

The logo for the National Newspaper Association (NNA) is positioned in the upper left corner. It features a stylized yellow sail with a red circular emblem containing a white figure, and blue wavy lines below it.

132<sup>nd</sup> NNA Annual Convention & Trade Show

# NAVIGATING READERSHIP

Norfolk, VA | September 27-29, 2018

The background of the lower half of the page is an aerial photograph of Norfolk, Virginia, showing a dense cityscape with various buildings and a large ship docked at a pier along the waterfront.

**EXHIBITOR PROSPECTUS**  
**TRADE SHOW DATES**  
**SEPT. 27-28, 2018**



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

Join the National Newspaper Association for its 132nd Annual Convention & Trade Show in Norfolk, VA. The Trade Show is your opportunity to showcase your company's products and services to more than 200 owners, publishers, and senior staff of community newspapers across the United States. NNA represents more than 2,400 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  
wendy@nna.org

## Trade show schedule

(hours subject to change)

### Setup/installation of exhibits

Thursday, Sept. 27, 2018

8 a.m. - 1 p.m.

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

### Exhibits open

Thursday, Sept. 27, 2018

2 p.m. - 7:30 p.m.

2 p.m. - 4 p.m.

4 p.m. - 5:30 p.m.

Exhibit Hall Open

Ice Cream Social in the Exhibit Hall

Solutions Start Here I Session  
in the exhibit hall

Friday, Sept. 28, 2018

8:30 a.m. - 10:30 a.m.

10:30 a.m. - 3:30 p.m.

10:30 a.m. - 11:30 a.m.

Noon - 12:30 p.m.

12:30 p.m. - 2 p.m.

3 p.m. - 3:45 p.m.

Opening Breakfast & Flag Ceremony;  
Keynote in Great Room

Exhibit Hall Open

Coffee break in the Exhibit Hall

Solutions Start Here II

Lunch with the exhibitors

Break in exhibit hall

### Teardown

Friday, Sept. 28, 2018

3:45 p.m. - 5:30 p.m.

Exhibitors may not begin dismantling their  
booths before 3:45 p.m. on Friday.

## Included with Your Booth/Display Table Fee

- Two full Convention registrations, which includes access to all educational sessions and tickets to the Welcome Reception, Opening Breakfast & Flag Ceremony, and Friday Lunch.
- Ability to purchase Extravaganza tickets.
- Exhibitor listing in the convention program, in two show issues of Publishers' Auxiliary and on www.nnaweb.org. (Web listings will remain active until 12/31/18).
- The registrant list (address and e-mail) distributed twice—one pre-convention and one post-convention.
- Exclusive advertising opportunities in the conference program.

Reserve your booth by May 31 and earn a \$300 credit toward advertising in Publishers' Auxiliary. Current advertisers may use credit to up-size, add color, or run additional space. Credit must be used by Dec. 31, 2018. Display-only tables receive \$150 credit.



## Exhibit Features, Special Offers and General information

See complete rules and regulations at [www.nnaweb.org](http://www.nnaweb.org).

- There are more than six (6) hours of non-compete time with attendees.
- Wireless Internet access is included in the booth fee.
- 5 amp electrical access is available for \$55.
- Earn additional recognition for your company by donating a door prize valued at \$150 or more. Your company will be highlighted in the conference program and during the Welcome Reception.
- All applications received before July 2, 2018, may reserve space with a \$500 deposit. Balances are due by July 2. Credit cards on file will have the balance charged on July 2, 2018.
- Applications received after July 1 must be accompanied by full payment.
- Exhibitors with unpaid balances on move-in day will not be allowed to move in until balance is paid in full.
- **Exhibits Incorporated**, the exhibit decorator, will post exhibitor service kits and information about furniture, shipping and receiving about eight weeks prior to the event.

## Cancellation policy

- Cancellations received before July 2 will be assessed a \$100 processing and marketing charge. If cancellation is received after July 2, 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 Norfolk Waterfront Marriott is the headquarters for this year's convention and trade show.

Reserve your hotel room by Sept. 4, 2018, at a special rate of just \$135 single/double. Call 1-800-228-9290 or 757-627-4200 and mention the National Newspaper Association.

Norfolk Waterfront Marriott  
235 E. Main St.  
Norfolk, VA 23510 [www.marriottnorfolk.com](http://www.marriottnorfolk.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.

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

## Sponsor!

Maximize your exposure at NNA's 132<sup>nd</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–\$2,000)
- Silver (\$2,500–\$3,500)
- Gold (\$4,000–\$10,000)

Contact Wendy MacDonald at 913-461-3721 or [wendy@nna.org](mailto: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. Contact Wendy MacDonald at [wendy@nna.org](mailto:wendy@nna.org) to let her know more about your donation.

## NNA Friends & NNA Friends Plus Packages

The NNA Friends and NNA Friends Plus Packages let you stay 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 Norfolk, VA, 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
<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:** Includes a 5% discount on all additional advertising. Additional ads available at the 12x rate, or use the value of the Product and Services Directory ad toward a larger ad.

## Check out the competition

(2017 Exhibitors)

Affinity Group Underwriters  
 AdWorks®/News-Net Inc.  
 Beyond Private Label  
 Bluefin Technology  
 The Clean Machine Network  
 Creative Circle Media  
 Solutions  
 Eastman Kodak

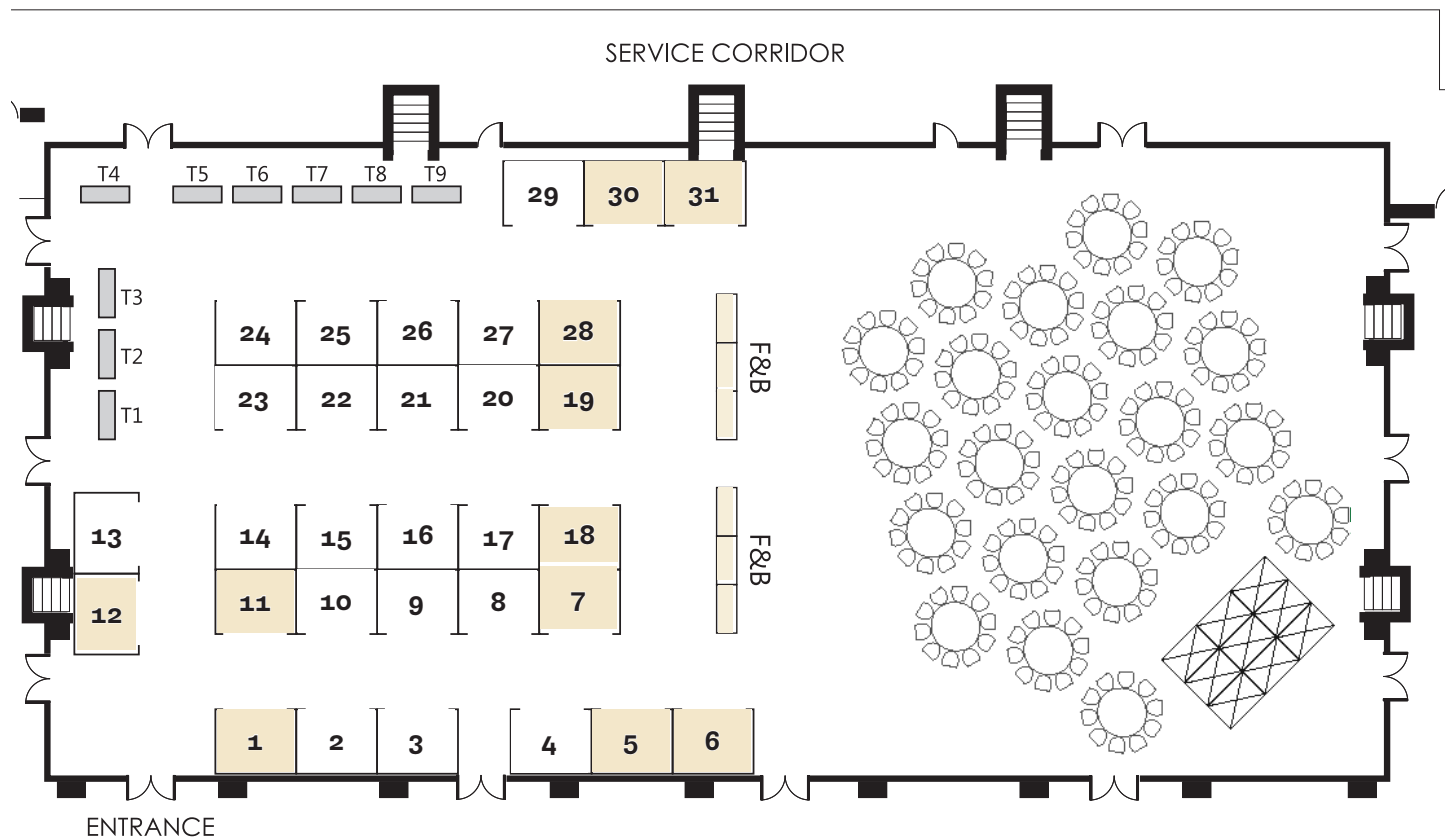
Editor & Publisher  
 eType Services  
 Fake Brains  
 Family Features  
 Hamilton Circulation  
 Innocode AS  
 Interlink  
 Metro Creative Graphics


NEWZWARE - ICANON  
 Our Hometown Inc.  
 Recruitology  
 Software Consulting  
 Services, LLC  
 SPARK Digital Sales Group  
 Steel City Corp.  
 Supporting Super Students

Tecnavia  
 TownNews.com  
 The Ultimate PrintSource  
 Vietnam Veterans Memorial  
 Fund  
 Waltery

# NORFOLK **Marriott** WATERSIDE

## HAMPTON BALLROOM



 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

## Exhibit Specs

The exhibit hall is carpeted.

Standard Exhibit Booths are 8' x 10' and include an 8' back wall, 3' side walls, one 6' draped table, two chairs, and a wastebasket. Additional furnishings, labor, freight handling, or other needs will be provided by Exhibits Incorporated, the official exhibit decorator.

Display-only tables include a 6' draped table and two chairs. All display material fit on the table. Items that extend beyond the 6' table will be removed. Backdrops are not allowed. Signage must fit on or behind the table and not exceed 2' x 3'.

## Restrictions

Exhibit materials and equipment must be contained within the parameters of the assigned space, unless approved in advance by the National Newspaper Association. A representative of the exhibiting company must be present in the exhibit room at all times during the posted exhibit hours to ensure booth materials are secure.

## Terminations, Cancellations, and Change of Venue

In the event that the premises in which the NNA Convention and Trade Show 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 Convention and/or Trade Show may be cancelled, postponed, 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 Norfolk Waterside Marriott, municipal, state or federal laws, or other acts of God. Should NNA terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damage arising thereof. In the event of event termination or cancellation, refunds of paid deposits and booth fees 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 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 assess

a fee as follows:

- \$100—Cancellations received through June 30, 2018
  - 50% of booth fee\*—Cancellations July 1 through Sept. 1, 2018
  - All but \$150 of booth fee\*—After Sept. 1, 2018
- \* if space is resold, the fee will be \$100.

## Use of display space

- 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 material distribution 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 Norfolk Waterside Marriott. 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 Marshal of the City of Norfolk and any applicable state authority, e.g. State Fire Marshal's offices are to be adhered to.
- A representative of the exhibiting company must be present in the exhibit room at all times during the posted exhibit hours.

## Liability

The exhibitor agrees to make no claims against NNA, its employees or the Norfolk Waterside Marriott 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/her business for failure to provide space for the exhibitor or the failure to hold the NNA Annual Convention and Trade Show as scheduled.

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save NNA and the Norfolk Waterside Marriott 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 Norfolk Waterside Marriott, 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 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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