

THE NEW YORK PRESS ASSOCIATION'S EXCLUSIVE **NEWSPAPER VENDOR SHOWCASE**

ACCESS TO NYPA'S UNIQUE NEWSPAPER MEMBERSHIP

2017 NYPA Spring Conference and Trade Show

The largest newspaper conference in the country, featuring more than 64 concurrent workshops, Better Newspaper Contest awards ceremonies, a dynamic exhibitor marketplace, and the fabulous "Fourth Estate Gala" — all part of a spectacular two-day event April 7th and 8th, 2017 in picturesque Saratoga Springs, New York.

Newspaper industry suppliers are invited to exhibit at this single location marketplace of newspaper industry suppliers, which provides a quiet, convenient way for time-pressured publishers to exchange ideas and information. Specially designed exhibitor packages guarantee year-round exposure to an exclusive audience of owner-operated community newspaper companies (Read: decision makers with money to spend) ensuring that your message is in front of your customers when they need to buy your product or service. More than 600 members of New York's newspaper industry participate in this event annually.

Three highly-discounted vendor programs will be offered in 2017, to maximize your exposure to New York's newspaper community. Laurel is coordinating this effort to provide these essential planning resources to you and to New York's newspaper community.

Call 518-464-6483 or email Laurel at ljacon@nynewspapers.com.



621 Columbia St. Extension, Cohoes, NY 12047
518-464-6483 • fax: 518-464-6489
www.nynewspapers.com

- More than 800 independently-owned community newspapers published throughout the State of New York
- Talk directly to owners (decision makers)
- Community newspapers are growing (have money to invest in your products/in their businesses)
- Distinguishing NYPA from other state press associations, there is very little chain ownership of community newspapers in New York —
 - *fewer than thirty of the newspapers are chain-owned and operated*
 - *more than 200 ethnic newspapers are published in NY — the majority are independently-owned*

VENDOR TESTIMONIALS

This Trade Show Gets Results!

"Our overall experience was very good. This was the first time we had a booth at the event and I must say it was worth the effort! The Gala event is always good for networking with the members and the food this year was top shelf."

— *Joe Calandra, Vice President Operations, Atlantic Color Corporation*

"This was, in my opinion, the best state conference of the year... Your attendance was up with people that people like me want to talk to!"

— *Jack Ratzsch, Lead - Publisher Recruitment, B.E.N.N.*



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TOP OF MIND AWARENESS VENDOR PACKAGES

Package ONE: \$2,000

- Choice premium position booth at the NYPA Spring Convention: Featuring electrical outlet and Internet accessibility (Value: \$895)
- Full-page advertisement in the Spring Convention Program (Value: \$1,200)
(The Spring Convention Program will be utilized by approximately 500 convention attendees)
- Business card ad in full-color in one issue of NYPA's newsletter, "NewsBeat" (Value: \$250)
- Rotating ad on homepage of our Site (Value: \$150)
(Ad rotation on specified location of our homepage at www.nynewspapers.com for one full month)
- Listing on NYPA's vendor directory Site page (Value: \$75)
(Ad listing on specified location of our Site at www.nynewspapers.com for six months)

Package TWO: \$1,500

- Choice premium position booth at the NYPA Spring Convention: Featuring electrical outlet and Internet accessibility (Value: \$895)
- Half-page advertisement in the Spring Convention Program (Value: \$650)
(The Spring Convention Program will be utilized by approximately 500 convention attendees)
- Rotating ad on homepage of our Site (Value: \$150)
(Ad rotation on specified location of our homepage at www.nynewspapers.com for one full month)
- Listing on NYPA's vendor directory Site page (Value: \$75)
(Ad listing on specified location of our Site at www.nynewspapers.com for six months)

Package THREE: \$1,250

- Choice premium position booth at the NYPA Spring Convention: Featuring electrical outlet and Internet accessibility (Value: \$895)
- Quarter-page advertisement in the Spring Convention Program (Value: \$350)
(The Spring Convention Program will be utilized by approximately 500 convention attendees)
- Listing on NYPA's vendor directory Site page (Value: \$75)
(Ad listing on specified location of our Site at www.nynewspapers.com for six months)

Additional Sponsorship Opportunities:

- Brochure or flyer to be inserted into attendee registration packets.....**\$250**
- Lanyard Sponsor.....**\$500**
(\$500 plus cost of lanyard) — 500 pieces needed)
- Break Sponsor (Only Four Available).....**\$500**
- Friday Breakfast Sponsor.....**\$750**
- Saturday Breakfast Sponsor.....**\$1,500**
- Saturday Evening Cocktail Party Sponsor.....**\$3,500**

* All package details are available "a la carte" —
(Ask your sales representative for more details)

New York Press Association



Receive a **10% DISCOUNT** if payment is received by **MARCH 3rd!**

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REGISTRATION FORM

APRIL 7 & 8, 2017 • GIDEON PUTNAM RESORT, SARATOGA SPRINGS, NY

Please fill in and mail, along with your check, to NYPA.

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Contact Person _____

Booth Rep #1 _____

Booth Rep #2 _____

Name as you'd like it to appear on booth ID signage (25-letter limit) _____

Package ONE..... \$2,000

Package TWO..... \$1,500

Package THREE.... \$1,250

Sponsorship:

From a la Carte Menu:

TOTAL COST: \$ _____

Payment:

Check enclosed

Credit Card:

Visa

MasterCard

Discover

AMEX

Card # _____

Expiration Date _____ CCV _____

Print Name (as it appears on card)

Card Holder's Signature



Payment in full is required by April 1, 2017



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