

Exhibitor Prospectus

Trade Show dates
Oct. 5 - 6, 2017

2017 NNA CONVENTION & TRADE SHOW • TULSA, OK • OCTOBER 5-7



INNOVATION STARTS HERE

NATIONAL NEWSPAPER ASSOCIATION



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

Join the National Newspaper Association for its 131st Annual Convention & Trade Show in Tulsa, OK. 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 2,200 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, Oct. 5, 2017

8 a.m. - 1 p.m.

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

Exhibits open

Thursday, Oct. 6, 2017

2 p.m. - 5:15 p.m.

5:30 p.m. - 7:30 p.m.

Ice Cream Social in the Exhibit Hall

Opening Reception and Traffic Incentive Activities in the exhibit hall

Friday, Oct. 6, 2017

7:30 a.m. - 9:30 a.m.

9:30 a.m. - 10:30 a.m.

11:15 p.m. - 1:45 p.m.

2:30 p.m. - 3:30 p.m.

Opening Breakfast & Flag Ceremony;
Keynote in Great Room
Coffee break in the Exhibit Hall

Lunch with the exhibitors

Break in exhibit hall

Teardown

Friday, Oct. 6, 2017

3:30 p.m. - 5 p.m.

Exhibitors may not begin dismantling their booths before 3:30 p.m. on Friday.

Included with Your Booth/Display Table Fee

- Reserve your booth by June 6 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, 2017.
- With an exhibitor badge, you may attend all educational sessions. You're encouraged to purchase Extravaganza and other meal tickets separately.
- Two registration lists (address and e-mail) pre-convention and one post-convention to maximize your marketing efforts.
- More than six (6) hours of non-compete time with attendees.
- 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 12/31/17).
- 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, Opening Breakfast & Flag Ceremony, and Friday lunch ticket are included.

General information

- All applications received before July 1, 2017, 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, 2017.
- 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.
- Event 1 has been selected as NNA's exhibit decorator. Service kits will be available online. Further details on furniture, shipping and receiving will be available on the website..
- See complete rules and regulations at www.nnaweb.org.
- Wireless Internet access included.
- 5 amp electrical available through NNA for \$55.

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 Hyatt Regency Tulsa is the headquarters for this year's convention and trade show.

Reserve your hotel room by Sept. 12, 2017, at a special rate of just \$109 single/double. Call 888-591-1234 and mention the National Newspaper Association.

Hyatt Regency Tulsa
100 East Second St.
Tulsa, OK 74103
www.tulsa.hyatt.com

REGISTER ONLINE
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.

Full page	\$300	3.75" × 8" (non-bleed)
Half page	\$175	3.75" × 4" (non-bleed)
Logo-enhanced listings	\$50	
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 \$100		

Sponsor!

Maximize your exposure at NNA's 131st 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 at 913-461-3721 or wendy@nna.org to discuss how we can customize your marketing message.

Door prizes

Donate a prize valued at \$150 or more that NNA will give away during the convention on your behalf. Your company will be acknowledged in the convention program and announced when drawn.


[Ad Deadlines](#)
[Readership](#)
[Trade Shows](#)
[Ad Rates & Data](#)
[Friends Packages](#)
[Web Rates & Data](#)

NNA Friends and NNA Friends Plus Packages

The NNA Friends and NNA Friends Plus Packages keep you in front of key decision makers at the 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 a year in Publishers' Auxiliary.	\$500	Included	Included
Convention Booth	Join us at our annual conference in Tulsa, OK, where you can meet key decision makers face to face. Also take advantage of the opportunity for pre- and post- convention emailings to convention attendees, and exposure in Publishers' Auxiliary.	\$950	Included	Included
12x Pub Aux 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	Once a 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	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 Program Listing	Logo included in convention program exhibitor listing.	\$50		Included
Friends Conference Sponsorship	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

Check out the competition

(2016 Exhibitors)

AccuZIP
Affinity Group Underwriters
AMG | Parade
The Associated Press
Bar-Z Mobile Development
CitySpark
Connect Publisher Solutions
Eastman Kodak Company
Editor & Publisher
eType Services

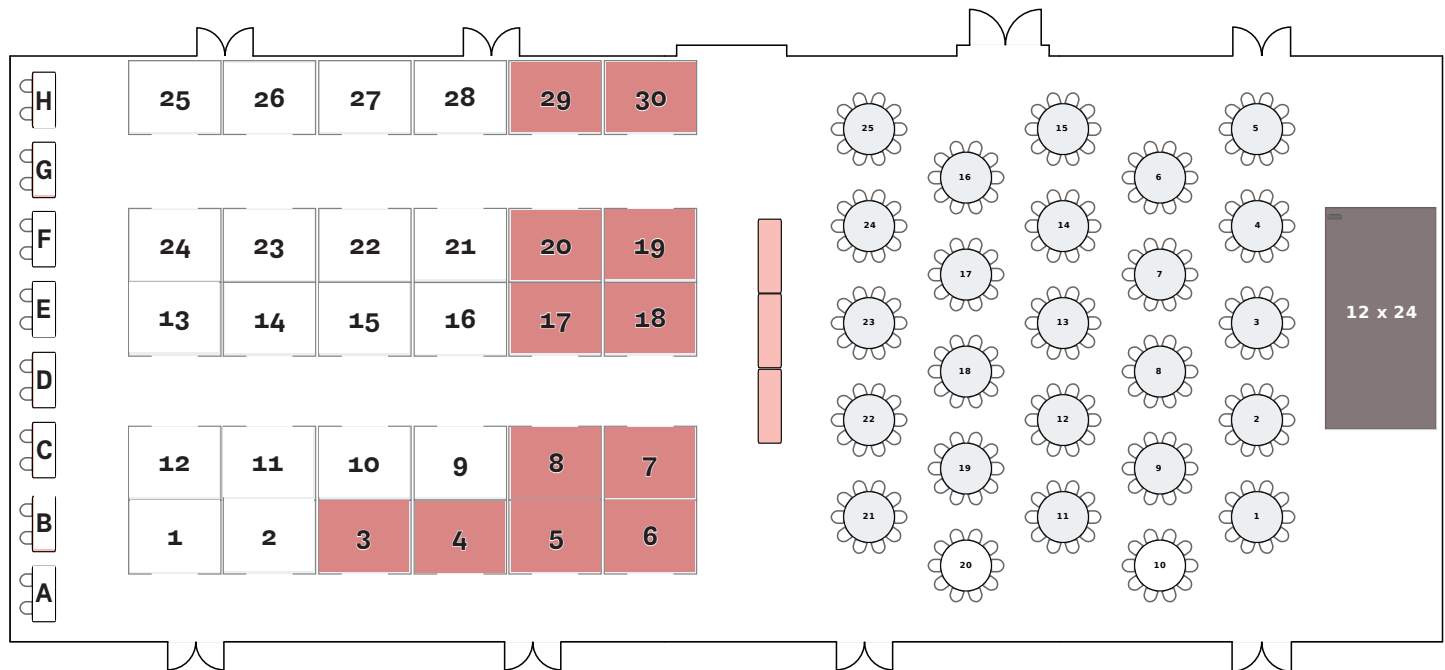
Fake Brains Software
Friends2Follow
GateHouse Center
for News and Design
Global Ad Distribution
HubCiti
Interlink Inc.
Kidsville News!
Legal Notice Service
Merrimac Software Associates

Metro Creative Graphics Inc.
Mirabel Technologies -
The Newspaper Manager
NEWSCYCLE Solutions
NFocus
Our Hometown Inc.
PAGE Cooperative
PBI Printing
River Cities Printing
Roxen

ICSO LLC
Tecnavia
TownNews.com
The Ultimate PrintSource, Inc
USS Circulation
Vietnam Veterans Memorial Fund
Wall of Faces Program
Waltery Insurance Brokers

2017 floor plan

Hyatt Regency Tulsa, Tulsa, OK



Entrance



These booths
are prime exhibit
floor locations



REGISTER ONLINE: tradeshow.nna.org

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, 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 Event 1, the exhibit decorator.

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

Exhibit materials and equipment must be contained within the parameters of the booth and must not exceed the height of the 8' back drape, unless approved in advance by the National Newspaper Association.

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 Hyatt Regency Tulsa, 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, 2017, 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 Hyatt Regency Tulsa. 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 Tulsa 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 \$150 per badge, which includes food and beverage functions in the exhibit hall. Extra badge payments are not refundable or transferable. 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 Hyatt Regency Tulsa 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 131st Annual Convention and Trade Show as scheduled. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save NNA and the Hyatt Regency Tulsa 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 Hyatt Regency Tulsa, 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 131st 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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