Join us in Edmonton for the newspaper industry event of the year

2016 NATIONAL CONFERENCE | MAY 27 - 28 | **EDMONTON**

In spring 2016, members of Newspapers Canada will converge on Edmonton, Alberta, to celebrate newspapers and their various platforms at the 2016 National Conference and Trade Show. This annual event features numerous high-visibility sponsorship and networking opportunities. Read on to learn how you can align your brand with this vibrant and evolving industry and book your exhibitor space today.

WHAT'S NEW IN 2016?

Edmonton — Alberta's capital city — is a vibrant urban centre in the heart of the wilderness, the largest northernmost metropolis. Known as Festival City, Edmonton is home to over 50 exciting and unique festivals every year, celebrating the performing arts, cultural diversity, music, sports, and international cuisine.

The 2016 National Conference will be an industry experience like none other. This jam-packed two-day conference features industry experts, practical seminars, exhibits and networking functions that provide opportunities for high visibility sponsorship. This is your best opportunity to showcase your company and connect with the decision-makers at Canada's newspapers.

EXHIBITOR EARLYBIRD DEADLINE EXTENDED! SEE INSIDE FOR DETAILS

890 Yonge Street, Suite 200
Toronto, Ontario | M4W 3P4
sales@newspaperscanada.ca
www.newspaperscanada.ca/conference

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Why sponsor the National Conference?

The 2016 National Conference includes a variety of sponsorship marketing opportunities to raise your company profile and generate new business. Sign on as a partner sponsor, or align your brand with a specific conference event. Or, support the industry as a vendor in the Trade Show—perfect for service providers and industry suppliers.

WHO WILL ATTEND

Delegates to the 2016 National Conference include:

- senior-level personnel from daily and community newspapers across Canada;
- owners, publishers and general managers;
- advertising and marketing VPs, directors and managers from newspapers of all sizes;
- editors-in-chief, managing editors, section editors and multimedia editors;
- circulation, production and multimedia professionals, and more!

WHY YOU SHOULD BE THERE

- To engage and network with newspaper delegates;
- To share your expertise;
- To help publishers take advantage of the latest technologies;
- To equip newspaper teams with the best tools and resources to get the job done; and,
- To support the newspaper industry.

WHAT YOU'LL GET

All sponsorship packages will include:

- Logo recognition in all conference materials including the program brochure, on-site signage, and e-newsletters, plus excellent visibility on the conference website;
- One sponsor-supplied insert in the delegate bag.

Sponsorship packages may be customized to meet your company's marketing and outreach goals.

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Sponsorship Options

All sponsorship packages include logo recognition in all conference materials, including the program brochure, on-site signage, and e-newsletter, plus excellent website visibility and one sponsor-supplied insert in the delegate bag. Sponsor packages may be customized to meet your company's marketing and outreach goals.

PARTNER SPONSORS

Partner Sponsors receive maximum recognition and profile throughout the conference development and marketing process. Positioning your company as a Partner Sponsor is a great way to show leadership, build relationships, and demonstrate that your organization is attuned to the needs of the industry. This level of sponsorship is the only one that gives the sponsor a speaking opportunity.

EVENT SPONSORS

Event Sponsors are recognized as major event sponsors. Show your support of the newspaper industry by aligning your company with a high-profile conference event, and receive two full conference passes for you and a colleague, increasing your opportunities to connect with delegates.

PARTICIPATING SPONSORS

Participating Sponsors are recognized as sponsors of individual sessions, cocktail receptions or coffee breaks. Other options include sponsoring a student to attend the conference, or sponsoring great value-adds that enhance the experience for delegates and make your company's participation memorable.

SUPPORTERS:

Exhibitors

As an exhibitor, your company can increase its visibility, interacting with delegates in the trade show during networking breaks.

Award Sponsors

Support Newspapers Canada's educational programs by sponsoring an award in the Canadian Community Newspaper Awards or Great Idea Awards. Award sponsors receive recognition in the awards materials in addition to benefits at the conference.

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Here are just a few sponsorship opportunities for you to choose from. **Got an idea not listed here? Let us know!**

SPONSORSHIP OPPORTUNITIES: CONFERENCE EVENTS AND AMENITIES AVAILABLE	
PARTNER SPONSORS $10 000 - $15 000	
Welcome Reception $15 000	• Meet and greet delegates at this opening event of the conference. All delegates and exhibitors are invited, and each will receive two complimentary drinks. Hors d'oeuvres and entertainment will be provided throughout the evening.
Keynote Breakfast $10 000	• Host the opening breakfast featuring a keynote speaker.
Keynote Luncheon $15 000	• Host this annual traditional function featuring a keynote speaker.
Hospitality Suite $12 000	• Open nightly, the hospitality suite is where delegates can catch up with old friends, make new connections, conduct business, and enjoy a nightcap.
Mobile Website $10 000	• Our Breaking News mobile website for the National Conference will be viewable on common platforms and contain the program, exhibitor/sponsor directory, hotel information, and more.
Wireless Internet	• Provide complimentary wireless to delegates on the conference floor.
Social Media	• Be recognized with your logo on a projected conference live Twitter feed of text messages and images.
EVENT SPONSORS $5000 - $9999	
Morning Plenary	• Sponsor a high-energy morning filled with idea presentations.
Afternoon Breakout Streams	• Afternoon breakout sessions are divided into streams, such as Revenue and Community Newspapers. Be recognized as the sponsor of all sessions in one stream.
Speakers Lounge & Reception	• Host the speakers' briefing lounge where speakers meet with session hosts, prepare their presentations and meet with other panel members. • Host an exclusive reception for conference speakers (catering extra).
PARTICIPATING SPONSORS $2500 - $4999	
Speaker Session	• Sponsor an afternoon breakout session or workshop.
Student Scholarships*	• Sponsor five students to participate in the conference ($4000 covers registration and accommodation for five students) or contribute to a central fund for this purpose
Name Badges	• Sponsor name badges worn by delegates, with your logo printed on them
Flash Drives	• Flash drive with your logo for each delegate, containing session materials, program, and sponsor company information • Logo and name on back cover of conference program
Connection Break*	• Sponsor coffee and tea at a connection break (3 breaks available) when delegates can connect with colleagues, suppliers and speakers
Popcorn Break*	• Sponsor a popcorn station during the afternoon break
Candy Station*	• Entice delegates to satisfy their sweet tooth during the afternoon break
Cocktails with Exhibitors	• Host a reception in the Trade Show area for delegates after a day of sessions
Hotel Room Drop	• Drop one approved item at the door of each attendee's hotel room
Mobile Charging Station*	• Turn your exhibit table into a charging station to allow delegates to recharge their mobile devices.
SUPPORTERS $1000 - $2499	
Trade Show Exhibitor $1700 (or $1200 by Feb 29)	• Put your best foot forward and connect one-on-one with delegates. Includes 1 table and 1 trade show pass.
Award Sponsor $1000	• Support Newspapers Canada's educational programs by sponsoring a category in the Canadian Community Newspaper Awards or Great Idea Awards. Includes Awards and Conference recognition benefits.

** Non-exclusive*

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Sponsorship Benefits

SPONSORSHIP BENEFITS	PARTNER SPONSOR $10 000+	EVENT SPONSOR $5000 - $9999	PARTICIPATING SPONSOR $2500 - $4999	EXHIBITOR $1700 (or $1200 by Mar 21)	AWARD SPONSOR $1000
Recognition as a Partner Sponsor	✓				
Recognition as an Event Sponsor		✓			
Recognition as a Participating Sponsor			✓		
Recognition as a Supporter				✓	✓
Opportunity to introduce speaker	✓				
Opportunity to run a pre- or post-conference webinar	1				
Premium listing in Partners Directory on Newspapers Canada website	✓	✓			
Company press release distributed to newspaper newsrooms via CommunityWire	6	3			
Maximum discount on CommunityWire distribution orders	✓	✓			
Advance delegate list (includes mail and email addresses)	✓	✓	✓		
Final delegate list (includes mail and email addresses)	✓	✓	✓	✓	
Leaderboard ad in rotation on Newspapers Canada website, with link to your website	1 year	6 months			
Banner ad in News on News weekly industry e-newsletter, with link to your website	12 insertions	4-6 insertions	1-3 insertions		
Full-colour ad in the conference program brochure	Full page	1/2 page	1/4 page		
Announcement of sponsorship in conference e-newsletter	✓	✓	✓		
Full conference pass	4	2	1		
Trade show pass				1	
Access to associate member rates for conference passes	✓	✓	✓		
Six-foot table, including power access, in the main exhibit area	1	1	1	1	
Your company literature or giveaway inserted in conference delegate bag	2	2	1	1	1
Logo recognition in conference materials including program brochure	✓	✓	✓	✓	✓
Logo recognition in on-site signage	✓	✓	✓	✓	✓
Logo recognition in conference e-newsletter	✓	✓	✓	✓	✓
Logo recognition on conference website, with link to your website	✓	✓	✓	✓	✓
Logo recognition in Award Winners book					✓
Acknowledgement in Awards-related materials including Winners press release					✓
Choice of award category to be sponsored (subject to availability)					✓
Naming rights to sponsored award					✓

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Trade Show Exhibitors

The trade show at the National Conference is the industry's largest marketplace of suppliers and service providers. It's the hub of the conference, located in a main traffic area where delegates come for breaks, cocktails and special draws. The show is also intimate enough to allow exhibitors a special opportunity to spend more time with delegates.

BOOK NOW AND SAVE**

- **By ~~February 29, 2016~~ March 21, 2016: $1200**
- After ~~February 29, 2016~~ March 21, 2016: $1700

****DEADLINE EXTENDED!**
BOOK NOW TO RECEIVE A $500 DISCOUNT!

WHAT'S IN IT FOR YOU

- Generate new business
- Raise your company profile while making valuable contacts
- Meet the leaders and decision-makers in Canada's newspaper industry
- Enhance your company's image and raise awareness of your products
- Take advantage of unlimited networking opportunities

WHAT YOU WILL YOU GET

- One six-foot exhibit table, including power access, in main conference area
- 1 trade show pass
- 1 ticket to the Thursday night Welcome Reception
- Final delegate list (includes mailing addresses and emails)
- Your company literature or giveaway inserted in the conference delegate bag
- Acknowledgement as a Supporter of the conference
- Logo recognition in all conference materials, including the program brochure, on-site signage, and e-newsletter, plus excellent website visibility.

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About Us

THE NATIONAL CONFERENCE

The National Conference is the Canadian newspaper industry's annual gathering, attracting top-level decision-makers from hundreds of newspapers serving urban, suburban and rural markets across Canada. Delegates network with colleagues, discover the latest innovations and trends, and explore products and services available for both print and digital platforms.

WHERE IS THE CONFERENCE?

The Westin Edmonton
10135 100th Street
Edmonton, Alberta T5J 0N7
1-888-627-8530

The Westin Edmonton stands in the heart of downtown near the city's vibrant arts district. Guests can access popular attractions like Shaw Conference Centre and Edmonton City Centre Shopping within minutes from our doors. Reserve your room online at **www.newspaperscanada.ca/conference** before April 25, 2016, to receive the conference rate of $199/night. Or call The Westin Edmonton reservations at 1-888-627-8530 and mention "Newspapers Canada 2016".

YOUR HOSTS

NEWSPAPERS CANADA
JOURNAUX CANADIENS

Newspapers Canada represents over 850 newspapers in every province and territory and provides services and tools to all newspaper members, while also increasing the profile and effectiveness of the newspaper industry in Canada.

Alberta Weekly Newspapers Association

Founded in 1920, the Alberta Weekly Newspapers Association represents over 115 members, encouraging, assisting and ensuring that they publish high-quality community newspapers by prioritizing education, marketing and fellowship.

APF Association de la presse francophone

Established in 1976, the Association de la presse francophone represents French-language newspapers across Canada outside of Quebec.

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