



MINNESOTA  
NEWSPAPER  
ASSOCIATION

MINNESOTA NEWSPAPER ASSOCIATION

# 2026 & TRADE SHOW CONVENTION

JAN. 28-30 | BROOKLYN PARK, MN

PARTNER OPPORTUNITIES



FREE PRESS.  
FREE PEOPLE.  
SINCE 1867.



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## PLATINUM SPONSOR

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\$5,000 - **ONLY ONE AVAILABLE**

### EXCLUSIVE ACCESS

- Participation in Trade Talk sessions included
- Members directed to your trade show from check-in, if you choose to provide exclusive branded lanyards.
- Company introduction from podium during one luncheon
- Exclusive access to place literature on luncheon tables (two sessions)
- Two convention registrations with Welcome Reception, breakfasts, luncheons

### TRADE SHOW

- Top choice of location at MNA Trade Show

### EVENT BRANDING

- Opportunity to provide exclusive branded lanyards for every attendee.
- Signage at convention with logo
- Logo/link in online Convention Directory
- Recognition in printed and online Convention Program

### PRE- & POST-EVENT BRANDING

- Highlighted in pre-event Sponsor Spotlight email series with logo, text and/or short video.
- Primary sponsor logo/link on [MNA Convention web page](#)
- Primary sponsor logo/link on [Better Newspaper Contest results web page](#)
- Primary sponsor logo/link in pre-event promotion materials

### ONGOING TARGETED MESSAGING

- Two article placements in [MNA Member Bulletin](#) during calendar year 2026.
- Four targeted member email blasts during calendar year 2026.

**TO RESERVE YOUR SPONSORSHIP PACKAGE,  
CONTACT DEVLYN BROOKS AT [DEVLYNBROOKS@GMAIL.COM](mailto:DEVLYNBROOKS@GMAIL.COM)  
OR LISA SCHWARZ AT [LISAS@MNA.ORG](mailto:LISAS@MNA.ORG)**



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## GOLD SPONSOR

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\$3,500

### EXCLUSIVE ACCESS

- Participation in Trade Talk sessions included
- Acknowledged from podium during one luncheon
- Two convention registrations with Welcome Reception, breakfasts, luncheons

### TRADE SHOW

- Choice of location at MNA Trade Show (in priority of signup)

### EVENT BRANDING

- Signage at convention with logo
- Logo/link in online Convention Directory
- Recognition in printed Convention Program

### PRE- & POST-EVENT BRANDING

- Highlighted in pre-event Sponsor Spotlight email series with logo, text and/or short video.
- Logo/link on [MNA Convention web page](#)
- Logo/link on [Better Newspaper Contest results web page](#)
- Sponsor logo/link in pre-event promotion materials
- Logo in MNA Bulletin for 4 weeks minimum (based on timely commitment)

### ONGOING TARGETED MESSAGING

- Two targeted member email blasts with your message during calendar year 2025.

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## SILVER SPONSOR

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\$2,500

### EXCLUSIVE ACCESS

- Participation in Trade Talk sessions included
- Two convention registrations with Welcome Reception, breakfasts, luncheons

### TRADE SHOW

- Booth at MNA Trade Show

### EVENT BRANDING

- Signage at convention with logo
- Logo/link in MNA Convention Online Directory
- Recognition in printed Convention Program

### PRE- & POST-EVENT BRANDING

- Highlighted in pre-event Sponsor Spotlight email series with logo, text and/or short video.
- Logo/link on MNA Convention web page
- Sponsor logo in event promotion materials
- Logo in MNA Bulletin for 4 weeks minimum (based on timely commitment)

### ONGOING TARGETED MESSAGING

- One targeted member email blast with your message during calendar year 2025.

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## BRONZE SPONSOR

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\$ 6 5 0

### EXCLUSIVE ACCESS

- Two convention registrations  
(Breakfast included, luncheons available as a la carte registration)

### TRADE SHOW

- Booth at MNA Trade Show

### EVENT BRANDING

- Logo/link in MNA Convention Online Directory
- Recognition in printed Convention Program

### PRE- & POST-EVENT BRANDING

- Highlighted in pre-event Sponsor Spotlight email series with logo, text.
- Logo/link on MNA Convention web page
- Logo in MNA Bulletin for 4 weeks minimum (based on timely commitment)

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## TRADE TALK: WHERE YOU AND YOUR PROSPECTS MEET

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INCLUDED IN PLATINUM, GOLD & SILVER PACKAGE, BRONZE OPT-IN:  
\$250 FOR ONE SESSION, \$400 FOR TWO SESSIONS, NINE AVAILABLE

We know you want dedicated time to talk about your products and services with decision-makers at one of the nation's largest press association conventions. So we're making it happen.

### NEW for 2026: MORE TRADE TALK TIMES

- Exclusive 60-minute sessions on Thursday and Friday mornings for nine vendors ONLY! You'll connect with potential clients exclusively in a roundtable format, allowing your message to land, generate questions and feedback.
- No counter-programming! You won't be competing with other convention sessions.
- A great place to cement relationships sparked in the busy Trade Show area.
- We're incentivizing participation with a prize worth more than \$125.
- We're including Trade Talk promos and the prize entry form in EVERY registrants' ticket packet.
- Trade Talk will be heavily promoted in our MNA Member Bulletin, on our website, and in targeted email blasts leading up to the convention. Your logo, web link and company info will be included!
- At the convention, your logo will be included on Trade Talk signage and in the convention program as part of the Trade Talk sessions.
- Trade Talk is an enhancement option available **only** to our Platinum, Gold, Silver (included) and Bronze Trade Show sponsors.
- Want more information? Ask Devlyn for details.

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## FRIEND OF MNA OPPORTUNITIES

ENHANCE YOUR SPONSORSHIP OR GO A LA CARTE

### KEYNOTE SPONSOR: \$2,500

Two available

- Recognition from the podium during sponsored keynote luncheon
- Recognition in printed Convention Program
- Logo/link on convention website, promo messages

### NEW PUBLISHER & WELCOME

### RECEPTION SPONSOR: \$2,000

One available

- Exclusive sponsor of MNA's fireside opening reception featuring heavy hors d'oeuvres and networking Wednesday evening
- Recognition in printed Convention Program
- Logo/link on convention website, promo messages

### DESSERT SPONSOR: \$1,000-\$2,000

Three available: two luncheon (\$1,000), one Awards Banquet (\$2,000)

- Recognition from podium during sponsored meal
- Recognition in printed Convention Program
- Logo/link on convention website, promo messages

### BREAKFAST SPONSOR: \$1,500

Two available

- Logo on signage at breakfast station
- Recognition in printed Convention Program
- Logo/link on convention website, promo messages

### NOTEBOOK SPONSOR: \$1,500

One available

- Logo on event reporter notebook distributed at registration
- Recognition in printed Convention Program
- Logo/link on convention website, promo messages

### WIFI SPONSOR: \$750

One available

- Logo on signage throughout venue
- Recognition in printed Convention Program
- Logo/link on convention website, promo messages

### MNI Gold Sponsor: \$500

*Supporting MNA's nonprofit: the Minnesota News Media Institute*  
Multiple available

- Logo on event signage
- Logo/Link or listing on MNI web page at [mna.org](http://mna.org)
- Recognition in printed Convention Program
- Logo/link on convention website, promo messages

### BAR SPONSOR: \$500

Multiple available

- Sponsor logo displayed during bar hours
- Recognition in printed Convention Program
- Logo/link on convention website, promo messages

### VIP/STUDENT AREA SPONSOR: \$500

Multiple available

- Sponsor logo displayed on signage in event VIP area
- Recognition in printed Convention Program
- Logo/link on convention website, promo messages

### COFFEE SPONSOR: \$500

Multiple available

- Sponsor logo displayed continuously at central coffee station
- Recognition in printed Convention Program
- Logo/link on convention website, promo messages

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## SPONSORSHIP RESERVATION

DATE: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

SPONSORSHIP LEVEL: ☐ Platinum ☐ Gold ☐ Silver ☐ Bronze ☐ Friend

TRADE SHOW ONLY: ☐

CONTACT NAME: \_\_\_\_\_

EMAIL: \_\_\_\_\_

MOBILE PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

### FRIEND OF MNA SPONSORSHIP OPTIONS:

Pair with one of our mainline sponsorships (above), OR choose one or several  
Friend of MNA options a la carte:

- ☐ New Publisher & Welcome Reception
- ☐ Thursday Breakfast ☐ Friday Breakfast
- ☐ Better Newspaper Contest Awards banquet dessert
- ☐ Thursday luncheon dessert ☐ Friday luncheon dessert
- ☐ Notebooks ☐ WiFi ☐ MNI Gold Sponsor
- ☐ VIP Area ☐ Coffee Sponsor ☐ Bar Sponsor

**We will contact you for confirmation and payment details. Thank you!**

Briefly describe your organization's products, services or mission for us to share with our members:

☐ Please contact me about additional statewide, local and national advertising opportunities

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