



## EXHIBITOR & SPONSORSHIP PACKAGES

2019 ADVERTISING CONFERENCE  
September 25-27, 2019 • Graduate State College



*Sponsorships are handled on a first-come, first-served basis. All sponsors will be listed in the Ad Conference program, on the PNA Ad Conference web page, through announcements during the Conference and on signs at the event to be held September 25-27, 2019 at the Graduate State College.*

## ALMA MATER PACKAGES

### **\*PNA Advertising Contest Awards Luncheon**

**Members: \$2,000**

**Non-members: \$2,250**

Includes:

- Two (2) full-time Ad Conference registrations and two (2) additional tickets to the awards luncheon  
*OR*  
One (1) 6-foot exhibitor table-top display in the main conference area and one (1) full-time Ad Conference registration
- The opportunity to welcome attendees to the Conference at the Awards Luncheon
- One (1) additional 3-minute speaking opportunity
- Company logo included on all event and easel signage and event materials
- Opportunity to provide 75 items for distribution to attendees at registration
- Pre-event and post-event roster, including email addresses, of all attendees and companies

### **Wednesday Night Welcome Reception**

**Members: \$1,500**

**Non-members: \$1,750**

Includes:

- One (1) full-time Ad Conference registration and one (1) additional ticket to the awards luncheon  
*OR*  
One (1) 6-foot exhibitor table-top display in the main conference area and one (1) full-time Ad Conference registration
- The opportunity to welcome attendees to the Wednesday evening festivities
- One (1) additional 1-minute company elevator speech
- Company logo included on all event and easel signage and event materials
- Signature drink name option for your company, available throughout the evening
- Opportunity to provide 75 items for distribution to attendees at registration
- Pre-event and post-event roster, including email addresses, of all attendees and companies

### **Thursday Night Happy Hour**

**Members: \$1,500**

**Non-members: \$1,750**

Includes:

- One (1) full-time Ad Conference registration and one (1) additional ticket to the awards luncheon  
*OR*  
One (1) 6-foot exhibitor table-top display in the main conference area and one (1) full-time Ad Conference registration
- The opportunity to welcome attendees to the Thursday evening festivities
- One (1) additional 1-minute company elevator speech
- Company logo included on all event and easel signage and event materials
- Signature drink name option for your company, available throughout the evening
- Opportunity to provide 75 items for distribution to attendees at registration
- Pre-event and post-event roster, including email addresses, of all attendees and companies

**\*Exclusive opportunity**

# ALUMNI PACKAGES

## Thursday Breakfast

Members: \$750

Non-members: \$1,000

Includes:

- Company recognition in event materials and easle signage  
*OR*  
One (1) small high-top exhibitor display in the breakfast area
- The opportunity to have promotional material featured at each place setting during the Thursday morning breakfast
- One (1) one-day Ad Conference registration

## Friday Roundtable Breakfast

Members: \$500

Non-members: \$750

Includes:

- Company recognition in event materials and easle signage  
*OR*  
One (1) small high-top exhibitor display in the breakfast area
- The opportunity to have promotional material featured at each place setting during the Friday morning breakfast
- One (1) one-day Ad Conference registration

# BLUE & WHITE PACKAGES

## Conference Lanyards

Members: \$500

Non-members: \$600

Includes:

- Company recognition on signage and in event materials.
- Lanyards to include company logo

## Promotional Flyer

Members: \$250

Non-members: \$350

Provide qty. 75 items of your brochure, one-pager or item for distribution to attendees at registration.

## Room Drop

Members: \$350

Non-members: \$500

Provide qty. 50 items to be delivered by hotel staff to guests with overnight rooms.

## Floor Decals

Members: \$500

Non-members: \$750

Ad Conference floor decals (6 total), featuring your logo, will serve as session and traffic markers throughout the conference – a cost-effective way to keep your company's name top-of-mind

## Session Sponsor

Members: \$400

Non-members: \$600

Includes:

- Opportunity to introduce a session speaker
- Opportunity to provide a 1-minute elevator speech about your company
- Distribution of hand-outs to session attendees

# SPONSOR/EXHIBITOR INFORMATION

Contact Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Cell \_\_\_\_\_  
Email \_\_\_\_\_

## SPONSORSHIP PACKAGES

Packages	Member	Non-Member
<b>ALMA MATER</b>		
<input type="checkbox"/> PNA Advertiser Contest Awards Luncheon . . . . .	\$2,000 . . . . .	\$2,250
<input type="checkbox"/> Wednesday Night Welcome Reception . . . . .	\$1,500 . . . . .	\$1,750
<input type="checkbox"/> Thursday Night Happy Hour . . . . .	\$1,500 . . . . .	\$1,750
<b>ALUMNI PACKAGES</b>		
<input type="checkbox"/> Thursday Breakfast . . . . .	\$750 . . . . .	\$1,000
<input type="checkbox"/> Friday Roundtable Breakfast . . . . .	\$500 . . . . .	\$750
<b>BLUE &amp; WHITE PACKAGES</b>		
<input type="checkbox"/> Conference Lanyards . . . . .	\$500 . . . . .	\$600
<input type="checkbox"/> Promotional Flyer . . . . .	\$250 . . . . .	\$350
<input type="checkbox"/> Room Drop . . . . .	\$350 . . . . .	\$500
<input type="checkbox"/> Floor Decals . . . . .	\$500 . . . . .	\$750
<input type="checkbox"/> Session Sponsor . . . . .	\$400 . . . . .	\$600

## PAYMENT INFORMATION

### Please select your payment method:

- Our check is enclosed.  
*Please make checks payable to: PNA (Pennsylvania NewsMedia Association)*
- Please charge our sponsorship to the following credit card:
- VISA    Mastercard
- Card Number: \_\_\_\_\_
- Expiration Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_
- Name on the Card: \_\_\_\_\_
- Billing Zip Code: \_\_\_\_\_

### MAIL SPONSORSHIP FORM WITH FULL PAYMENT TO:

**PNA Headquarters**  
3899 North Front Street, Harrisburg, PA 17110  
FAX: (717) 703-3001 (credit card payments only)  
Questions or to pay by credit card over the phone: (717) 703-3034

## HOTEL INFORMATION

### Graduate State College\*

125 S. Atherton St.  
State College, PA 16801  
Phone: (814) 231-2100

Be sure to get the conference room rate of \$109 a night by making your reservations at **814-231-2100** and ask for the PNA Advertising Conference rate or online at <https://panewsmedia.org/event/pna-advertising-conference/>

*\*The Graduate State College is currently the Atherton Hotel. The name change is expected Fall 2019.*



### FOR MORE INFORMATION CONTACT:

**Zeddie Neidig**  
Manger, Meetings & Events  
717-703-3034  
zeddien@pa-news.org