

# Exhibitor Prospectus

Trade Show dates  
Sept. 22 - 23

  
**FRANKLIN**  
WILLIAMSON CO TN

*Bring It*

**H**  **HOME**

130<sup>th</sup>

**NNA Convention 2016 • Franklin, TN**



# Reach 250+ owners, publishers and senior staff representing community newspapers across the U.S.

Join the National Newspaper Association for the 130th Annual Convention & Trade Show in Franklin, TN. The Trade Show is your opportunity to showcase your company's products and services to more than 250 owners, publishers, and senior staff of community newspapers across the United States. NNA represents more than 2,000 weekly and 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, and 3' high side wall drape supported by aluminum pipe frame. Booths include 6' draped table, two chairs and a wastebasket. The exhibit hall is carpeted.

	NNA member	Non-member*
8' D x 10' W Standard Location Booth	\$950	\$1,400
8' x 10' Prime Location Booth	\$1,050	\$1,600

**Display-only tables** include a 6' draped table, two chairs and wastebasket. 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, and includes a subscription to Publishers' Auxiliary, 5% discount off all advertising, a listing in the Allied member directory on the website and published twice per year in Publishers' Auxiliary, and more.

## Reach NNA Members All Year Long with our Friends and Friends Plus Packages!

These convenient package prices 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 more information on the following page.

## REGISTER ONLINE



For more information, contact:  
Wendy MacDonald  
National Newspaper Association  
Telephone: 913-461-3721 | Fax: 913-859-9275  
wendy@nna.org

## Trade show schedule

(hours subject to change)

### Setup/installation of exhibits

Thursday, Sept. 22, 2016

8 a.m. - 1 p.m.

All crates must be off the exhibit floor by 1 p.m. Thursday.

### Exhibits open

Thursday, Sept. 22, 2016

2 p.m. - 5 p.m.

Exhibitor social soft opening

*(Opening Reception 6 p.m. - 8 p.m. at Franklin Theater will include Exhibitor Activities)*

Friday, Sept. 23, 2016

8 a.m. - 10 a.m.

Opening Breakfast & Flag Ceremony;  
Keynote in Exhibit Hall

10 a.m. - 11 a.m.

Coffee break in the exhibit hall

12:15 p.m. - 2 p.m.

Lunch with the exhibitors

3:05 p.m. - 4:05 p.m.

Break in exhibit hall

### Teardown

Friday, Sept. 23, 2016

4:15 p.m. - 6 p.m.

Exhibitors may not begin dismantling their booths before 5 p.m. on Friday.

## Included with Your Booth/Display Table Fee

- Reserve your booth by May 31 to receive a \$300 credit toward advertising in Publishers' Auxiliary (Display-only tables receive \$150 credit). If you are currently advertising in Publishers' Auxiliary credit may be used to up-size your ad, add color, or run additional space. Credit must be used by Dec. 31, 2016.
- 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 post-convention to maximize your marketing efforts.
- More than 6 hours of non-compete time with attendees, including soft opening Thursday afternoon.
- Exclusive advertising opportunities in the conference program.
- Exhibitor listing in the convention program, in two show issues of Publishers' Auxiliary and on www.nnaweb.org. (Web listings will remain active until 12/31/16).
- Donate a door 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 are included.

## General information

- All applications received before July 1, 2016, may reserve their space with a \$500 deposit. Balances will be due by July 1, and credit cards on file will have the balance charged on July 1, 2016.
- 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 their booth.
- The Franklin Marriott Cool Springs 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 the Franklin Marriott Cool Springs.
- See complete rules and regulations at [www.nnaweb.org](http://www.nnaweb.org).
- Wireless Internet access included.
- 10 amp electrical available through NNA for \$20.

## 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 Franklin Marriott Cool Springs will be headquarters for this year's convention and trade show.

Reserve your hotel room by Aug. 26, 2016, at a special rate of just \$140 single/double. Call 1-615-261-6100 and mention the National Newspaper Association.

Franklin Marriott Cool Springs  
700 Cool Springs Blvd.  
Franklin, TN 37067  
[www.marriott.com](http://www.marriott.com)

**REGISTER ONLINE**  
**[tradeshow.nna.org](http://tradeshow.nna.org)**

## 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" × 8" (non-bleed)
Inside back cover*	\$400	3.75" × 8" (non-bleed)
Inside front cover*	\$500	3.75" × 8" (non-bleed)

\*Add 4-color for \$150 upcharge

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

## Sponsor!

Maximize your exposure at NNA's 130<sup>th</sup> 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–\$19,000)
- Platinum (\$20,000+)

Contact Wendy MacDonald for more information on sponsorship opportunities at 913-461-3721 or at [wendy@nna.org](mailto:wendy@nna.org).

## Door prizes

Donate a prize valued at \$150 or more to be given away during the convention. Your company will be acknowledged in the convention program and announced when drawn.



## 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 boosts your 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 Franklin, TN, 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, plus 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	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 the 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
<b>Total Value of Package</b>			<b>\$3,910</b>	<b>\$4,760</b>
<b>Friends Package Price</b>			<b>\$3,000</b>	<b>\$3,700</b>

### 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!

(2015 Exhibitors)

90Grand.com  
 AdviceIQ  
 Affinity Group Underwriters  
 AMG | Parade  
 Bar-Z  
 BENN  
 Creative Circle Media Solutions  
 Dirxion  
 Eastman Kodak Company  
 Envision Delivery Systems  
 eType Services  
 Fake Brains Software

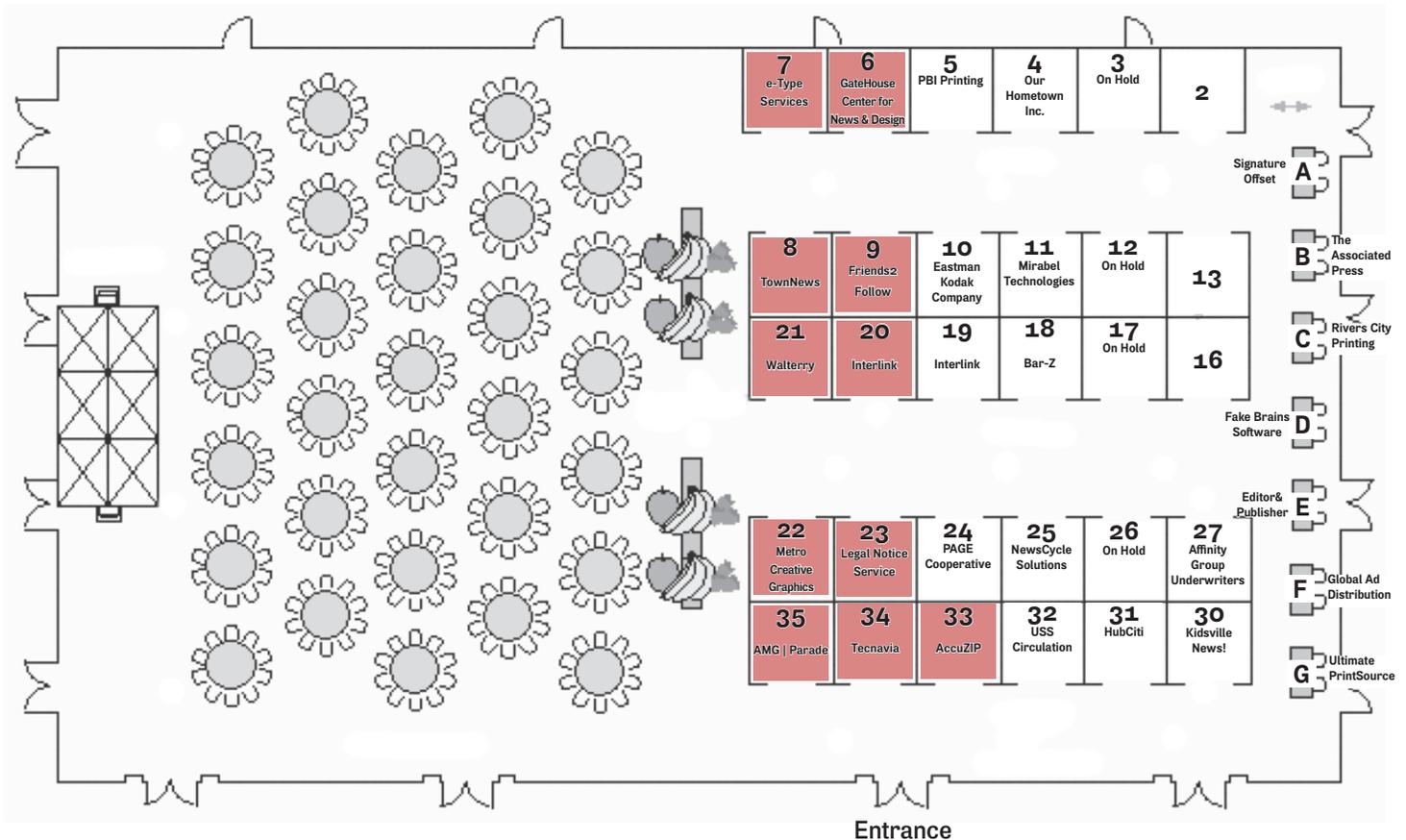
Family Features Editorial  
 Syndicate  
 GateHouse Center for News and  
 Design  
 HubCiti  
 Interlink, Inc.  
 Jostens/Heritage House  
 Publishing  
 Kidsville News Inc.  
 LION Digital Media / LIONshare  
 Merrimac Software Associates  
 Metro Creative Graphics Inc.

Muller Martini  
 MultiAd  
 Newscycle Solutions  
 Newz Group  
 Oomph  
 OwnLocal  
 PAGE Cooperative  
 Profitpackaging Newspaper  
 Equipment  
 Second Street  
 SmallTownPapers, Inc.  
 The Smithsonian National Postal

Museum  
 SocialNewsDesk  
 Steel City Corp.  
 Tecnavia  
 The Writers Block  
 TSYS Merchant Solutions  
 TownNews.com  
 USS Circulation  
 Vietnam Veterans Memorial Fund  
 Faces Never Forgotten Program  
 Wallery Insurance Brokers

# 2016 floor plan

Franklin Marriott Cool Springs, Franklin, TN



 These booths are prime exhibit floor locations



**REGISTER ONLINE: [tradeshow.nna.org](http://tradeshow.nna.org)**

**Wendy MacDonald • 913-461-3721 • [wendy@nna.org](mailto: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, and 3' high side dividers from which flame-proofed drapes are suspended. A 6' draped table and two chairs are also provided. Other furniture, booth furnishings, labor and freight handling may be obtained through the Franklin Marriott Cool Springs.

**Display-only** tables include a 6' draped table and two chairs. 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 Franklin Marriott Cool Springs, 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, 2015, will be assessed a \$100 processing and marketing fee. If cancellation is received after July 1, a refund of 50 percent will be returned only if the space can be resold.

## Use of display space

A representative of the exhibiting company must be present in the exhibit room 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 and will not refund any portion of the exhibit fee. All demonstrations and distribution of circulars and promotional materials must be confined to the limits of the exhibit room. 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 Franklin Marriott Cool Springs. 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 Franklin 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 two (2) personnel badges; for each Display-only table, one (1) badge. 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 \$75 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 or the Franklin Marriott Cool Springs 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 130th Annual Convention and Trade Show as scheduled. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save NNA and the Franklin Marriott Cool Springs 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 neither NNA, nor the Franklin Marriott Cool Springs, 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 130th 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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