



## Solutions Start Here

### Great Ideas presented by NNA 2017 Exhibitors

#### Objective

1. Provide a forum for exhibitors to showcase specific instances of their products and/or services increasing circulation or revenue at a community newspaper.
2. Provide a way for attendees to learn unique ways to increase circulation or revenue at their community newspapers.

#### Forum

A great ideas exchange that provides three(3)-minute time slots for pre-selected exhibitors to share examples of their products and/or services being used to increase circulation and/or revenue.

#### Qualifications

Interested exhibitors must

1. Submit their Solution Story in advance.
2. The Solution Story must include
  - A. the name of the newspaper and primary contact person
  - B. exactly how the exhibitor's products and/or services were used to increase circulation and/or revenue

Ideally, the primary newspaper contact person could be available for questions at their booth.

#### Presentations

1. Presenters have up to three minutes (no exceptions) to convey the following, not necessarily in this order:
2. Name and company name
3. Brief description of company
4. Name of newspaper and contact person
5. Brief description of the challenge being solved
6. Description of the company's product and/or service that was used
7. How the product/service was used
8. The measurable results of the product/service use (numbers, \$)
9. Brief description of a show special, if applicable
10. Invitation to their booth#

Presenter may show up to three slides if submitted in advance.

We recommend presenter distribute material describing or samples of the Solution project for up to 50 people.

#### Presentation Sample

I am Brian Smith, creative coordinator for Newspapers4You, an Illinois-based company that researches and designs ways to make newspaper reading a family activity.

Late last year we worked with John Jackson at the Weekly Gazette in Roma, OH, a family-run paper with 8,500 circulation. The Jacksons identified an increase in the number of young families in their circulation area, but a stagnant circulation.

One of Newspaper4You's premier products, the "Let's Read Together" community initiative, is designed for newspapers to easily customize a community-based project that includes children, teens and parents. In consultation with our Community Coach and using the basic templates, the Weekly Gazette xx, xx, xx.

Using our "Let's Read Together" marketing and educational kit, in nine months the Weekly Gazette realized a 10% increase in circulation and a 22% increase in participation at community events.

John Jackson is with me today in booth 114 and we are both excited to show you what the Gazette did and how you could see similar results in your community. As a bonus, we are offering "Let's Read Together" at a discount for booth visitors who sign on by October 15.