

Spurring Newspapers
into the future with

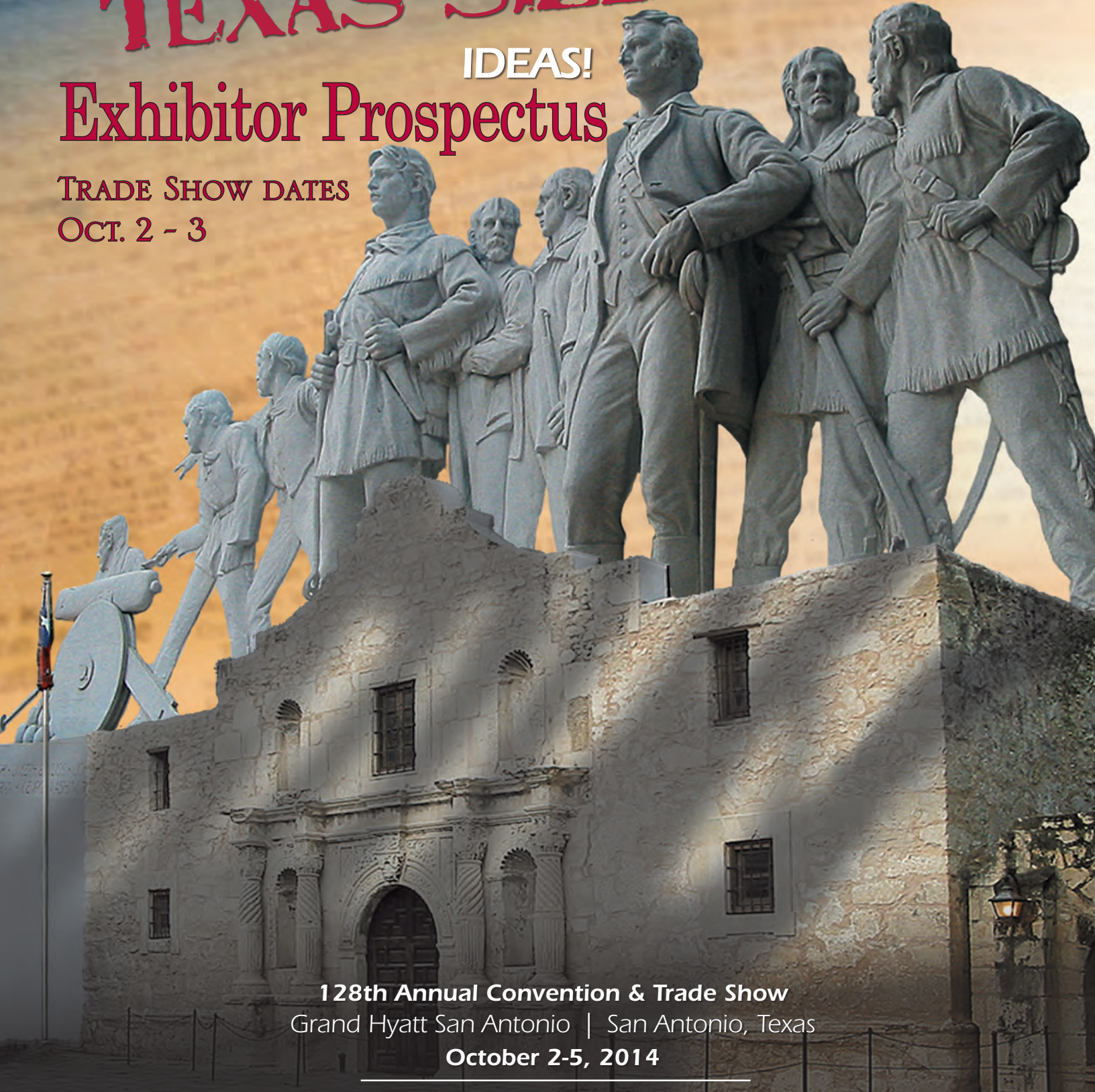


TEXAS SIZE

IDEAS!

Exhibitor Prospectus

TRADE SHOW DATES
OCT. 2 - 3



128th Annual Convention & Trade Show
Grand Hyatt San Antonio | San Antonio, Texas
October 2-5, 2014

Exhibitor Prospectus Trade Show Dates – October 2-3



Reach 275+ owners, publishers and senior staff representing community newspapers across the U.S.

Join the National Newspaper Association at the Grand Hyatt, San Antonio, TX, situated on the historic Riverwalk for the 128th Annual Convention & Trade Show. The Trade Show is your opportunity to showcase your company's products and services to more than 275 owners, publishers, and senior staff of community newspapers across the United States who represent upwards of 1,000 weekly and small daily newspapers. Increase your visibility with this group of key decision makers, by joining us as an exhibitor or sponsor or reach our members throughout the year with our Friends and Friends Plus packages.

Exhibit options

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.** A special furnishing package can be ordered through NNA for \$75 or you can order through Freeman Co.

	NNA member	Non-member*
8' D x 10' W	\$950	\$1,400
8' x 10' Corner booth	\$1,000	\$1,450

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.

Friends and Friends Plus Packages

allow you to reach NNA members throughout the year and include a trade show booth, monthly advertisement in Publishers' Auxiliary, a website button ad, a one-time mailing to our full membership list, Allied Membership, and more.

	Friends Package	Friends Plus Package
	\$3,000	\$3,700

See further information on the following page

With Your Booth/Display Table Fee You Will Receive

- 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 up-size 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.
- Two registration lists (address and e-mail) pre-convention and one after convention to maximize your marketing efforts.
- Seven and a half hours of non-compete time with attendees, including additional Thursday afternoon hours with an ice cream social.
- Exclusive advertising opportunities in the conference program.
- Exhibitor listing in the convention program, two show issues of Publishers' Auxiliary and on www.nnaweb.org. (Web listings will remain active until 12/31/14).
- Donate a prize valued at \$150 or more and your company will be highlighted in the conference program and during the Welcome Reception.
- Welcome Reception fare and Friday lunch ticket.

Trade show schedule

(hours subject to change)

Setup/installation of exhibits

Thursday, Oct. 2, 2014

8 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. 2, 2014

2 p.m.–4 p.m.

Ice Cream Social Soft Opening

5 p.m.–7:30 p.m.

Welcome reception with the vendors

Friday, Oct. 3, 2014

10 a.m.–11 a.m.

Coffee break in the exhibit hall

12:15 p.m.–2:30 p.m.

Lunch with the exhibitors

Teardown

Friday, Oct. 13, 2014

2:45 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 Freeman Co. table in the hall.

REGISTER ONLINE

regonline.com/nnaexhibitors



For more information, contact:
Wendy MacDonald
National Newspaper Association
P.O. Box 7540
Columbia, MO 65202
Telephone: 913-461-3721 | Fax: 913-859-9275
wendy@nna.org

General information

- All applications received before July 1, 2014, may reserve their space with a \$500 deposit. Balances will be due by July 1 and credit cards on file will have balance charged on July 2, 2014.
- 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.
- Freeman Expositions Inc. 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 Freeman Expositions Inc.
- See complete rules and regulations at www.nnaweb.org.
- SAVE-\$75 Booth Furnishing Package through NNA: 6 foot draped table, two chairs, and wastebasket. (No substitutions)
- Order wireless connections through NNA for \$120, which includes up to three devices, additional connections are \$20 each.

Cancellation policy

- 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.



Make your hotel reservations today!

The Grand Hyatt San Antonio will be headquarters for this year's convention and trade show. Located on the historic Riverwalk you are just a short walk from great restaurants and the Alamo.

Reserve your hotel room by Sept. 9, 2014, at a special rate of just \$159 single/double. Call 1-800-233-1234 and mention the National Newspaper Association.

Grand Hyatt San Antonio
600 E. Market St.
San Antonio, TX 78205
www.grandsanantonio.hyatt.com

REGISTER ONLINE
regonline.com/nnaexhibitors

Enhance your presence ...



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)
*Add 4-color for \$150 upcharge		

Full page	\$300	3.75" x 8" (non-bleed)
Half page	\$175	3.75" x 4" (non-bleed)
Logo-enhanced listings	\$50	

Sponsor!

Maximize your exposure at NNA's 128th 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.

- Friends (\$500)
- Bronze (\$1,000–\$2,500)
- Silver (\$2,500–\$4,000)
- Gold (\$6,000–\$25,000)

Contact Wendy MacDonald for more information on sponsorship opportunities at 913-461-3721 or at wendy@nna.org.

Door prizes

Donate a door prize valued at \$150 or more to be given away during the Welcome Reception on Thursday evening. Your company will be acknowledged in the convention program, and during the evening activities. Winners will visit your booth to pick up their prize.



National Newspaper Association Friends Package

NNA Friends and NNA Friends Plus Packages

The NNA Friends and NNA Friends Plus Packages let you stay in front of key decision-makers at community newspapers across the country by providing a cost-effective package price to reach NNA members throughout the year.

		Value	NNA Friends Package Price	NNA Friends Plus Package Price
Allied Membership	Allied Membership shows your industry support and gives you credibility. Included in your membership is a monthly subscription to Publishers' Auxiliary—our member newspaper and gives you a 5% discount off all advertising. You'll also receive a listing in the Allied member directory on the website and published twice per year in Publishers' Auxiliary.	\$500	Included	Included
Convention Booth	Join us at our annual Conference in San Antonio where you can meet key decision makers face to face. Also take advantage of the opportunity for pre and post-convention e-mailings to convention attendees, and exposure in Publishers' Auxiliary	\$950	Included	Included
12x Publishers' Auxiliary Product Service Directory Ad	Ensure your services stay top of mind throughout the year with an ongoing advertisement in Publishers' Auxiliary. Use the ad as included or upgrade to a larger ad. When a publisher goes looking for services like yours they'll be sure to find you!	\$1,560	Included	Included
Full NNA Mailing List – for one-time use	Once each year you may send a mailing to all NNA members. This list will be provided for one-time use.	\$300	Included	Included
Website Button Ad – 12 months run of site	Website Button Ad – 12 months - Receive front page visibility on our website with a button ad.	\$600	Included	Included
Full Page Program Ad	Get valuable exposure with an ad included in our Convention program.	\$300		Included
Logo Enhanced Program Listing	Logo included in convention program exhibitor listing.	\$50		Included
Friends Conference Sponsorship And Registration Bag Insert	Receive increased visibility at our Annual Convention as a Friends Sponsor. You'll receive recognition in Publishers' Auxiliary, in our Convention program, on Convention signage and you may include an insert in our Registration Bags.	\$500		Included
Total Value of Package			\$3,910	\$4,760
Friends Package Price			\$3,000	\$3,700

Other Benefits of the NNA Friends Packages

- Includes a 5% discount on all additional advertising.
- Additional ads available at the 12x rate, or use the value of the Product & Services Directory ad toward a larger ad.

Check out the competition!

(2013 Exhibitors)

Affinity Group Underwriters
 Arizona State Library,
 Archives & Public Records
 ASI (Advertising Specialty
 Institute)
 Athlon Media Group
 BurrellsLuce
 Circulation Verification Council
 Caan's News
 Digital Media Publishing
 Dirxion LLC

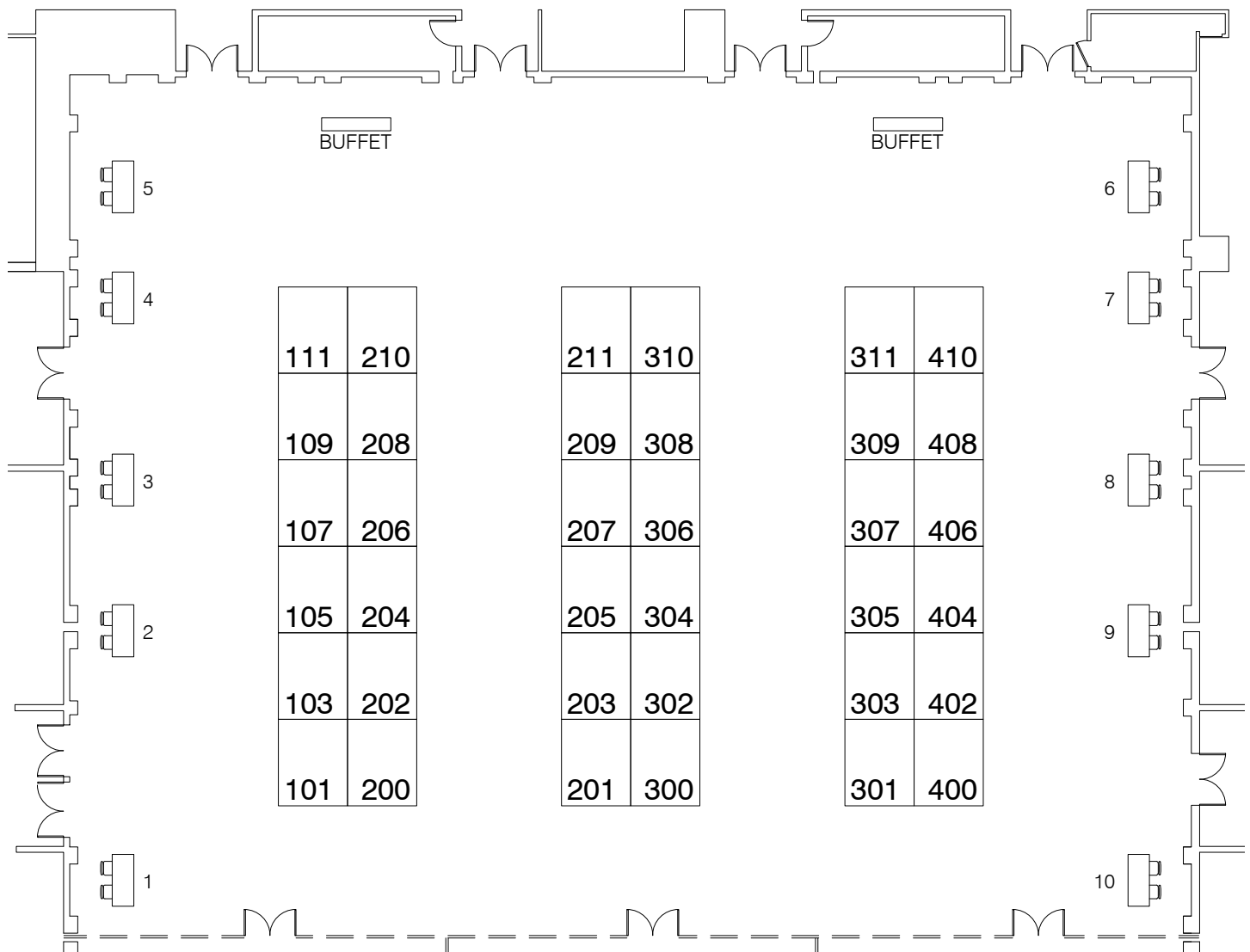
DrWongInvestorGuide.com
 Eastman Kodak Company
 eType Services
 Fake Brains Software
 Family Features Editorial
 Syndicate
 GistCloud LLC
 Interlink Inc.
 ICANON Newzware
 Kidsville News Inc.
 Mediaspan Group Inc.

Merrimac Software Associates
 Inc.
 Metro Creative Graphics
 Metro Publisher
 AP Newsfinder
 Publication Printers Corp.
 PCF Inc. (Publishers Circulation
 Fulfillment)
 Signature Offest
 Software Consulting Services LLC
 Southern Lithoplate Inc.

Take5 Solutions LLC
 The Ad Wizard
 Tinbu LLC
 TownNews.com
 Tundra Comics
 Walter Cronkite School
 of Journalism and Mass
 Communication
 Waltery Insurance Brokers

2014 floor plan

Grand Hyatt Riverwalk, Lone Star Ballroom, San Antonio, TX



REGISTER ONLINE: regonline.com/nnaexhibitors

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

Rules and regulations for exhibitors

Booth and display-only table descriptions

Booths are 8' x 10'. Each exhibitor is furnished a standard booth having aluminum supports, aisle posts with 8' high back wall, 3' high side dividers from which flame proofed drapes are suspended and company ID sign. Necessary furniture, booth furnishings, labor and freight handling may be obtained from the official contractor: Freeman Expositions Inc.

Display-only tables include a 6' draped table, two chairs and ID sign. Pop-up exhibits *ARE NOT* permitted on display-only tables.

The exhibit hall is carpeted.

Restrictions

Sidewalls of all booths may extend no more than 2' from the back wall and may equal the height of the back wall, permitting side viewing. A piece of equipment or product that is an integral part of the display, but not part of the booth may not extend above the back wall. All surfaces of exposed display structures must be draped or finished, front and rear. Any special or unusual exhibit construction or installation is not permitted unless approved by NNA in advance.

Cancellations or change of exposition

In the event that the premises in which the Exposition is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not reasonably within the control of NNA or its agents, the Exposition may be cancelled or moved to another appropriate location, at the sole discretion of NNA. NNA 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 NNA.

Causes for such action beyond the control of NNA 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 the Grand Hyatt Hotel, San Antonio, TX, municipal, state or federal laws, or acts of God. Should NNA terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damage arising there from. Refunds of "Paid Exhibit Space Fees" in the event of event termination or cancellation shall be made to exhibitors at the sole discretion of NNA and in any case, will not exceed the amount of each exhibitor's paid exhibit space fee less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by NNA 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 exhibitor

In the event of cancellation by an exhibitor, NNA shall determine an assessment covering the reassignment of space, prior services performed and other damages related to cancellation, according to the following schedule: NNA must receive written notification of the cancellation. Cancellations received prior to July 1, 2014, will be assessed a \$100 processing and marketing fee. Refunds after July 1, 2014, are contingent upon resale of the space.

Use of display space

A representative of the exhibiting company must be present in the booth at all times during the posted exhibit hours. In the event the exhibitor fails to install within the time limit set for opening, NNA shall have the right to take possession of said space. All demonstrations and distribution of circulars and promotional materials must be confined to the limits of exhibitor's booth. Canvassing outside the booth is **NOT** allowed. No exhibitor shall assign, sublet, or share the space assigned without the consent of NNA. Advertising material or signs of firms other than registered exhibitors is prohibited. 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 in the Grand Hyatt Hotel. 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 Marshall of the City of San Antonio and any applicable state authority e.g. State Fire Marshall's offices are to be adhered to.

Badges

Badges will be prepared for employees of the exhibiting company **ONLY** (consultants, customers and distributors are not eligible to receive exhibitor badges). For each booth purchased "Exhibitor" is entitled to four (4) personnel badges; for each Display-only table, two (2) badges. Additional badges beyond the complimentary limit will be assessed a fee of \$45 per badge, which includes food and beverage functions in the exhibit hall. Extra badge payments are not refundable or transferable. All badges prepared on-site will be \$55 each payable at time of issuance. Exhibitor personnel requesting badges on-site must present a business card identifying them as a representative of the exhibiting company.

Liability

The exhibitor agrees to make no claims against NNA, its employees, the Grand Hyatt Hotel or Freeman Co. for loss, theft, damage to goods, or injury to himself, his employees, or NNA attendees while in the exhibition area, nor any consequential damage to his business for failure to provide space for the exhibitor or the failure to hold the 128th Annual Convention and Trade Show as scheduled. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save NNA, Freeman Co. and Grand Hyatt Hotel 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 NNA, Freeman Co. and Grand Hyatt Hotel, do not 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 128th NNA Exhibitor Prospectus and Exhibit Application/Contract become a part of the contract between the exhibitor and the National Newspaper Association.



Wendy MacDonald • National Newspaper Association

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