

Marketing Opportunities

Take advantage of marketing options to help you maximize participation in the trade show.

Email Marketing: Exhibitors receive a list of attendees 2-3 weeks before the event (authorized for one-time use). A final list is provided for follow-up.

Program Advertising: Enhance your presence and draw traffic to your booth with a targeted ad in this go-to Convention resource. Advertising is limited to sponsors and exhibitors.

- Back Cover Ad - \$600 (SOLD)
- Inside Front Cover Ad - \$500
- Inside Back Cover Ad - \$400
- Full Page Ad - \$300
- Half Page Ad - \$175
- Logo Listing - \$50

Add ad color - \$100. Deadline: Aug. 15.

Sponsorships: Show your support with options at numerous budget levels.

Solutions Start Here: A free speaking opportunity for all exhibitors to introduce your products/services with a 3-5 minute case study presentation.

Draw Prizes: Donate prizes for attendees (\$150+ value suggested). Donors are listed in the program; you'll collect business cards at your booth, then draw a winner on stage.

NNA Allied Membership

In addition to demonstrating your support for the industry, Allied Member annual dues of \$500/year include:

- Discounted Convention rates and priority booth selection
- Listing in NNA Allied Member Directory for a year (on website and twice in Publisher's Auxiliary, NNAF's monthly newspaper)
- Up to three one-year subscriptions to Publishers' Auxiliary
- 5% discount on advertising
- Exclusive access to publisher members via email marketing

Join while registering as an exhibitor to receive member booth rates!

2025 Sponsorship Opportunities

The NNAF Annual Convention & Trade Show is made possible through generous contributions by sponsors who provide essential services to the industry. In appreciation for their support, sponsors receive prominent recognition:

- Logo listing in Convention program
- Logo in pre- and post-Convention issues of Pub Aux
- Logo in Convention emails to members
- Linked logo on NNA website
- Recognition on event signage and in remarks at Convention
- Option to provide item for registration bags

Platinum

Custom Sponsorship Package — \$8,500+ (SOLD)

Gold

Includes 1 full registration, full-page color program ad & 3-minute welcome at breakfast.

Opening Breakfast — \$6,000 (SOLD)
 Extravaganza — \$5,000 (SOLD)
 Lunch with Exhibitors — \$4,000 (SOLD)
 Opening Reception — \$3,000
 Annual Awards Dinner — \$3,000

Silver

Includes half-page color program ad & 3-minute welcome at breakfast.

Registration Desk — \$2,500 (SOLD)
 Registration Bags — \$2,500
 Name Badges/Lanyards — \$2,500

Bronze

Convention Program — \$1,500
 Ice Cream Social — \$1,500
 Wi-Fi Provider — \$1,500 (SOLD)
 Charging Station — \$1,500
 Trade Show Break (2 available) — \$1,000
 Great Idea Exchange — \$750
 Solutions Start Here Session — \$750

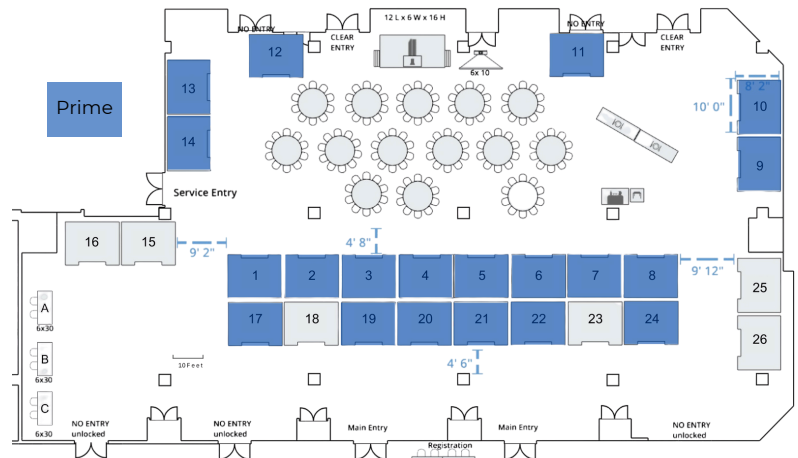
Friends

Flash Session Block (4 available) — \$500
 General Contribution — \$500

Custom sponsorship packages are also available. Have an idea? Let us hear it! We can work with you to create the visibility you want to achieve.

"We come back year after year to connect with our clients face-to-face and support the NNA's mission of protecting America's community newspapers."
Aaron Gillette, BLOX Digital

2025 Trade Show Floor Plan



HOTEL

Hilton Minneapolis | 1001 Marquette Ave. South | Minneapolis, MN 55403

Discounted rate: \$209 (plus tax) available Oct. 8-11, 2025, when booked by Wednesday, Sept. 17, 2025. Book at hotel.nnafoundation.org or call 800-445-8667 (Booking Code: NNAF).

Register Online: tradeshow.nnafoundation.org