:30 p.m. on Friday, Sept. 25. 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.

- Booths** are 8' 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.
- Display-only tables** include a 6' draped table, two chairs, waste-basket 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*		NNA Member	Non-Member*
8' x 10' Booth	\$975	\$1,400	Display-only Table	\$600	\$900
8' x 10' Corner Booth	\$1,000	\$1,450			

* Allied membership in NNA is \$500 per year. To learn more about the benefits of membership, call Lynn Edinger at (573) 882-4833.

Add an Internet line to your booth or display table for just \$200!

General Information

All applications received before July 1, 2009, may reserve their space with a 50 percent deposit. Balances will be billed on July 1 and are due by July 17, 2009.

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 of the reverse side of your Application/Contract for Exhibit Space.

Sponsor!

Maximize your exposure at NNA's 123rd 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-rodgers@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	\$700	3.75" x 8" (non-bleed)
Inside Back Cover	\$500	3.75" x 8" (non-bleed)
Inside Front Cover	\$600	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 Listing	\$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-rodgers@nna.org
cindyatnna@verizon.net

Make Your Hotel Reservations Today!

Reserve your hotel room by Aug. 21 at a special rate of just \$139 single/double.

Call (800) 922-3298 or (251) 438-4000 today and mention the National Newspaper Association, or make the reservation online at www.nna.org/eweb/docs/acts2009hotel.html.

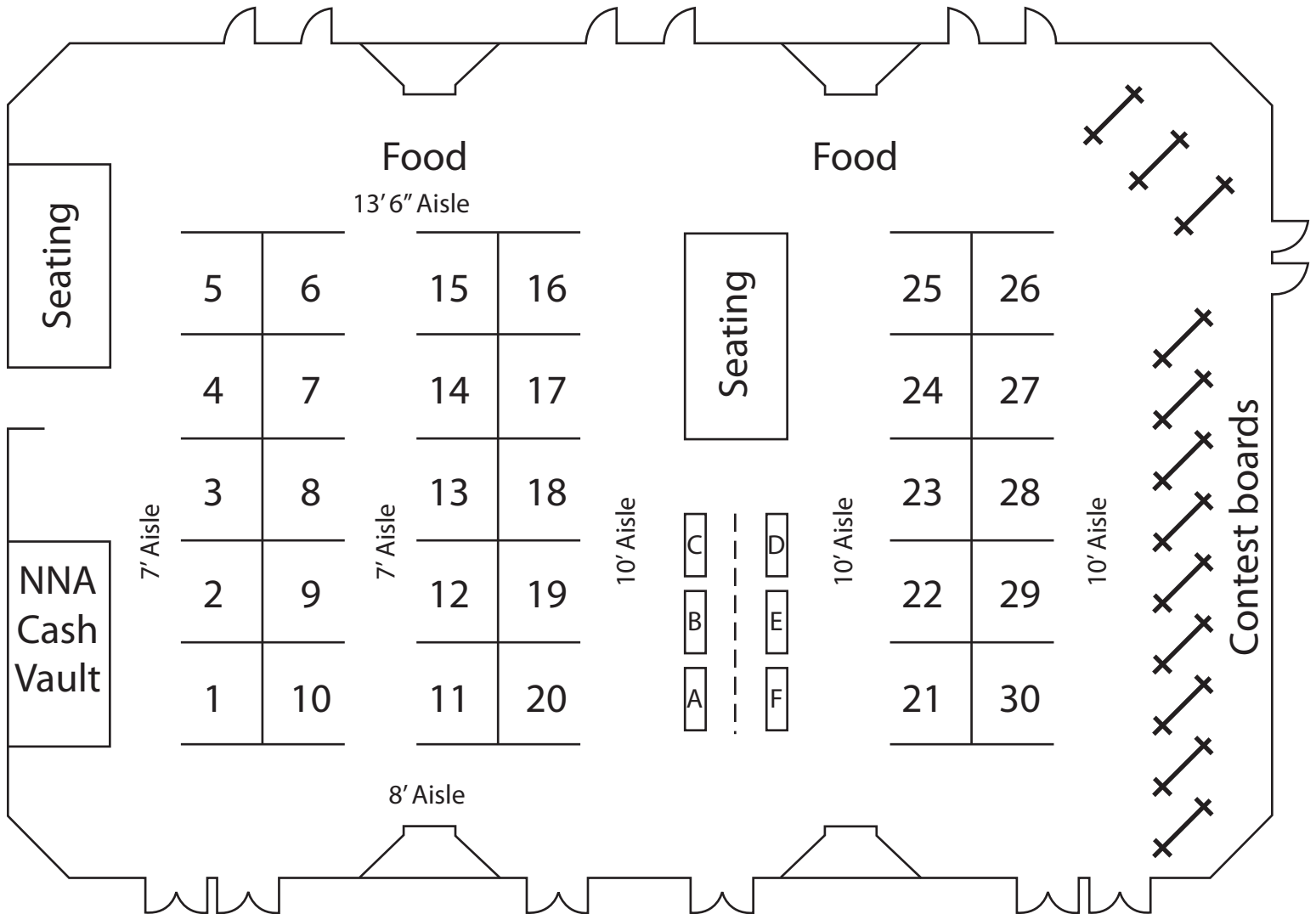
Renaissance Riverview Plaza Hotel, 6 S. Water Street, Mobile, AL 36602

2008 Exhibitors

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

Exhibitors listed in **bold** were also sponsors of NNA's 122nd Annual Convention and Trade Show.

2009 Floor Plan



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-rodgers@nna.org
 cindyatnna@verizon.net