



2020

YOU'RE INVITED TO ATTEND THE **IOWA NEWSPAPER ASSOCIATION**

# CONVENTION & TRADE SHOW

**FEBRUARY 6-7, 2020 • DOWNTOWN DES MOINES MARRIOTT**

**EVENT & SPONSORSHIP DETAILS**

# Trade Show

The Iowa Newspaper Association Convention and Trade Show is the among the largest state press association conventions in the nation. Each year, professionals from our nearly 300 member newspapers come together to network with other INA members, vendors and sponsors in a fun and relaxed atmosphere. This event provides the perfect opportunity to mix and mingle with your target audience, and offers valuable networking opportunities so that you have time to talk directly with potential customers.



## WHO WILL ATTEND?

|               |                      |                                 |
|---------------|----------------------|---------------------------------|
| Editors       | Publishers           | Digital Media Specialists       |
| Reporters     | General Managers     | Sales & Marketing Professionals |
| Photographers | Owners               |                                 |
| Designers     | Corporate Executives |                                 |

## EXHIBIT SPACE

### 30 Available • Thursday-Friday

- 10'x10' space with 8ft table with linen, two chairs and waste basket
- Acknowledgement of your company in promotional materials and event program
- Your company logo and a link to your website on the event website
- Event attendee list for direct marketing
- Two complimentary registrations to event

**Investment: \$499 Early Bird Rate**

**\*\$599 after December 6, 2019**

**\*We are now offering a double-sized booth upon request!**



## ADVERTISING OPPORTUNITIES

### DIRECTORY ADVERTISER

Promote your company with an advertisement in our annual INA Member Directory. The directory is distributed statewide each year and is your introduction to every INA member in Iowa.

Full page: 5.75" wide x 4" deep.....\$500

Halfpage: 2.75" wide x 4" deep.....\$250

### PROGRAM ADVERTISER

Promote your organization in this pocket-size program. The program is designed to be the attendee's constant companion, and that means your ad will never be far away!

Full page: 5.75" wide x 4" deep.....\$400

Half page: 2.75" wide x 4" deep.....\$200

Quarter page: 2.75" wide x 2" deep.....\$175

### WINNERS' TAB ADVERTISER

Advertise your organization in the INF Better Newspaper Contests results publication. The Winners' Tab is a keepsake piece featuring contest winners' names and judges' comments.

Quarter page: 5" wide x 6" deep.....\$125

One-eighth page: 5" wide x 3" deep.....\$75



# Sponsorship Opportunities

## ALL SPONSORSHIPS INCLUDE:

- Program recognition and signage at Convention
- Program note of thanks and acknowledgement during break
- Company logo on full-page "thank you" ad in the Winner's Tab
- Distribution of marketing materials to all attendees in welcome bag
- Event attendee list for direct marketing

### **AWARDS BANQUET SPONSOR - \$5,000**

*Exclusive • Friday*

- Five minute welcome address during banquet
- Invitation to sit at the Head Table
- Two welcome banners at the banquet, exclusively featuring your organization logo and name
- Your organization logo on reserved table tents at banquet
- Four signs in the convention area listing organization's name/logo
- Full page ad in Convention Program
- Quarter page ad in Better Newspaper Contest Winners' Tab
- Ten tickets to Awards Banquet
- Complimentary trade show

### **PAST PRESIDENTS' LUNCHEON SPONSOR - \$4,000**

*Exclusive • Friday*

- Five minute welcome address during luncheon
- Invitation to sit at the Head Table
- Two welcome banners at the luncheon, exclusively featuring your organization logo and name
- Your organization logo on reserved table tents at luncheon
- Four signs in the convention area listing organization's name/logo
- Full page ad in Convention Program
- Quarter page ad in Better Newspaper Contest Winners' Tab
- Four tickets to the Past Presidents' Luncheon
- Complimentary trade show exhibit space

### **TRADE SHOW RECEPTION SPONSOR - \$2,500**

*Exclusive • Thursday*

- Welcome message
- Signs listing your company name/logo as the Trade Show Reception Sponsor
- Half page ad in Convention Program
- Two complimentary registrations to event

### **POWER STATION/COUCH SPONSOR - \$2,500**

*Exclusive • Thursday*

- Welcome message
- Signs listing company's name/logo as the Power Station/Couch Sponsor
- Half page ad in Convention Program
- Two complimentary registrations to event

### **ATTENDEE WELCOME BAG INSERTS - \$100**

*15 Available • Thursday-Friday*

Attendee bag inserts offer you a great way to get your message into the hands of those involved in all aspects of the newspaper industry. Promote your organization by inserting a marketing promotion, brochure, flyer or other advertisement in the attendee bags. These bags are distributed to all registrants attending the event.

### **RECEPTION WINE SPONSOR - \$1,500**

*Exclusive • Thursday*

- Welcome message
- Signs listing your company name/logo as the Reception Wine Sponsor
- Half page ad in Convention Program
- Two complimentary registrations to event

### **NETWORKING LUNCH SPONSOR - \$1,500**

*Exclusive • Thursday*

- Welcome message
- Signs listing company name/logo on the Networking Lunch Sponsor
- Half page ad in Convention Program
- Two complimentary registrations to event
- Company logo on full-page "thank you" ad in the Winner's Tab
- Distribution of marketing materials to all attendees in welcome bag
- Event attendee list for direct marketing

### **BREAKFAST SPONSOR - \$1,000**

*Exclusive • Friday*

- Welcome message
- Signs listing your company name/logo as the Breakfast Sponsor
- Half page ad in Convention Program
- Two complimentary registrations to event

### **EVENT NAMETAG SPONSOR - \$750**

*Exclusive • Thursday-Friday*

- Your company logo on nametags given to all event participants
- Two complimentary registrations to event

### **ATTENDEE WELCOME BAG SPONSOR - \$600**

*Exclusive • Thursday-Friday*

All benefits of Supporting Sponsor plus:

- Your logo on welcome bags distributed to each attendee
- One complimentary registration to event

### **BREAK SPONSOR - \$600**

*4 Available • Thursday-Friday*

- Signs listing your company name/logo as a Break Sponsor
- One complimentary registration to event

### **SUPPORTING SPONSOR - \$500**

*Unlimited • Thursday-Friday*

- Company logo on full-page ad in the Winner's Tab
- Distribution of marketing materials to all attendees
- Event attendee list for direct marketing
- Program recognition and signage at Convention
- Program note of thanks and acknowledgement during break

# 2020 IOWA NEWSPAPER ASSOCIATION CONVENTION & TRADE SHOW

## PARTNERSHIP AGREEMENT

Thursday-Friday, February 6-7, 2020

Downtown Marriott Hotel, Des Moines, Iowa

My organization would like to be a sponsor at the 2020 INA Convention and Trade Show. Our sponsorship level is:

- |   |         |   |             |
|---|---------|---|-------------|
| <input type="checkbox"/> Awards Banquet Sponsor.....            | \$5,000 | <input type="checkbox"/> Attendee Welcome Bag Sponsor.....  | \$600       |
| <input type="checkbox"/> Past Presidents' Luncheon Sponsor..... | \$4,000 | <input type="checkbox"/> Break Sponsor .....                | \$600       |
| <input type="checkbox"/> Trade Show Reception Sponsor .....     | \$2,500 | <input type="checkbox"/> Supporting Sponsor .....           | \$500       |
| <input type="checkbox"/> Power Station/Couch Sponsor .....      | \$2,500 | <input type="checkbox"/> Attendee Welcome Bag Inserts ..... | \$100       |
| <input type="checkbox"/> Reception Wine Sponsor .....           | \$1,500 | <input type="checkbox"/> Directory Advertiser.....          | \$250-\$500 |
| <input type="checkbox"/> Networking Lunch Sponsor.....          | \$1,500 | <input type="checkbox"/> Program Advertiser.....            | \$175-\$400 |
| <input type="checkbox"/> Breakfast Sponsor .....                | \$1,000 | <input type="checkbox"/> Winners' Tab Advertiser .....      | \$75-\$125  |
| <input type="checkbox"/> Event Nametag Sponsor .....            | \$750   |   |             |

### ☐ EXHIBIT SPACE

Early Bird Rate..... \$499

After December 6, 2019..... \$599

Company: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

I fully understand the terms of this agreement and agree to abide by them.

Authorized Signature: \_\_\_\_\_

☐ Payment enclosed ☐ Please send invoice ☐ Charge my credit card (see below)

Credit card # \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_

Address: \_\_\_\_\_ Zip \_\_\_\_\_

Amount to be charged: \_\_\_\_\_ Visa or Mastercard

Authorized signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Cancellation/Refund Policy:** If cancellation is made more than 30 days prior to the event, a full refund will be given; 30-15 days prior, one-half; fewer than 15 days, no refunds can be made. Thank you for your cooperation.



Send your completed reservation form to: **IOWA NEWSPAPER ASSOCIATION**  
319 E. 5th St., Des Moines, IA 50309 or email to [gfisher@inanews.com](mailto:gfisher@inanews.com)