



EXHIBITOR PROSPECTUS

Trade Show Dates: Oct. 6–7, 2022

We're gathering community newspaper decision makers from across the U.S. under one roof.

Don't miss your opportunity to meet them face-to-face!

The National Newspaper Association Foundation 2022 Annual Convention & Trade Show will gather at the Hyatt Regency San Francisco this fall. It's your chance to showcase your company's products and services. With eight hours of exhibit time and numerous networking opportunities, you will have plenty of chances to talk with each of the 200+ people in your target audience. NNA represents more than 1,600 member newspaper companies.

OPPORTUNITIES TO REACH YOUR TARGET AUDIENCE AT THE NATIONAL NEWSPAPER ASSOCIATION FOUNDATION'S 136th ANNUAL CONVENTION & TRADE SHOW

Exhibit Opportunities

8' x 10' with 8' back and 3' side walls, plus one 6' table, two chairs, one wastebasket, and complimentary WiFi. The exhibit hall is carpeted; 5 amp electrical access is \$195. Two attendee registrations are included with each exhibit booth.

NNA Allied member Non-member*

8' x 10' Prime Location Booth	\$1,250	\$1,700
8' D x 10' W Standard Location Booth	\$1,050	\$1,500

Booth prices increase by \$100 if booked after May 27, 2022.

Reserve a booth before July 1 with a \$500 deposit. Full amount is due by July 1.

Display Table

Available only for literature distribution or computer demonstrations. The fee includes one 6' draped table, one chair, a wastebasket, and complimentary WiFi. Pop-ups and other material that does not fit on the 6' table are not allowed. One attendee registration is included with each display table.

Table prices increase by \$100 if booked after May 27, 2022.

	NNA Allied member	Non-member*
Display-only table	\$600	\$1,000

*NNA Allied membership is \$500 per year and includes:

- discounted NNAF Convention and Trade Show exhibit fees;
- a one-year subscription to Publishers' Auxiliary, NNAF's trade newspaper;
- 5% discount off advertising in all NNAF electronic and print publications; and
- inclusion in the NNA Allied Member Directory for a year — on the NNAF website and twice in Publisher's Auxiliary.

Join while registering as exhibitor to receive member rates!

REGISTER ONLINE — tradeshow.nnafoundation.org

Sponsorship Opportunities

Connect with decision-makers outside of the exhibit hall with a sponsorship that furthers your marketing goals. We offer opportunities to underwrite the event beginning at \$500, as well as items and event-specific sponsorships such as the popular ice cream social and easily-seen lanyards. See all available opportunities in the Sponsorship Prospectus at sponsorships.nnafoundation.org

We welcome the chance to customize a sponsorship for you. Contact Kristi at kristi@nna.org or Wendy at wendy@nna.org.

Your Booth Registration Includes:

- Tickets to the Thursday evening Extravaganza, Friday Breakfast/Flag Ceremony and Friday Lunch
- Optional attendance to all educational sessions

Electrical service for your booth is available for \$195 and can be requested with your registration.

Exhibitors are welcome to attend Friday social events and Saturday morning Breakfast and Awards Ceremony; tickets are available for purchase during registration.

Advertising Opportunities

The NNAF 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)

All ads are non-bleed; **add four-color for \$100.**

DEADLINE: Camera-ready ads must be submitted to NNAF by August 5, 2022

Donation Opportunities

Door prizes enhance the Convention & Trade Show experience for the participants. Donate a prize valued at \$150 or more and NNAF will give it away during the convention. We will acknowledge your contribution during the drawing and with a listing in the program.

QUESTIONS? Kristi or Wendy will help you.

Kristi Dale: (816) 812-0336, kristi@nna.org

Wendy MacDonald: (913) 461-3721, wendy@nna.org

NNAF CONVENTION PROMO PACKAGES

Extend your reach post-convention with one of the NNAF's cost-efficient packages that provide multiple exposure points throughout the year. Meet your target audience at the Convention and remind them of your goods and services for the next 12 months.

Convention Package

Allied Membership - 12 months.....	\$500
Convention Booth.....	\$1,050
Product & Services Directory Ad - 12 times in print & digital edition.....	\$1,482
Website button ad - 12 months.....	\$570
Digital Edition email bottom spot - 3 times per year.....	\$428

Value  \$3,976

Price  \$3,000

Enhanced Convention Package

Features all of the above, plus:	
Full page color program ad.....	\$400
Convention program - logo enhanced company listing	\$50
Friends conference sponsorship.....	\$500

Value  \$4,926

Price  \$3,700

Additional features for both Packages:

- 5% discount off advertising in all NNAF electronic and print publications
- Additional ads at the discounted 12x rate
- Value of Product & Services Directory ads may be applied to larger ads

TESTIMONIALS

"If you are only planning on doing one or two shows next year, you need to be here!"
-- Greg Booras, The Newspaper Manager

"Secure a spot. This is a great audience of leaders in the industry, seeking solutions to how to grow their revenue and audience."
-- Mike Martoccia, Wehaa Digital Marketing

"My expectations were surpassed ... I can state unequivocally that we had more interest at this show than our previous shows this year. It seemed that the members appreciated us being there."
-- Devlyn Brooks, Modulist

HOST HOTEL

Hyatt Regency San Francisco, 5 Embarcadero Ctr., San Francisco, CA 94111

The discounted rate of \$169/room (plus tax) is available Oct. 3-9, 2022. Book by **Monday, September 12, 2022.**

Online reservations: hotel.nnafoundation.org

Phone reservations: **(415) 788-1234** and mention the **National Newspaper Association Foundation.**

Important Note: If someone calls you to book a hotel, do not book through them. In the past we have had a problem with companies calling exhibitors directly to book hotel rooms. They are not affiliated with NNA/NNAF. NNA/NNAF will never call you to book a room. To book your hotel directly, call or use the provided link.

REGISTER ONLINE — tradeshow.nnafoundation.org

TRADE SHOW SCHEDULE

(hours subject to change)

Thursday, Oct. 6, 2022

8 a.m.–1 p.m. **Move In**
 1–5:30 p.m. **Exhibit Hall Open**
 12:30–3 p.m. **Ice Cream Social in the Exhibit Hall**
 3–4 p.m. **Solutions Start Here**
 4–5 p.m. **Trade Show Grand Opening**
 5:30–6 p.m. **Ferry Building for Cruise – boards at 6**
 6–9 p.m. **Extravaganza**

Friday, Oct. 7, 2022

8–9:30 a.m. **Opening Breakfast, Flag Ceremony & Keynote Speaker**
 9:30 a.m.–3:05 p.m. **Exhibit Hall Open**
 9:30–10:30 a.m. **Libel workshop**
 10:30–11:30 a.m. **Break in Exhibit Hall**
 11:30 a.m.–12:30 p.m. **Flash Sessions**
 12:30–2:30 p.m. **Lunch with Exhibitors**
 2:30–3:30 p.m. **Flash Sessions**
 3:30–4 p.m. **Break in Exhibit Hall**
 4–6 p.m. **Move Out**
 4–5 p.m. **Great Idea Exchange**
 5–6 p.m. **Reception**
 6–10 p.m. **Free to Tour SF at night**

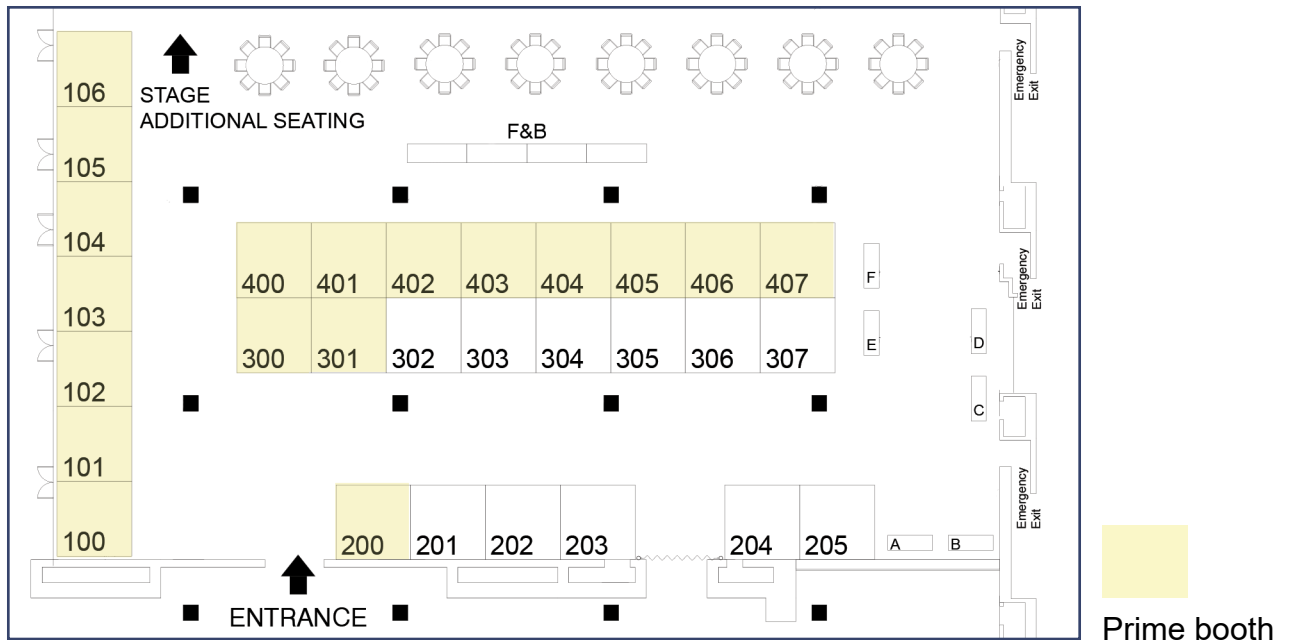


SOLUTIONS START HERE

We will kick off the trade show this year with a Solutions Start Here session on Thursday, Oct. 6, from 3-4 pm. This is your chance to step into the spotlight and inform our members of the valuable services you provide.

Info & Registration: solutionsstarthere.nnafoundation.org

FLOOR PLAN



CHECK OUT THE COMPETITION (2021 Exhibitors)

- ASK-CRM
- Bluefin Technology Partners, Inc.
- Concede USA
- Creative Circle Media
- The Digital Image Shop
- EFI
- Etype Services
- Grimes, McGovern & Associates
- Interlink
- Kid Scoop
- Legacy.com
- Legal Notice Service
- Metro Creative
- Modulist
- MSG Payment Systems
- POLCO
- Preferred Marketing Solutions
- Presteligen
- Print Media Connect
- Routesmart
- The Newspaper Manager
- TownNews
- Ultimate Printsource
- Waltery

RULES AND REGULATIONS FOR EXHIBITORS

MOVE IN & MOVE OUT

- Move in begins at 8 a.m., Thursday, Oct. 6, 2022, and must be completed by 12 p.m. the same day.
- Move out begins no earlier than 4 p.m., Friday, October 7, 2022, and must be completed by 5 p.m. the same day.
- Non-compliant exhibitors risk being prohibited from exhibiting at future NNAF events.

EXHIBIT SPECS

The exhibit hall is carpeted.

Exhibit Booths are 8' x 10' and include an 8' back wall, 33" high side walls, one 6' draped table, two chairs, a wastebasket, signage, and complimentary WiFi. Additional furnishings, labor, freight handling, and other needs will be provided by Freeman, the official exhibit decorator.

Display-only tables include a 6' draped table, one chair, a wastebasket, and complimentary WiFi. Not allowed are pop-ups and other material that does not fit on the 6' table or directly behind it, backdrops, and signage larger than 2'x3'.

RESTRICTIONS

Exhibit materials and equipment must be contained within the parameters of the assigned space, unless approved in advance by the National Newspaper Association Foundation. A representative of the exhibiting company must be present in the exhibit hall 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 NNAF 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 NNAF or its agents, the Convention and/or Trade Show may be canceled, postponed, or moved to another appropriate location, at the sole discretion of NNAF. NNAF 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 NNAF. Causes for such action beyond the control of NNAF 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 Hyatt Regency San Francisco, municipal, state or federal laws, or other acts of God. Should NNAF 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 NNAF 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 NNAF 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 NNAF

NNAF reserves the right to cancel a contract at its discretion at any time. In the event of a cancellation by NNAF after the event's stated cancellation deadline, the vendor will be refunded paid deposits and booth fees, less any direct costs incurred by NNAF as a result of the vendor's reservation. Vendors agree to observe all federal, state and local laws, including but not limited to sales and licensing fees and nondiscrimination and sexual harassment policies. Failure to

observe applicable laws will be grounds for removal from NNAF's venues without jeopardy to NNAF, its members and other vendors. Under no circumstances will firearms be permitted at an NNAF venue or event.

CANCELLATION BY EXHIBITOR

In the event of cancellation by an exhibitor, NNAF shall assess a fee as follows:

- Cancellations received through June 30, 2022 — \$100
- Cancellations received after July 1 — If NNAF is able to resell the booth space, 50% of the cancellation fee will be refunded.
- No refunds after Sept. 1, 2022.

USE OF DISPLAY SPACE

In the event the exhibitor fails to install within the time limit set for opening, NNAF 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 booth. No exhibitor shall assign, sublet, or share the space assigned without the consent of NNAF. 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 Hyatt Regency San Francisco. 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 San Francisco 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 hall at all times during the posted exhibit hours.

LIABILITY

The exhibitor agrees to make no claims against NNAF, its employees or Hyatt Regency San Francisco for loss, theft, damage to goods, or injury to himself, his employees, or NNAF 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 NNAF Annual Convention and Trade Show as scheduled.

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save NNAF and Hyatt Regency San Francisco 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 NNAF, nor Hyatt Regency San Francisco, 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 NNAF Exhibitor Prospectus and Exhibit Application/ Contract become a part of the contract between the exhibitor and the National Newspaper Association Foundation.

