



LOCAL NEWS. | ENGAGED AUDIENCE. | IN PRINT & ONLINE.

2009 Publishers' & Advertising Directors' Conference & Expo

The InterContinental - Kansas City, MO
September 22-25, 2009

We're proud to accept the collaborative efforts of Inland Press Association and the Kansas & Missouri Press Associations for this sought-after conference

Exhibit & Sponsorship Opportunities

Exhibit Price

(includes two full conference registrations)

SNA Member:

\$1,500

Non-Member:

\$2,000

**THIS YEAR'S
EXHIBIT AT LAST
YEAR'S PRICE!**

As an Exhibitor you can:

- ⇒ Network with hundreds of newspaper decision makers
- ⇒ Distribute marketing materials and tchotchkes in attendee registration bags, at the SNA registration desk and at your booth
- ⇒ Attend all conference sessions and participate in any audience discussion or question-and-answer session
- ⇒ Display the "See us at the SNA Publishers' and Advertising Directors' Conference" logo and tagline on your Web site

As an Exhibitor you can market via:

- ⇒ A spreadsheet of attendees with e-mail and phone contacts, updated weekly prior to the conference
- ⇒ An uninterrupted 3.5 hour pre-conference trade show, followed by a welcome reception with hors d'oeuvres and cocktails - all in the exhibit hall. Hours of opportunity to show your wares!
- ⇒ Prominent written and verbal recognition of your conference support
- ⇒ Promotional materials including an exhibitor guide (Register early to meet this deadline!)
- ⇒ Two company participants for each exhibit registration, with access to all conference sessions as well as social events

Exhibit Hours

TIMES SUBJECT TO CHANGE

Tuesday, Sept. 22

Setup: 8:00am-1:20pm

Trade Show: 2:00pm-5:30pm

Welcome Reception:

5:30pm-7:00pm

Wednesday, Sept. 23

8:00am-5:00pm

Thursday, Sept. 24

8:00am-5:15pm

Please see back side for sponsorship opportunities

COMMUNITY MEDIA - THE INDUSTRY'S GAME CHANGER



2009 Publishers' & Advertising Directors' Conference & Expo *September 22-25, 2009*

Sponsorship Opportunities

BRAND NEW Platinum Sponsor

(\$3100 member, \$3600 non-member)

This top spot includes these marketing opportunities:

- ⇒ The most prominent exhibit booth with registration for two
- ⇒ 10 minutes to address attendees
- ⇒ Logo on attendee bags or folders
- ⇒ Name and logo or link as part of all pre-conference promotion
- ⇒ Half page thank you ad in Suburban Publisher newsletter
- ⇒ Distribution of marketing materials to all attendees
- ⇒ Table tent thank you signs
- ⇒ Pre-conference attendee list
- ⇒ Prominent listing in the conference Exhibitor Guide

Gold Sponsor

(\$2850 member, \$3300 non-member)

This coveted spot includes these marketing opportunities:

- ⇒ Prominent exhibit booth with registration for two
- ⇒ 5 minutes to address attendees
- ⇒ Logo on attendee bags or folders
- ⇒ Name and logo or link as part of all pre-conference promotion
- ⇒ Half page thank you ad in Suburban Publisher newsletter
- ⇒ Distribution of marketing materials to all attendees
- ⇒ Table tent thank you signs
- ⇒ Pre-conference attendee list
- ⇒ Prominent listing in the conference Exhibitor Guide

Silver Sponsor (\$2500 member, \$3000 non-member)

This affordable yet prominent spot includes these marketing opportunities:

- ⇒ Prominent exhibit booth with registration for two
- ⇒ 5 minutes to address attendees
- ⇒ Name and logo or link as part of all pre-conference promotion
- ⇒ Distribution of marketing materials to all attendees
- ⇒ Table tent thank you signs
- ⇒ Pre-conference attendee list
- ⇒ Prominent listing in the conference Exhibitor Guide

Additional Sponsorships:

Tuesday, Sept. 22, 2009

Welcome Reception: Immediately following the trade show, conference exhibitors, sponsors, and newspaper attendees will mingle casually from 5:30 to 7:00pm while enjoying light snacks and cocktails. Includes time to address attendees. SNA members \$900, non-members \$1400

Wednesday, Sept. 23, 2009

Continental Breakfast with Exhibitors / Coffee Break with Exhibitors (mid-morning) / Dessert with Exhibitors / or Afternoon Refreshment Break with Exhibitors:
SNA members \$600 each, non-members \$995 each

Awards Luncheon & Business Meeting: We honor advertising directors and newspapers of the year, lifetime-achievement Dean Leshner award recipient, and elect officers and directors. Business updates include LocalPoint Media and SNA University. Includes time to address attendees. SNA Members \$800, non-members \$1300

Advertising Awards Banquet:

This sports-themed evening will start out with cocktails and hors d'oeuvres followed by a fabulous four-course dinner and brief awards ceremony recognizing SNA contest winners. Includes time to address attendees. SNA members \$900, non-members \$1400

Thursday, Sept. 24, 2009

Continental Breakfast with Exhibitors / Morning Refreshment Break with Exhibitors / or Afternoon Refreshment Break with Exhibitors:
SNA members \$600 each, non-members \$995 each

Sessions Sponsor: Includes time to address attendees.
SNA Members \$2200 including exhibit booth, non-members \$2700

Demo Hour and Cocktail with Exhibitors: Includes time to address attendees. SNA members \$700, non-members \$1200

Friday, Sept. 25, 2009

Continental Breakfast: SNA members \$600 each, non-members \$995

Sessions Sponsor: Includes time to address attendees.
SNA Members \$2200 including exhibit booth, non-members \$2700

For more information contact:

Al Cupo, Vice President - Operations
215-256-6801, al.cupo@suburban-news.org

All sponsorships are on a first-come first-served basis; premium booth placement by date of registration. CALL TODAY!

**Rates good through August 15.
(10% late fee will apply after August 15)**

For the latest information about upcoming SNA events, visit www.suburban-news.org

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