



2010 SPONSORSHIP AND PROMOTION OPPORTUNITIES

PROGRAM SPONSOR

PLATINUM SPONSOR

GOLD SPONSOR

EMERALD SPONSOR

SILVER SPONSOR

N E W S I N D U S T R Y S U M M I T

ATTENDEES	Registration for 2 attendees	Registration for 2 attendees	Registration for 1 attendee	Registration for 1 attendee	Registration for 1 attendee
* FEATURES	Official sponsor of convention program speakers or exclusive sponsor of reception.	Shared sponsor of Sunday reception	Exclusive sponsor of breakfasts or breaks	Distribution of your promotional item (lanyards, pens, etc.)	NA
COST	\$10,000 (\$15,000 for non-members)	\$4,995 (\$5,995 for non-members)	\$2,495 (\$3,495 for non-members)	\$1,495 (\$1,995 for non-members)	\$995 (\$1,495 for non-members)
EXHIBIT	Tabletop exhibit - premium location	Tabletop exhibit - premium location	Tabletop exhibit	Tabletop exhibit	Tabletop exhibit
VISIBILITY	<ul style="list-style-type: none"> • Full-page ad in program (premium position) • Materials distributed at Monday session • Podium recognition • Annual sponsor sign at registration desk • Logo listing on signage 	<ul style="list-style-type: none"> • Full-page ad in program • Materials distributed at Monday session • Podium recognition • Materials & signage at event sponsored • Logo listing on signage 	<ul style="list-style-type: none"> • Half-page ad in program • Materials distributed at Monday session • Podium recognition • Materials & signage at event sponsored • Logo listing on signage 	<ul style="list-style-type: none"> • Quarter-page ad in program • Materials at registration desk • Podium recognition • Logo listing on signage 	<ul style="list-style-type: none"> • Podium recognition • Logo listing on signage
Pre-Convention EXPOSURE	<ul style="list-style-type: none"> • Daily ad on snpa.org • Hyperlinked logo on event website • Hyperlinked logo in eBulletin 	<ul style="list-style-type: none"> • Hyperlinked logo on event website • Hyperlinked logo in eBulletin 	<ul style="list-style-type: none"> • Hyperlinked logo on event website • Hyperlinked logo in eBulletin 	<ul style="list-style-type: none"> • Hyperlinked logo on event website • Hyperlinked listing in eBulletin 	<ul style="list-style-type: none"> • Hyperlinked logo on event website • Hyperlinked listing in eBulletin
MAILING LIST	Advance attendee mailing list	Advance attendee mailing list	Advance attendee mailing list	Advance attendee mailing list	Advance attendee mailing list

O T H E R S N P A M E E T I N G S

Workshop for Smaller Newspapers	Registration for 1 attendee
Strategic Revenue Summit	Registration for 1 attendee
Audience Development	Registration for 1 attendee
Presence	Tabletop exhibit at all meetings
Recognition	From the podium at all meetings
Other Marketing	<ul style="list-style-type: none"> • Logo listing with hyperlink on each meeting Web site • Advance attendee mailing list for each meeting

Annual sponsors are recognized prominently year-round in every eBulletin, in stories about every SNPA meeting, and in advertising on the SNPA Web site.

* Click <http://snpainfo.org/summit/> to become a sponsor or exhibitor.