

Exhibitor Prospectus

Trade Show dates Oct. 4 - 5

126th Annual



Convention & Trade Show

October 4-7, 2012

Embassy Suites
North Charleston, South Carolina
Airport/Hotel & Convention Center

*Newspapers...
Preserving Democracy*





Reach 200+ 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 126th Annual Convention & Trade Show. NNA is proud that for 126 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.

Embassy Suites Charleston/Convention Center in North Charleston is our headquarters for the convention. Charleston is rich in history and beauty and a great destination. Don't delay call 540-891-5171 to reserve your exhibit space today.



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.
- Vendor 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 12/31/12).
- Donate a prize valued at \$150 or more and your company will be highlighted in the conference program and during the Welcome Reception.



Trade show schedule

(hours subject to change)

Setup/installation of exhibits

Thursday, Oct. 4, 2012

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, Oct. 4, 2012

Welcome reception with the vendors

5 p.m.–7:30 p.m.

Friday, Oct. 5, 2012

Coffee break in the exhibit hall

10 a.m.–11 a.m.

Lunch with the vendors

12:15 p.m.–2:30 p.m.

Teardown

Friday, Oct. 5, 2012

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 Displays Unlimited table in the hall.



Descriptions and rates

Two exhibit options to choose from

1. **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 Dispalys Unlimited.

	NNA member	Non-member*
8' x 10'	\$950	\$1,400
8' 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 573-777-4982.

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

General information

All applications received before July 1, 2012, 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, 2012.

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.

Dispalys Unlimited 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 Dispalys Unlimited.

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

Sponsor!

Maximize your exposure at NNA's 126th 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 cindyatnna@verizon.net 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
cindyatnna@verizon.net

Make your hotel reservations today!

Reserve your hotel room by Aug. 31, 2012, at a special rate of just \$149 single/double. Call 1-800-EMBASSY or 843-747-1882 and mention the National Newspaper Association.

Embassy Suites Charleston/Convention Center
 5055 International Blvd., North Charleston, SC 29418
www.embassysuitescharleston.com

Check out the competition!

Advantage Newspaper Group
 Affinity Group Underwriters
 Anygraaf USA Inc.
 Athlon Sports
 Celsius Technology Group
 Creators News Service
 Digimarc

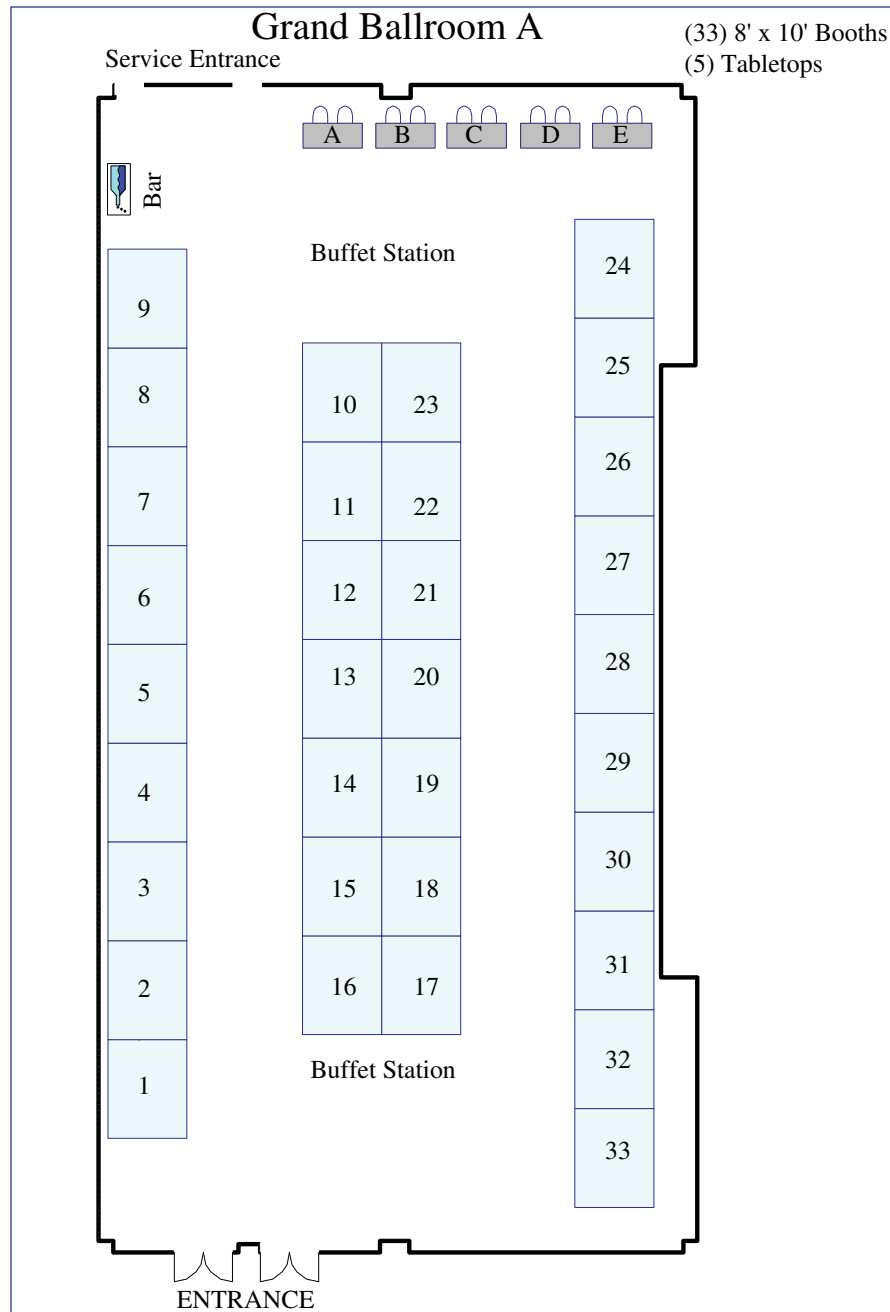
ETYPE Services
 Fake Brains Software
 Green Shoot Media LLC
 Ink Bottle Syndicate LLC
 Interlink
 Kidsville News Inc.
 Matchbin Inc.

MediaPass
 Metro Creative Graphics
 MSSl
 MultiAd
 PE Systems
 Prestelligence
 Protecmedia

Publication Printers Corp.
 Publishing Group of America
 SmallTownPapers
 Southern Lithoplate
 Tecnavia Press
 TownNews.com
 Waltery Insurance Brokers

2012 floor plan

Embassy Suites
 Airport
 Convention Center
 Grand Ballroom A



Cindy Joy-Rodgers, NNA Sales and Meetings • 540-891-5171 • cindyatnna@verizon.net