



135th NNAF Annual  
Convention & Trade Show 2021  
Jacksonville, Florida • September 30 - October 2

We were  
**local**  
before local was cool



# EXHIBITOR PROSPECTUS

Trade Show Dates: Sept. 30–Oct. 2, 2021



# We're gathering community newspaper decision makers from across the U.S. under one roof.

## Don't miss your opportunity to meet them face-to-face!

The National Newspaper Association Foundation 2021 Annual Convention and Trade Show will gather at the Hyatt Regency Jacksonville Riverfront in Jacksonville, Florida, this fall. It's your chance to showcase your company's products and services. With more than ten hours of exhibit time, you will have plenty of time to talk with each of the 200+ people in your target audience. NNA represents more than 1,800 member newspaper companies.

### OPPORTUNITIES TO REACH YOUR TARGET AUDIENCE AT THE NATIONAL NEWSPAPER ASSOCIATION FOUNDATION'S 135th ANNUAL CONVENTION & TRADE SHOW

## Exhibit Opportunities

8' x 10' with 8' back and 3' side walls, plus one 6' table, two chairs, one wastebasket, and complimentary WiFi. The exhibit hall is carpeted; 5 amp electrical access is \$55. Two attendee registrations are included with each exhibit booth.

#### NNA Allied member Non-member\*

8' x 10' Prime Location Booth	\$1,150	\$1,600
8' D x 10' W Standard Location Booth	\$950	\$1,400

**Booth prices increase by \$100 if booked after May 31, 2021.**

Reserve a booth before July 1 with a \$500 deposit. Full amount is due by July 1.

#### Display Table

Available only for literature distribution or computer demonstrations. The fee includes one 6' draped table, one chair, a wastebasket, and complimentary WiFi. Pop-ups and other material that does not fit on the 6' table are not allowed. One attendee registration is included with each display table.

**Table prices increase by \$100 if booked after May 31, 2021.**

	NNA Allied member	Non-member*
Display-only table	\$500	\$900

\*NNA Allied membership is \$500 per year and includes:

- discounted NNAF Convention and Trade Show exhibit fees;
- a one-year subscription to Publishers' Auxiliary, NNAF's trade newspaper;
- 5 percent discount off advertising in all NNAF electronic and print publications; and
- inclusion in the NNA Allied Member Directory for a year — on the NNAF website and twice in Publisher's Auxiliary.

**Join while registering as exhibitor to receive member rates!**

**REGISTER ONLINE** — [tradeshow.nnafoundation.org](https://tradeshow.nnafoundation.org)

## Sponsorship Opportunities

Connect with decision-makers outside of the exhibit hall with a sponsorship that furthers your marketing goals. We offer opportunities to underwrite the event beginning at \$500, as well as items and event-specific sponsorships such as the popular ice cream social and easily-seen lanyards. See all available opportunities in the Sponsorship Prospectus at [sponsorships.nnafoundation.org](https://sponsorships.nnafoundation.org)

We welcome the chance to customize a sponsorship for you. Contact Kristi at [kristi@plan4growth.com](mailto:kristi@plan4growth.com) or Wendy at [wendy@nna.org](mailto:wendy@nna.org).

## Beyond the convention opportunities

#### Convention Packages

Extend your reach post-convention with one of the NNAF's cost-efficient packages that provide multiple exposure points throughout the year. Meet your target audience at the Convention and remind them of your goods and services for the next 11 months. Details on the following page.

**Convention Package** \$3,000

**Enhanced Convention Package** \$3,700

## Advertising Opportunities

The NNAF Annual Convention and Trade Show program is the road map for convention attendees. This pocket publication provides detailed information on all sessions and social events, plus a listing of exhibitors with descriptions and contact information. Advertising is exclusive to sponsors and exhibiting companies.

Full page	\$300	3.75" x 8" (non-bleed)
Half page	\$175	3.75" x 4" (non-bleed)
Logo-enhanced listings	\$50	
Outside back cover	\$600	3.75" x 8" (non-bleed)
Inside back cover	\$400	3.75" x 8" (non-bleed)
Inside front cover	\$500	3.75" x 8" (non-bleed)

All ads are non-bleed; **add four-color for \$100.**

**DEADLINE:** Camera-ready ads must be submitted to NNAF by August 6, 2021

## Donation Opportunities

Door prizes enhance the Convention & Trade Show experience for the participants. Donate a prize valued at \$150 or more and NNAF will give it away during the convention. We will acknowledge your contribution during the drawing and with a listing in the program.

**QUESTIONS? Kristi or Wendy will help you.**

**Kristi Dale**  
(816) 812-0336 | [kristi@plan4growth.com](mailto:kristi@plan4growth.com)

**Wendy MacDonald**  
(913) 461-3721 | [wendy@nna.org](mailto:wendy@nna.org)

## NNAF CONVENTION PROMO PACKAGES

The NNAF Convention Package and Enhanced Convention Package keep you in front of your target audience throughout the year.

### Convention Package (formerly Friends Package)

Allied Membership - 12 months.....	\$500
Convention Booth.....	\$950
Product & Services Directory Ad - 12 times in print & digital edition.....	\$1,482
Website button ad - 12 months.....	\$600
Digital Edition email bottom spot - 3 times per year.....	\$450

**Value** ➔ **\$3,982**

**Price** ➔ **\$3,000**

### Enhanced Convention Package (formerly Friends Plus Package)

Features all of the above, plus:	
Full page color program ad.....	\$400
Convention program - logo enhanced company listing .....	\$50
Friends conference sponsorship.....	\$500

**Value** ➔ **\$4,932**

**Price** ➔ **\$3,700**

### Additional features for both Packages:

- 5% discount off advertising in all NNAF electronic and print publications
- additional ads at the discounted 12x rate
- \*the value of the Product & Services Directory ads may be applied to the purchase of larger ads

**REGISTER ONLINE** — [tradeshow.nnafoundation.org](http://tradeshow.nnafoundation.org)

## TESTIMONIALS

"If you are only planning on doing one or two shows next year, you need to be here!"

-- Greg Booras, The Newspaper Manager

"Secure a spot. This is a great audience of leaders in the industry, seeking solutions to how to grow their revenue and audience."

-- Mike Martoccia, Wehoo Digital Marketing

"NNA does really well setting the environment for vendor interaction. That is another reason we come to this show. ... Our budget needs to be invested for maximum return. Your efforts make that investment worthwhile."

-- Sabrina Fobes, Merrimac Plus

"My expectations were surpassed ... I can state unequivocally that we had more interest at this show than our previous shows this year. It seemed that the members appreciated us being there."

-- Devlyn Brooks, Modulist

## SCHEDULE

# Trade show schedule

(hours subject to change)

### Thursday, September 30, 2021

8 a.m.–1 p.m.	Move In
1–6 p.m.	Exhibit Hall Open
1–3 p.m.	Ice Cream. Social in the Exhibit Hall
3–4:30 p.m.	Solutions Start Here! (Click here <a href="https://solutionsstarthere.nna.org">solutionsstarthere.nna.org</a> to give a three-minute presentation)
4:30–6 p.m.	Trade Show Grand Opening
6:30–10 p.m.	Extravaganza

### Friday, October 1, 2021

8–9:30 a.m.	Opening Breakfast, Flag Ceremony & Keynote Speaker
9:30 a.m.–3:05 p.m.	Exhibit Hall Open
9:45–10:30 a.m.	Session
10:30–11 a.m.	Break in Exhibit Hall
11 a.m.–12 p.m.	Flash Sessions
12–1:30 p.m.	Lunch with Exhibitors
1:30–2:35 p.m.	Flash Sessions
2:35–3:05 p.m.	Break in Exhibit Hall
3:30–5 p.m.	Move Out
3:45–5 p.m.	Great Idea Exchange
6–7:30	Social Event TBA

## SOLUTIONS START HERE!

We will kick off the trade show this year with a Solutions Start Here! Session on Thursday, Sept. 30 from 3-4:30 pm. This is your chance to step into the spotlight and inform our members of the valuable services you provide. Find details at [solutionsstarthere.nnafoundation.org](https://solutionsstarthere.nnafoundation.org)

**REGISTER ONLINE** — [tradeshow.nnafoundation.org](https://tradeshow.nnafoundation.org)

## GENERAL INFORMATION

### BOOTH ASSIGNMENTS

NNAF reserves the right to refuse or cancel a contract should it not comply with NNAF's policies and philosophies, which are described in the Rules and Regulations for Exhibitors.

### DECORATOR

Gilbert Exposition Management Services (GEMS) will provide drayage, labor, and furniture rentals. The exhibitor service kit will be available as soon as possible.

### ELECTRICITY

5 amp electrical access is \$55.

### WIFI

Complimentary Wifi is available throughout the exhibit hall and meeting space.

### CANCELLATION

Cancellations received before July 1 will be assessed a \$100 processing fee. For cancellations received after July 1, a refund of 50 percent will be returned only if the space can be resold. No refunds will be given after Sept. 1, 2021.

## HOST HOTEL

Hyatt Regency Jacksonville Riverfront  
225 E Coastline Dr.  
Jacksonville, FL 32202

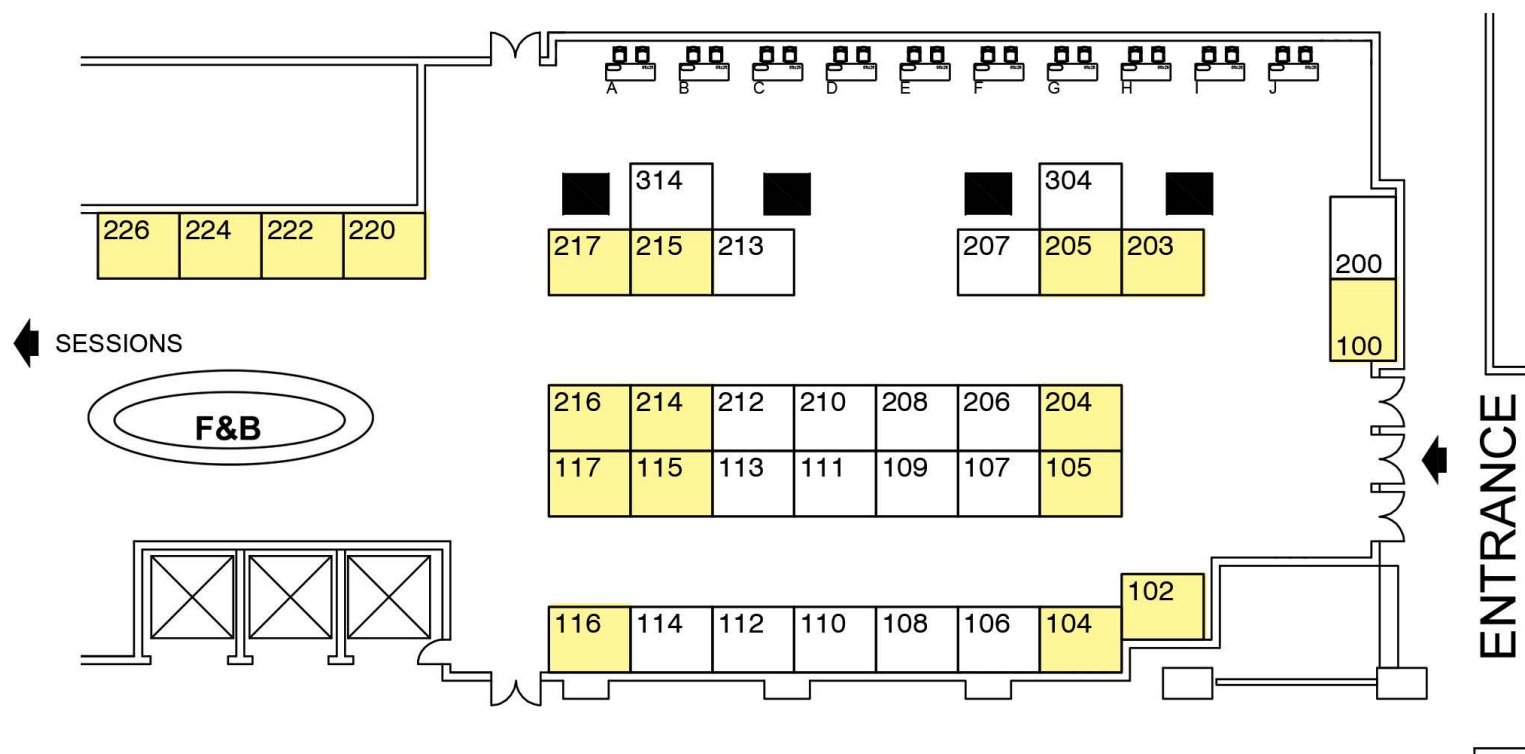
The discounted rate of \$159/room (plus tax) is available through September 1, 2021.

Online reservations: [hotel.nnafoundation.org](https://hotel.nnafoundation.org)

Phone reservations: **1-904-588-1234** and mention the **National Newspaper Association Foundation**.

**Important Note:** If someone calls you to book a hotel, do not book through them. In the past we have had a problem with companies calling exhibitors directly to book hotel rooms. They are not affiliated with NNA/NNAF. NNA/NNAF will never call you to book a room. To book your hotel directly, call or use the provided link.

# FLOOR PLAN



**REGISTER ONLINE** — [tradeshow.nnafoundation.org](http://tradeshow.nnafoundation.org)

## CHECK OUT THE COMPETITION (2020 Exhibitors)

- |  |   |   |   |
|--|---|---|---|
| <ul style="list-style-type: none"> <li>• AccuZIP Inc.</li> <li>• Bluefin Technology Partners</li> <li>• Broadstreet Ads Inc.</li> <li>• CarrierTrack Technologies / Ad Network Solutions</li> <li>• Clean Ticket Company</li> <li>• Creative Circle Media Solutions</li> </ul> | <ul style="list-style-type: none"> <li>• eType Services</li> <li>• Friends2Follow</li> <li>• Grimes, McGovern &amp; Associates</li> <li>• Hometown Digital Marketing Agency</li> <li>• Hometown Digital Solutions</li> <li>• Interlink</li> </ul> | <ul style="list-style-type: none"> <li>• KidScoop</li> <li>• MerrimacPlus</li> <li>• Modulist</li> <li>• MSG Payment Systems</li> <li>• Our-Hometown.com</li> <li>• Polco</li> <li>• Ramsey Solutions Syndicated Content</li> </ul> | <ul style="list-style-type: none"> <li>• RouteSmart Technologies Inc</li> <li>• SCS</li> <li>• The Newspaper Manager</li> <li>• TownNews</li> <li>• Waltery Insurance Brokers</li> <li>• Workbench</li> </ul> |
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# RULES AND REGULATIONS FOR EXHIBITORS

## MOVE IN & MOVE OUT

- Move in begins at 8 am, Thursday, September 30, 2021, and must be completed by 1 p.m. the same day.
- Move out begins no earlier than 3:30 pm, Friday, October 1, 2021, and must be completed by 5:00 pm the same day.
- Non-compliant exhibitors risk being prohibited from exhibiting at future NNAF events.

## EXHIBIT SPECS

The exhibit hall is carpeted.

Exhibit Booths are 8' x 10' and include an 8' back wall, 33" high side walls, one 6' draped table, two chairs, a wastebasket, signage, and complimentary WiFi. Additional furnishings, labor, freight handling, and other needs will be provided by Gilbert Exposition Management Services (GEMS), the official exhibit decorator.

Display-only tables include a 6' draped table, one chair, a wastebasket, and complimentary WiFi. Not allowed are pop-ups and other material that does not fit on the 6' table or directly behind it, backdrops, and signage larger than 2'x3'.

## RESTRICTIONS

Exhibit materials and equipment must be contained within the parameters of the assigned space, unless approved in advance by the National Newspaper Association Foundation. A representative of the exhibiting company must be present in the exhibit hall at all times during the posted exhibit hours to ensure booth materials are secure.

## TERMINATIONS, CANCELLATIONS, AND CHANGE OF VENUE

In the event that the premises in which the NNAF Convention and Trade Show is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not reasonably within the control of NNAF or its agents, the Convention and/or Trade Show may be canceled, postponed, or moved to another appropriate location, at the sole discretion of NNAF. NNAF shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of NNAF. Causes for such action beyond the control of NNAF shall include, but are not limited to fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by Hyatt Regency Jacksonville Riverfront, municipal, state or federal laws, or other acts of God. Should NNAF terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damage arising thereof. In the event of event termination or cancellation, refunds of paid deposits and booth fees shall be made to exhibitors at the sole discretion of NNAF and in any case, will not exceed the amount of each exhibitor's paid fee, less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by NNAF through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes,

whichever is later.

## CANCELLATION BY EXHIBITOR

In the event of cancellation by an exhibitor, NNAF shall assess a fee as follows:

- Cancellations received through June 30, 2021 — \$100
- Cancellations received after July 1 — If NNAF is able to resell the booth space, 50% of the cancellation fee will be refunded.
- No refunds after Sept. 1, 2021.

## USE OF DISPLAY SPACE

In the event the exhibitor fails to install within the time limit set for opening, NNAF shall have the right to take possession of said space and will not refund any portion of the exhibit fee.

All demonstrations and material distribution must be confined to the limits of the exhibit booth. No exhibitor shall assign, sublet, or share the space assigned without the consent of NNAF. Advertising material or signs of firms other than registered exhibitors is prohibited.

Nothing except carpet-on-carpet shall be pasted, tacked, nailed or otherwise attached to walls, door, floor, or other parts of the facility or furniture contained in Hyatt Regency Jacksonville Riverfront. Carpet-on-carpet must be attached with carpet tape.

Public hallways, corridors, lobbies, etc., are not to be used when transporting freight, equipment, etc. At no time are facility main entrances to be used. At all times service and/or freight elevators are to be used. Use of passenger elevators for transporting equipment, materials, etc., is not permitted. All rules and regulations as dictated by the Fire Marshal of the City of Jacksonville and any applicable state authority, e.g. State Fire Marshal's offices are to be adhered to.

A representative of the exhibiting company must be present in the exhibit hall at all times during the posted exhibit hours.

## LIABILITY

The exhibitor agrees to make no claims against NNAF, its employees or Hyatt Regency Jacksonville Riverfront for loss, theft, damage to goods, or injury to himself, his employees, or NNAF attendees while in the exhibition area, nor any consequential damage to his/her business for failure to provide space for the exhibitor or the failure to hold the NNAF Annual Convention and Trade Show as scheduled.

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save NNAF and Hyatt Regency Jacksonville Riverfront from claims, losses and damages to persons or property, governmental charges for fines and attorney's fees related to the use of the exhibition premises or part thereof. In addition, Exhibitor acknowledges that neither NNAF, nor Hyatt Regency Jacksonville Riverfront, maintain insurance covering Exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property insurance covering such losses by exhibitor. The above-cited regulations as well as all conditions stated in the NNAF Exhibitor Prospectus and Exhibit Application/Contract become a part of the contract between the exhibitor and the National Newspaper Association Foundation.

