



# Iowa Newspaper Association

## 2012 Convention & Trade Show

February 2-3, 2012  
Downtown Marriott  
Des Moines, Iowa

Event and  
Sponsorship  
Details

# The Event

The Iowa Newspaper Association Convention and Trade Show is the largest state press association convention in the nation. More than 750 of Iowa's newspaper professionals come together each year to network with other INA members, vendors 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

# Networking

Networking with current customers and prospective customers can be priceless. This event provides the perfect opportunity to mix and mingle with your target customers. Throughout the Iowa Newspaper Association Convention and Trade Show, valuable networking opportunities will be provided so that you have time to talk directly with potential customers.

## Comments from past attendees

*"I enjoyed absolutely everything about the INA Convention and Trade Show. It was highly informative, and gave me insights and new direction to help drive new initiatives at our newspaper."*

*"I learned a lot at the INA Convention and Trade Show. I particularly enjoyed talking to exhibitors that had ideas that I could use. It is always a great thing to get people together to help each other."*

*"The Iowa Newspaper Association's Trade Show always has excellent exhibitor booths loaded with valuable information."*



# Unique Opportunities

## Breakfast Sponsor -- **SOLD!**



## Networking Lunch Sponsor (Exclusive) ♦ *Thursday*

Investment: \$1,250

- Welcome message from you to attendees during the Networking Lunch
- Table tent signs with your company logo on each table during the Networking Lunch
- Signs listing your company name/logo as the Networking Lunch Sponsor
- Your company logo and a link to your website on the event website
- Acknowledgement of your company in promotional materials and event program
- Event attendee list for direct marketing
- Advertisement in event program
- Four complimentary registrations to event

## Welcome Reception Sponsor (Exclusive) ♦ *Thursday*

Investment: \$1,000

- Welcome message from you to attendees during the Welcome Reception
- Table tent signs with your company logo on each table during the Welcome Reception
- Signs listing your company name/logo as the Welcome Reception Sponsor
- Your company logo and a link to your website on the event website
- Acknowledgement of your company in promotional materials and event program
- Event attendee list for direct marketing
- Advertisement in event program
- Two complimentary registrations to event

## Event Nametag Sponsor (Exclusive) ♦ *Thursday-Friday*

Investment: \$750

- Your company logo on nametags given to all event participants
- Your company logo and a link to your website on the event website
- A sign listing your company name/logo as Event Nametag Sponsor
- Acknowledgement of your company in promotional materials and event program
- Event attendee list for direct marketing
- Two complimentary registrations to event

## Break Sponsor (4 Available) ♦ *Thursday-Friday*

Investment: \$600

- A sign listing your company name/logo as a Break Sponsor
- Your company logo and a link to your website on the event website
- Acknowledgement of your company in promotional materials and event program
- Event attendee list for direct marketing
- One complimentary registration to event

**Find more exciting sponsorship opportunities on the next page...**

# Unique Opportunities

## **Attendee Welcome Bag Sponsor (Exclusive) ♦ Thursday-Friday**

**Investment: \$500**

- Your company logo on welcome bags distributed to each attendee
- A sign listing your company name/logo as the Attendee Welcome Bag Sponsor
- Acknowledgement of your company in promotional materials and event program
- Your company logo and website link on the event website
- Event attendee list for direct marketing
- One complimentary registration to event

## **Silver Sponsor ♦ Thursday-Friday**

**Investment: \$500**

- Acknowledgement of your company in promotional materials and event program
- Company name listed on sign at registration desk
- Your company logo and a link to your website on the event website

## **Bronze Sponsor ♦ Thursday-Friday**

**Investment: \$250**

- Acknowledgement of your company in promotional materials and event program
- Company name listed on sign at registration desk

## **Exhibit Space (30 Available) ♦ Thursday-Friday**

**Investment: \$399 Early Bird Rate • \$500 After December 1 • \$600 Wisconsin/Iowa Combo Package**

- 10'x10' booth space with 8 ft 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
- See enclosed sheet for more information on Iowa/Wisconsin combo package

## **Attendee Welcome Bag Inserts: \$100 ♦ 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.

## *Advertising Opportunities...*

### **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.....\$600

Half page:  
2.75" wide x 4" deep.....\$315      Quarter page:  
2.75" wide x 2" deep.....\$225

### **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



### **Contact:**

**Jennifer Asa, Iowa Newspaper Foundation Director**  
**315-422-9070 | [jasa@inanews.com](mailto:jasa@inanews.com)**