

KEY EXECUTIVES MEGA CONFERENCE

2012
SAN ANTONIO
FEBRUARY 27, 28, 29

JW MARRIOTT
SAN ANTONIO HILL COUNTRY

SPONSORED BY
LocalMedia
association
(formerly Suburban Newspapers of America)

Inland
Works for You

snpa
Southern Newspaper
Publishers Association

THIS CONFERENCE ATTRACTS DECISION MAKERS FROM NEARLY 100 OF THE LARGEST LOCAL MEDIA COMPANIES IN THE U.S. & CANADA

**This conference is designed for senior level executives. Typical attendees include:
CEOs, Presidents, Vice Presidents, Publishers, Corporate Executives, Digital Leaders & Other Senior Staff**

The following companies sent senior level executives to last year's mega-conference:

1013 Communications	Eau Claire Press Company	Metroland Media Group	Schurz Communications, Inc.
ACM	ECM Publishers	Montgomery Media	Shaw Media
Advance Publications	Evening Post Publishing Co.	Morris Newspaper Corp.	South Bend Tribune
Advocate Communications, Inc.	Fayette Publishing, Inc.	NY Times Regional Media Group	Southern Newspapers, Inc.
Am. Community Newspapers	Gannett Regional Toning Cr	News & Record	St. Joseph News-Press
American News	GateHouse Media	News Publishing Company/ Rome News-Tribune	St. Petersburg Times
Ames Tribune/Stephens Media	Goldsboro News-Argus	News-Press & Gazette Co.	Texarkana Gazette
Arizona Daily Star	Heartland Publications, LLC	Northern Life	The Daily Journal
Arkansas Democrat-Gazette	Herald-Tribune Media Group	Ogden Publishing - Standard Examiner	The Frederick New-Post
Aurora Sentinel	Heritage Newspapers/JRC	Post Register	The Hour Publishing Co.
Branch-Smith Printing	Holden Landmark Corp.	Press Enterprise Inc.	The Ledger
Bryan Times	Home News Enterprises	Press-Register	The Monroe Publishing Co.
CBC New Media Group, LLC	Hoosier Times Inc.	Randall Family LLC/ The Frederick News-Post	The Santa Fe New Mexican
Chattanooga Times Free Press	Huckle Media, LLC	Record-Journal	The Sumter Item
CNHI	Johnson City Press	Review Publishing, L.P.	The Wilson Times
Cox Media Group	Jones Media, Inc.	Richner Communications, Inc.	This Week Community Tribune Media Services
CrossRoadsNews	Journal & Topics Newspapers	Rio Grande Sun	Tribune Star
Daily American	Journal Register Company	Rust Communications	Victoria Advocate Publishing
Delphos Herald, Inc.	Kane County Chronicle	Rutland Herald/Times Argus	Vienna Management Co.
Deseret Digital Media	Leader Publishing Co.	Sacramento Bee	WEHCO Media
Dix Communications	Maine Today Media		Wick Communications
East Bay Newspapers	MediaNews Group		Wilkes-Barre Publishing Co.
	Merced Sun-Star		

Conference Partner:

**TA TEXAS PRESS
ASSOCIATION**



Exhibitor Opportunities

Exhibit Price

(includes one full conference registration valued at \$695)

Local Media Association, SNPA or Inland Member Exhibit Fee: \$2,800

Non-Member Exhibit Fee: \$4,300

As an Exhibitor, you can:

- Network with hundreds of newspaper decision makers
- Distribute marketing materials and giveaways in attendee registration bags/folders, at the registration desk and at your booth
- Attend all conference sessions and participate in any audience discussion or question-and-answer sessions
- Display the "See us at the Multi-Media Key Executives Conference" logo and tagline on your website
- Receive a 25% discount on select sponsorships when registered to exhibit

As an Exhibitor, you can market via:

- A spreadsheet of attendees with e-mail and phone contacts, updated weekly prior to the conference
- Prominent written and verbal recognition of your conference support
- Promotional materials including an exhibitor guide (Register early to meet this deadline!)
- One company participant for each exhibit registration, with access to all conference sessions and social events



Exhibit Hours

TIMES SUBJECT TO CHANGE

Monday, February 27

10:00 am - 9:00 pm

Tuesday, February 28

8:00 am - 5:00 pm

Wednesday, February 29

8:00 am - 12:00 pm

FOR MORE INFORMATION, PLEASE CONTACT:

Al Cupo
Local Media Association VP-Operations
(215) 256-6801 | al.cupo@localmedia.org

Tanya Henderson
Local Media Association Advertising & Membership
Relations Director
(804) 262-3341 | tanya.henderson@localmedia.org

CONFERENCE PARTNERS:

Southern Newspaper Publishers Association
Edward VanHorn, Executive Director
(404) 256-0444 | edward@snpa.org

Inland Press Association
Patty Slusher, Program Director
(847) 795-0380 | pslusher@inlandpress.org

Sponsorships are on a first-come, first-serve basis; premium booth placement by date of registration.

CALL TODAY!



Sponsorship Opportunities

Platinum Sponsor

(\$15,000 member, \$17,000 non-member)

This top spot includes these marketing opportunities:

- Prominent exhibit booth with registration for three
- A 45-minute pre-conference webinar promoted to all three associations' members
- Ten minutes to address attendees
- Name and logo or link as part of all pre-conference promotion
- 2 free full page ads in the conference program guide
- Full page ad in each associations' newsletter
- 160 x 320 (or equivalent) advertisement with link to your company on Local Media Association, Inland and SNPA websites
- Distribution of marketing materials to all attendees
- Large welcome banner with sponsor's name
- Pre-conference attendee list
- Prominent listing in the conference Exhibitor Guide

Gold Sponsors

(\$10,000 member, \$12,000 non-member)

Sold to Publishing Group of America
» *Additional Gold Sponsorships Available* «

This coveted spot includes these marketing opportunities:

- Prominent exhibit booth with registration for two
- Five minutes to address attendees
- Name and logo or link as part of all pre-conference promotion
- A free full page ad in the conference program guide
- Half page ad in each associations' newsletter
- 160 x 160 (or equivalent) advertisement with link to your company on Local Media Association, Inland and SNPA websites
- Distribution of marketing materials to all attendees
- On-site banner with sponsor's name
- Pre-conference attendee list
- Prominent listing in the conference Exhibitor Guide

Additional Sponsorships

Monday Welcome Reception Sponsors

(Three levels to choose from: \$1,000/\$1,500/\$2,000 member, \$2,000/\$2,500/\$3,000 non-member)

Includes:

- Logo in conference program guide
- Verbal acknowledgement and signage (size based on sponsorship level) at conference

Breakfast Sponsors

(Tuesday: **Sold** \$5,000 member, \$6,000 non-member;
Wednesday: \$4,000 member, \$5,000 non-member)

Includes:

- Exhibit booth with registration for one
- Public acknowledgement and signage at conference
- Marketing material distributed in general session room
- Pre-conference attendee list
- Program guide listing

Silver Sponsors

(\$8,000 member, \$10,000 non-member)

Sold to Digital Technologies International
» *Additional Gold Sponsorships Available* «

This affordable yet prominent spot includes these marketing opportunities:

- Prominent exhibit booth with registration for one (additional attendees at 50% discounted rate of \$350)
- Three minutes to address attendees
- Verbal acknowledgement during the conference
- Name and logo or link as part of all pre-conference promotion
- Quarter page ad in each associations' newsletter
- A free half page ad in the conference program guide
- 160 x 160 (or equivalent) advertisement with link to your company on Local Media Association, Inland and SNPA websites
- Distribution of marketing materials to all attendees
- Large thank you sign
- Pre-conference attendee list
- Prominent listing in the conference Exhibitor Guide

Bronze Sponsors

(\$6,000 member, \$8,000 non-member)

Sold to USA Weekend
» *Additional Bronze Sponsorships Available* «

This affordable yet prominent spot includes these marketing opportunities:

- Prominent exhibit booth with registration for one
- Verbal acknowledgement during the conference
- Name and logo or link as part of all pre-conference promotion
- A free 1/4 page ad in the conference program guide
- 160 x 160 (or equivalent) advertisement with link to your company on Local Media Association, Inland and SNPA websites
- Distribution of marketing materials to all attendees
- On site signage with sponsors name
- Pre-conference attendee list
- Prominent listing in the conference Exhibitor Guide

Tuesday Lunch Sponsor

(\$15,000 member, \$17,000 non-member)

Includes:

- Prominent exhibit booth with registration for three
- Marketing materials in general session room
- Ten minutes to address attendees
- Public acknowledgement at conference
- Full page ad in each associations' newsletter
- Name and logo or link as part of all pre-conference promotions
- 2 free full-page ads in the conference program guide
- 160 x 320 (or equivalent) advertisement with link to your company on Local Media Association, Inland and SNPA websites
- Large welcome banner with sponsor's name
- Logo on program guide
- Pre-conference attendee list

Tuesday Evening Special Event Sponsors **Sold**

Additional Sponsorships Continued

Monday Sessions Sponsor **Sold**

(\$4,500 member, \$5,500 non-member)

Includes:

- Registration for one
- Public acknowledgement and signage at conference
- Introduction of speaker(s) for one session during the day
- Marketing material distributed in general session room
- Pre-conference attendee list
- Program guide listing

Tuesday Sessions Sponsor **Sold**

(\$5,000 member, \$6,000 non-member)

Includes:

- Registration for one
- Public acknowledgement and signage at conference
- Introduction of speaker(s) for one session during the day
- Marketing material distributed in general session room
- Pre-conference attendee list
- Program guide listing

Wednesday Sessions Sponsor **Sold**

(\$4,500 member, \$5,500 non-member)

Includes:

- Registration for one
- Public acknowledgement and signage at conference
- Introduction of speaker(s) for one session during the day
- Marketing material distributed in general session room
- Pre-conference attendee list
- Program guide listing

Exhibitor and Sessions Sponsor Combo

(\$6,500 member, \$7,500 non-member)

Includes:

- Registration for one
- Exhibit booth with registration for one
- Introduction of speaker(s) for one session during the day
- Public acknowledgement and signage at conference
- Marketing material distributed in general session room
- Pre-conference attendee list
- Program guide listing

Take an Additional 25% Off! *

(applies to the following sponsorships when registered to exhibit)

Refreshments Sponsors*

(\$3,500 member, \$4,500 non-member)

Includes:

- Registration for one
- Public acknowledgement and signage at conference
- Marketing material distributed in general session room
- Pre-conference attendee list
- Program guide listing

Conference Internet Sponsor*

(\$5,000 member, \$6,000 non-member)

Includes:

- Registration for one
- Public acknowledgement and signage at conference
- Pre-conference attendee list
- Program guide listing

Lanyard Sponsor* **Sold**

(\$4,000 member, \$5,000 non-member)

Includes:

- Registration for one
- Company logo on conference attendee lanyards
- Pre-conference attendee list
- Program guide listing

Registration Packet Sponsor*

(\$4,500 member, \$5,500 non-member)

Includes:

- Registration for one
- Company logo on registration packet
- Pre-conference attendee list
- Program guide listing

Pocket Program Sponsor*

(\$3,000 member, \$4,000 non-member)

Includes:

- Registration for one
- Company logo on pocket program
- Pre-conference attendee list
- Program guide listing

Foot Prints Sponsors (Two Available)*

(\$5,000 member, \$6,000 non-member)

Includes:

- Registration for one
- Company logo large foot prints guiding conference attendees to meeting area
- Pre-conference attendee list
- Program guide listing

Room Keycards Sponsor*

(\$4,000 member, \$5,000 non-member)

Includes:

- Registration for one
- Company logo and contact information on all conference attendees' room keys
- Pre-conference attendee list
- Program guide listing

Jump Drives Sponsor* **Sold**

(\$4,000 member, \$5,000 non-member)

Includes:

- Registration for one
- Company logo on 1 GB jump drive containing the conference attendee list and presentations
- Pre-conference attendee list
- Program guide listing