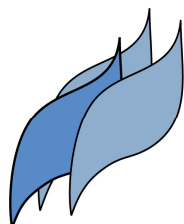


145th Annual
Minnesota Newspaper Association
Convention and Trade Show

Event &
Sponsorship
Opportunities

January 26-27, 2012
DoubleTree by Hilton
Bloomington - Minneapolis South
Bloomington, MN

Contact for More Information



MINNESOTA
NEWSPAPER
ASSOCIATION

David Kaplan
Business Development Manager
612-278-0235
david@mna.org

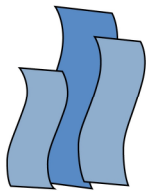
Minnesota Newspaper Association

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

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.

The Event

The 145th 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.

Who Will Attend?

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

BNC Awards Banquet Sponsor (Exclusive)

◆ *Thursday*

Investment: \$3,500

- Your company logo on award winner DVD provided to all attendees
- Table tents with your company logo on Banquet tables
- Signs listing your company name/logo as the BNC Awards Banquet Sponsor
- Your company logo and link to your website on the event website
- Acknowledgement of your company in promotional materials and event program
- Event attendee list for direct marketing
- Full page advertisement in event program
- Four tickets to dinner & recognition from the podium

Thursday Luncheon Sponsor (Exclusive)

◆ *Thursday*

Investment: \$2,500

- Table tents with your company logo on luncheon tables
- Signs listing your company name/logo as the Thursday Luncheon Sponsor
- Your company logo and link to your website on the event website
- 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

Trade Show Scavenger Hunt Sponsor (Sold Out!!)

◆ *Thursday-Friday*

Investment: \$1,000

- Your company logo on a customized iPad2 for use in the Social Media Lab (iPad2 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

Friday Luncheon Sponsor (Exclusive)

◆ *Friday*

Investment: \$2,500

- Table tents with your company logo on luncheon tables
- Signs listing your company name/logo as the Friday Luncheon Sponsor
- Your company logo and link to your website on the event website
- 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: \$1,250

- Your company logo on welcome bags given to all event participants
- Your company logo and link to your website on the event website
- Signs listing your company name/logo as the Convention Welcome Bag Sponsor
- Acknowledgement of your company in promotional materials and event program
- Full page advertisement in event program

Technology Sponsor (Sold Out!!)

◆ *Thursday-Friday*

Investment: \$1,000

- Your company logo on a customized iPad2 for use in the Social Media Lab (iPad2 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

Convention Nametag Sponsor (Exclusive)

◆ *Thursday-Friday*

Investment: \$1,000

- 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 (1 Available— 1 Sold)

◆ *Thursday after Luncheon*

Investment: \$750

- 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

Friday Breakfast Sponsor (Exclusive)

◆ *Friday*

Investment: \$1,000

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

Break Sponsor (2 Available — 2 Sold)

◆ *Thursday-Friday*

Investment: \$500

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

Attendee Welcome Bag Inserts ◆ *Thursday-Friday*

Investment: \$100

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 event.

Exhibit Space (18 Available) ◆ *Thursday-Friday*

Investment: \$485 Member/\$525 Non-Member

Early Bird Discount (Due by 11/15/2011) - \$436 Member/\$472 Non-Member

Educational Organizations - \$250

- 7'x10' booth space
- Your company logo and link to your website on the event website
- Acknowledgement of your company in promotional materials and event program
 - Includes wi-fi Internet access

Program Advertiser

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 12**

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 12

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

Sponsorship and Event Sign Up Form

Name of Organization: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
E-Mail: _____ Website: _____
Contact Name: _____ Phone: _____

Please Contact Me Regarding The Following Sponsorship Opportunities

- | | |
|--|--|
| <input type="checkbox"/> BNC Awards Banquet Sponsor | <input type="checkbox"/> Convention Nametag Sponsor |
| <input type="checkbox"/> Thursday Luncheon Sponsor | <input type="checkbox"/> Friday Breakfast Sponsor |
| <input type="checkbox"/> Friday Luncheon Sponsor | <input type="checkbox"/> Dessert Reception Sponsor |
| <input type="checkbox"/> Welcome Bag Sponsor | <input type="checkbox"/> Break Sponsor |
| <input type="checkbox"/> Trade Show Scavenger Hunt Sponsor | <input type="checkbox"/> Attendee Welcome Bag Insert |
| <input type="checkbox"/> Technology Sponsor | <input type="checkbox"/> More Information |

-
- I am interested in being a **Trade Show Vendor** for the 2012 MNA Convention
- I am interested in advertising in the Program and/or BNC Winners Tab

Return your form to: David Kaplan
Minnesota Newspaper Association
12 South 6th Street, Suite 1120
Minneapolis, MN 55402
Email: david@mna.org | Phone: 612-278-0235 | Fax: 612-342-2958