

INNOVATE

Newspaper
Convention
2018

RENAISSANCE BOSTON WATERFRONT HOTEL ❖ FEBRUARY 23-24, 2018

Promotional Opportunities

Sponsorships

Sponsor an activity or amenity at the convention to raise your profile and show your support of the newspaper industry in the six-state region!

Journalism Awards Banquet Sponsor **\$1,750**

Maximum exposure! This is an exclusive sponsorship. It includes:

- Table tents with your logo at each table
- Your promotional material/item at every plate
- Recognition by MC
- Logo and recognition onscreen, in awards program, and on each entry ticket to the event
- Acknowledgement of your company in promotional material and event program
- Two complimentary dinner tickets

Registration Sponsor **SOLD** \$750

Maximum exposure! Yours will be the first sponsor message attendees see when they check in. This is an exclusive registration sponsorship. It includes:

- Your company logo on every name badge and registration packet
- Your promotional material placed in every packet
- Promotional signage at registration area
- Acknowledgement of your company in promotional material and event program
- Two exhibitor registrations

Saturday Book Premiere Luncheon **\$400**

This is an exclusive sponsorship that includes:

- Table tents with your logo at each table
- Your promotional material/item at every plate
- Recognition on every ticket/bookmark to event
- Acknowledgement of your company in promotional material and event program
- Two complimentary luncheon tickets

Water bottles **SOLD** \$500

Put your promotional message in the palm of every attendee's hand! Complimentary water bottles wrapped with your company logo and message will be available to attendees throughout the convention to ensure maximum exposure!

Coffee/refreshments **\$600**

Our attendees love coffee! Promote your company as the exclusive sponsor of the morning or afternoon coffee and refreshments. Sponsor both for only \$1,000. Includes:

- Your company logo on every coffee cup
- Signage at coffee area
- Display your promotional material
- Acknowledgement of your company in promotional material and event program



Sponsorships, continued

Advertising Awards Reception **SOLD** Sponsor \$600

This is an exclusive sponsorship that includes:

- Table tents with your logo at each table
- Your promotional material/item at every table
- Recognition by MC
- Logo and recognition onscreen, in awards program, and on each entry ticket to the event
- Acknowledgement of your company in promotional material and event program
- Two complimentary reception tickets

Hall of Fame Dinner Sponsor **\$600**

This is an exclusive sponsorship and it includes:

- Table tents with your logo at each table
- Your promotional material/item at every plate
- Recognition by MC
- Logo and recognition onscreen, in awards program
- Acknowledgement of your company in promotional material and event program
- Two complimentary dinner tickets

Lanyards **SOLD** \$1,000

Every attendee will be wearing a lanyard that includes your company name and logo. This is an exclusive sponsorship.

Advertising

Promotional Video **\$400**

It's just like making a presentation to all the decision makers at the convention! Send us your video (up to 3 minutes) and we will play it on the big screen before and after the opening sessions, both days, as well as periodically throughout the convention.

Presentation Slide **\$250**

Don't have a video? No worries — send us a slide that we'll play on the big screen between the speaker sessions.

Advertise in the Convention Program

Place your full color ad in the convention program guide that is given to every attendee. There are only a limited number of ad spots available, reserved on a first come basis.

| | |
|----------------------------|--------------|
| Back cover | \$400 |
| Inside Front or Back Cover | \$350 |
| Inside Full Page Ad | \$300 |
| Inside Half Page Ad | \$250 |

Promotional Material **\$200**

We'll distribute your company information to all attendees. Whether it is your brochure or promotional novelty item, we'll place your material at every seat.

Signage **\$150-250**

Have a visible presence at the convention! Even if you are unable to attend, allow us to place your vertical banners in key locations in the meeting hall. Send us your vertical banners, and we will display one banner for \$150, or two \$250. We'll return your banners to you after the convention.



Exhibitor Space

Connect with existing clients and meet new prospects — this is your chance to be on hand at the year's largest newspaper event in New England to promote your products and services to newspaper decision makers.

Exhibitor Package **\$895**

Includes two exhibitor staff registrations and complimentary admission to the Friday evening Advertising Awards Cocktail Reception. You'll also be cited in pre- and post-convention material.

Deluxe Exhibitor Package **\$1,200**

In addition to your exhibit table benefits, you'll also receive a full page ad in the convention program guide and we'll insert your promotional piece in every registration packet.



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Promotional Opportunities

Sponsorships

| | | | |
|---|---|---------|-------|
| Saturday Evening Awards Dinner Sponsor | | \$1,750 | _____ |
| Lanyards | | \$1,000 | n/a |
| Registration Sponsor | | \$750 | n/a |
| Saturday Book Premiere Luncheon Sponsor | | \$500 | _____ |
| Branded Water Bottles | | \$500 | n/a |
| Coffee/Refreshments | <input type="checkbox"/> Morning \$600 <input type="checkbox"/> Afternoon \$600 <input type="checkbox"/> Both \$1,000 | | _____ |
| Advertising Reception Sponsor | | \$500 | n/a |
| Hall of Fame Dinner Sponsor | | \$500 | _____ |

Exhibitor Space

| | | |
|---|---------------|-------|
| Exhibitor Package: | _____ x \$895 | _____ |
| Deluxe Exhibitor Package: | _____ x \$495 | _____ |
| Additional exhibitor staff registration | _____ x \$75 | _____ |

Advertising

| | | | |
|-----------------------------------|--|-------|-------|
| Promotional Video | | \$400 | _____ |
| Presentation Slide | | \$250 | _____ |
| Promotional Material Distribution | | \$200 | _____ |
| Signage | <input type="checkbox"/> One Banner \$150 <input type="checkbox"/> Two Banners \$250 | | _____ |
| Program Guide <i>Color Ad</i> | | | _____ |
| | <input type="checkbox"/> Back cover \$400 <input type="checkbox"/> Inside front/back cover \$350 <input type="checkbox"/> Inside full pg. \$300 <input type="checkbox"/> Inside half pg. \$250 | | _____ |

Special Events

| | | |
|--|---------------|-------|
| Friday New England First Amendment Coalition Luncheon | _____ x \$100 | _____ |
| Friday evening cocktail reception and advertising awards | _____ x comp | _____ |
| Friday evening Hall of Fame dinner | _____ x \$75 | _____ |
| Saturday book premiere luncheon | _____ x \$30 | _____ |
| Saturday evening journalism awards banquet | _____ x \$75 | _____ |

Total: \$ _____

* * * * *

COMPANY INFORMATION:

Company name: _____ Phone number: _____
 Contact person: _____ Email: _____
 Signature: _____

EXHIBITOR STAFF

Name: _____ Email: _____
 Name: _____ Email: _____

Reservation and payment may be faxed to (339) 999-2174 or mailed to: **NENPA, 1 Arrow Drive, Suite 6, Woburn MA, 01801**

☐ Check Enclosed ☐ Credit Card

CC #: _____ Exp. Date: _____
 Cardholder Name: _____ Zip code: _____
 Cardholder Signature: _____

For more information or to make a reservation contact Megan Sherman at 781-281-7284 or M.sherman@nenpa.com