

146th Annual  
Minnesota Newspaper Association Convention

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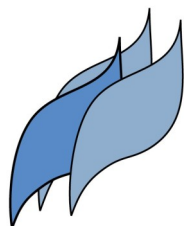
# Trade Show & Sponsorship Opportunities

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January 24-25, 2013  
DoubleTree by Hilton  
Bloomington - Minneapolis South  
Bloomington, MN

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Contact for More Information



MINNESOTA  
NEWSPAPER  
ASSOCIATION

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# Minnesota Newspaper Association

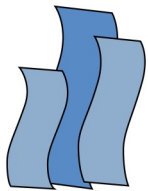
The Minnesota Newspaper Association, a voluntary association of all general-interest newspapers in the State of Minnesota, acts on behalf of the newspaper press of the state. It represents its newspapers in the legislature and in court, sells advertising for newspapers, and operates a mailing service (press releases).



MINNESOTA  
NEWSPAPER  
ASSOCIATION

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## Minnesota News Media Institute



MINNESOTA  
NEWSMEDIA  
INSTITUTE

The Minnesota News Media Institute is the 501(c)(3) training arm of the Minnesota Newspaper Association. A partnership of the more than 360 members of MNA, the Institute is working and making a difference for the future of Minnesota's news media by providing training to all newspaper and media professionals, scholarship and internship opportunities to students, and public forums for the general public to discuss media-related issues.

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## The Event

The 146th Annual Minnesota Newspaper Association Convention and Trade Show is one of the largest state press association conventions in the nation. More than 600 of Minnesota's newspaper professionals come together each year with other MNA members, vendors, educators, journalism students and sponsors in a fun and relaxed atmosphere.

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## Who Will Attend?

Publishers ♦ General Managers ♦ Owners ♦ CEOs ♦ CFOs ♦ COOs ♦ Editors  
Corporate Officials ♦ Digital Media Specialists ♦ Newspaper Sales and Marketing Executives  
Reporters ♦ Designers ♦ Photographers

# Sponsorship Opportunities

## BNC Awards Banquet Sponsor

♦ *Thursday*

**Investment: \$3,500**

**(\$2,500 for Trade Show Vendors\*)**

- Table tents with your company logo
- Signs listing your company name/logo as the BNC Awards Banquet Sponsor
- Your company logo & link on the event website
- 4 weeks prime advertising space in MNA Bulletin (sent to over 800 recipients)
- Acknowledgement of your company in promotional materials and event program
- Event attendee list for direct marketing
- Full page advertisement in BNC Tab
- Four tickets to dinner & recognition from the podium

## Thursday Luncheon Sponsor (Exclusive)

♦ *Thursday*

**Investment: \$2,500**

**(\$1,600 for Trade Show Vendors\*)**

- Table tents with your company logo
- Signs listing your company name/logo as the Thursday Luncheon Sponsor
- Your company logo on the event website
- 4 weeks advertising space in MNA Bulletin (sent to over 800 recipients)
- Acknowledgement of your company in promotional materials and event program
- Event attendee list for direct marketing
- Full page advertisement in event program
- Two tickets to lunch & recognition from the podium

## Friday Luncheon Sponsor (Exclusive)

♦ *Friday*

**Investment: \$2,500**

**(\$1,600 for Trade Show Vendors\*)**

- Table tents with your company logo
- Signs listing your company name/logo as the Friday Luncheon Sponsor
- Your company logo on the event website
- 4 weeks advertising space in MNA Bulletin (sent to over 800 recipients)
- Acknowledgement of your company in promotional materials and event program
- Event attendee list for direct marketing
- Full page advertisement in event program
- Two tickets to lunch & recognition from the podium

## Welcome Bag Sponsor (Exclusive)

♦ *Thursday-Friday*

**Investment: \$2,500**

**(\$1,600 for Trade Show Vendors\*)**

- Your company logo on welcome bags given to all event participants
- Your company logo on the event website
- 4 weeks advertising space in MNA Bulletin (sent to over 800 recipients)
- Signs listing your company name/logo as the Convention Welcome Bag Sponsor
- Acknowledgement of your company in promotional materials and event program
- Event attendee list for direct marketing
- Full page advertisement in event program

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*\*Trade Show Vendors discount requires Trade Show Vendor booth rental at Member or Non-Member Rate. Educational Organization Rate does not qualify for discount.*

### Trade Show Scavenger Hunt Sponsor

♦ *Thursday-Friday*

Investment: \$1,000

(\$750 for Trade Show Vendors\*)

- Your company logo on a customized Tablet for use in the Social Media Lab (Tablet will be raffled off as the Scavenger Hunt Prize at the end of the Trade Show)
- Your company logo and link to your website on the event website
- Signs listing your company name/logo as a Trade Show Scavenger Hunt Sponsor
- Acknowledgement of your company in promotional materials and event program
- Half page advertisement in event program

### Convention Nametag Sponsor

♦ *Thursday-Friday*

Investment: \$1,000

(\$750 for Trade Show Vendors\*)

- Your company logo on all event attendee nametags
- Your company logo and link to your website on the event website
- Signs listing your company name/logo as the Convention Nametag Sponsor
- Acknowledgement of your company in promotional materials and event program
- Half page advertisement in event program

### Dessert Reception Sponsor

♦ *Thursday after Luncheon*

Investment: \$750

(\$600 for Trade Show Vendors\*)

- Signs listing your company name/logo as a Dessert Reception Sponsor
- Your company logo and link to your website on the event website
- Acknowledgement of your company in promotional materials and event program

### Technology Sponsor— 2 Available

♦ *Thursday-Friday*

Investment: \$1,000

(\$750 for Trade Show Vendors\*)

- Your company logo on a customized Tablet for use in the Social Media Lab (Tablet will be raffled off at the end of the convention)
- Your company logo and link to your website on the event website
- Signs listing your company name/logo as a Technology Sponsor
- Acknowledgement of your company in promotional materials and event program
- Half page advertisement in event program

### Thursday Break Sponsor

♦ *Thursday*

Investment: \$750

(\$600 for Trade Show Vendors\*)

- Signs listing your company name/logo as the Thursday Break Sponsor
- Your company logo and link to your website on the event website
- Acknowledgement of your company in promotional materials and event program

### Friday Break Sponsor

♦ *Friday*

Investment: \$750

(\$600 for Trade Show Vendors\*)

- Signs listing your company name/logo as the Friday Break Sponsor
- Your company logo and link to your website on the event website
- Acknowledgement of your company in promotional materials and event program

### Silent Auction Sponsor

♦ *Thursday-Friday*

Investment: \$750 (\$600 for Trade Show Vendors\*)

- Signs listing your company name/logo as the Silent Auction Sponsor
- Your company logo and link to your website on the event website
- Acknowledgement of your company in promotional materials and event program



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*\*Trade Show Vendors discount requires Trade Show Vendor booth rental at Member or Non-Member Rate. Educational Organization Rate does not qualify for discount.*

# Advertising Opportunities

## Attendee Welcome Bag Inserts

◆ *Thursday-Friday*

**Investment: \$500 (\$100 for Trade Show Vendors\*)**

Attendee Bag Inserts offer you a great way to get your message into the hands of those involved in all aspects of the Minnesota newspaper industry. Promote your organization by inserting a marketing promotion, brochure, flyer or other advertisement in all attendee convention bags. Welcome bags are distributed to ALL registrants attending the Convention.

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## Convention Program

Promote your organization in this pocket-sized convention booklet. The program is designed to be the attendee's constant companion and that means you will never be far away! **DEADLINE — December 14, 2012**

Full page:  
8" wide x 5" deep: \$300

Half Page:  
5" wide x 5" deep: \$175

## Better Newspaper Contest Winners Tab

Promote your organization in this keepsake booklet listing all winners of the MNA's annual Better Newspaper Contest.

**DEADLINE — December 14, 2012**

Full page:  
7.5" wide x 10" deep: \$500

Half Page:  
7.5" wide x 5" deep: \$300

Quarter Page:  
3.75" wide x 5" deep: \$175

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## MNA Bulletin Advertising

Every week the MNA Bulletin goes out to over 800 recipients in the newspaper industry. With higher than industry standard read rates, you can be sure your advertisement is being seen by the people you want to reach: Publishers, General Managers, Owners, CEOs, CFOs, COOs, Editors, Corporate Officials, Digital Media Specialists, Newspaper Sales and Marketing Executives, Reporters, Designers, Photographers and more.

### Leaderboard Advertisement

Size: 660px x 150px

Convention Season Only (December 1, 2012— January 22, 2013) - \$600†  
12 Months— \$1,000† | 6 Months: \$750† | 3 Months: \$500†



### Story Style Advertisement

125 Word Limit With Single Link At End

Advertisement Will Appear As A Paid Advertisement Bulletin Story  
Convention Season Only (December 1, 2012— January 22, 2013) - \$1,200†  
12 Months— \$2,000† | 6 Months: \$1,500† | 3 Months: \$1,000†



*\*Trade Show Vendors discount requires Trade Show Vendor booth rental at Member or Non-Member Rate.  
Educational Organization Rate does not qualify for discount.*

†25% discount for Trade Show Vendors

# Trade Show Information

## Days & Hours

**Wednesday, January 23** Setup 1:00 – 4:30 pm

**Thursday, January 24** Exhibits open 8:00 am to 6:00 pm

Trade Show Break 9:00 – 9:30 am

Trade Show Dessert Reception — 1:30 pm

BNC Banquet Cocktail Reception in Trade Show area 5:00 pm

**Friday, January 25** Exhibits open 8:00 am to noon

Trade Show Break 9:00 – 9:30 am

Tear Down— 12:15 pm

All exhibits must be set up before 8:00 am on Thursday. Tear down begins at 12:15 pm on Friday. If you have questions, or need more information, please contact David Kaplan at MNA by phone at 612-278-0235, fax 612-342-2958, or by e-mail [david@mna.org](mailto:david@mna.org).

## Booth Descriptions and Rates

Each booth will be 7' deep x 12' wide with 8' black drapes and a sign with the name of your organization. Your company logo and a link to your website will appear on the event website and your company will be acknowledged in all promotional materials and event publication. Rental rates are as follows:

Booth Rental:                   MNA Member: \$485           Non-Member: \$525  
Educational Organizations: \$250

Early Bird Discount:    MNA Member: \$436           Non-Member: \$472  
*(Early Bird Registration and Payment Due by 11/16/2012)*

**All booths include wi-fi internet access but do not include power.**

Additional equipment and services are not included with the rental fee (e.g. chairs, tables, electrical or telephone services). MNA will advise our exhibitor rental firm, Brede, Inc., when your payment is received and Brede will contact you directly with a price list and request form. The telephone number for Brede is 612-331-4540.

# Exhibit Facts

- When:** Thursday and Friday, January 24-25, 2013
- Where:** DoubleTree by Hilton Bloomington-Minneapolis South  
7800 Normandale Boulevard (I-494 and Highway 100)  
Bloomington, MN 55439  
952-835-7800
- Space:** Exhibits are located in the Grand Ballroom East
- Hours:** Thursday, January 24, from 8:00 am to 6:00 pm  
Friday, January 25, from 8:00 am to 12:00 pm
- Events:** January 24-25 Trade Show Scavenger Hunt  
January 24 Trade Show Break 9:00 – 9:30 am  
January 24 Trade Show Dessert Reception 1:30 pm  
January 24 BNC Banquet Cocktail Reception in Trade Show area 5:00 pm  
January 25 Trade Show Break 9:00 – 9:30 am
- Set up:** Wednesday, January 23, 1:00 – 4:30 pm. Contact David at MNA in advance if later set up is needed at 612-278-0235, or by email [david@mna.org](mailto:david@mna.org).
- Tear Down:** Friday, January 25, at 12:15 pm
- Confirmation:** A confirmation packet with additional trade show information will be sent to you from our exhibition company Brede, Inc. upon receipt of your paid registration
- Shipping:** Exhibitors must arrange their own shipping to the hotel. No shipments will be accepted by the DoubleTree by Hilton Bloomington-Minneapolis South prior to January 21.
- Storage:**
- ◆ Exhibitors' property will be stored at the hotel at their own risk.
  - ◆ Neither the hotel nor MNA guarantees that the exhibit foyer will be locked and supervised at all times.
  - ◆ Exhibitors will be responsible for transporting materials to and from storage.  
**DoubleTree staff will move materials from storage to ballroom for an additional fee.**

# More Exhibit Facts

- MNA will provide:**
- ◆ A descriptive list of exhibitors will be distributed to each convention attendee. Please provide a description of your exhibit on the registration form.
  - ◆ A vendor listing in the official program.
  - ◆ Your company logo and a link to your website will appear on the event website.
  - ◆ Acknowledgment in all promotional materials and event publications.
  - ◆ With an exhibitor badge, you may attend educational sessions. Meal tickets must be purchased separately. A meal sign up is included on the registration form.

## **Hotel Room Information**

The group rate is \$99/night. Call the DoubleTree by Hilton Bloomington-Minneapolis South at 1-800-222-8733 to make your reservation. You'll want to mention the MNA annual convention to get the reduced rate.

## **Trade Show Payment/Cancellation Policy**

Entire payment must be enclosed with the registration form unless prior arrangement is made through MNA. Cancellation requests received on or prior to January 2, 2011 will result in a \$100 cancellation fee. After January 2, no refunds will be made.

## **Protection and Liability Statement**

It is mutually agreed that the Minnesota Newspaper Association and the DoubleTree by Hilton Bloomington-Minneapolis South shall not be liable to an exhibitor for any damage to or for the loss or destruction of an exhibit or the property of an exhibitor or injuries resulting from any cause. All claims for any such loss, damage or injury are expressly waived by the exhibitor.

Each exhibitor must make provisions for the safeguarding of goods, materials, equipment and display at all times. Exhibitors may wish to carry their own insurance at their own expense. MNA, the DoubleTree by Hilton Bloomington-Minneapolis South, and the on site security service will not be responsible for loss of any of the exhibitor's property by or for any cause. The exhibitor must surrender the space occupied in the same condition it was at the time of occupation.