



A TIME FOR TRANSFORMATION

April 1-3, 2019

Hershey Lodge & Convention Center • Hershey, PA



The 2019 America East News Media & Technology Summit is transforming to meet the changing needs of our attendees and supporting organizations.



EXHIBITOR PACKAGES

EXHIBITOR PACKAGES	BRONZE	SILVER	GOLD	PLATINUM	DIAMOND
	\$2,500	\$3,500	\$4,500	\$5,500	\$6,500
Booth Size* <i>includes (1) 6-ft. table, 2 chairs</i>	8x10	8x10	8x10	8x10	8x20
Exhibitor Badges (<i>included with package</i>)	2	3	3	4	5
America East Program – Ad**		Quarter Page B&W	Half Page B&W	Full Page B&W	Full Page Color
America East Program – Listing <i>Text-only for company information</i>	25 words	25 words	50 words	75 words	100 words
Tote Bag Insert <i>Qty 750; must be supplied by exhibitor</i>		X	X	X	X
Event Co-Sponsorship		Breakfast	Lunch	Keynote Luncheon	Keynote Luncheon + 5 tickets
Company video or speaking opportunity <i>Must provide video min. 2 weeks prior</i>				2 min. at Keynote Luncheon	3 min. at Keynote Luncheon + one session sponsorship

* Space is available on a first-come, first-served basis; Additional booth space – \$1,500

** Ads are black and white, unless otherwise indicated; color can be added for \$200

TOP REASONS TO EXHIBIT AT AMERICA EAST

UNPARALLELED EXPOSURE

Your company, products and services exhibited to over 200+ organizations and hundreds of attendees.

PREMIUM LOCATION

New and improved Exhibit Hall location, strategically placed to increase traffic flow throughout event.

EXPANDED MARKETING EFFORT

To attract broader audience and allow for key decision makers to participate during prime time.

ALL MEDIA WELCOME ON WEDNESDAY

Complimentary admittance to the Exhibit Hall.

AMERICA EAST PROGRAM & EXHIBITS DIRECTORY ADVERTISING



Great exposure, affordable pricing... limited space available!

America East is the leading regional news media & technology summit and trade show. By placing an ad in the Program & Exhibits Directory, you can make a lasting impression with your target market. Your ad will be seen by all attendees at America East.

- **Full Page (B&W)** (7" w x 9.5" h)
\$319 (exhibitor) \$519 (non-exhibitor)
- **Half Page (B&W)** (7" w x 4.5" h)
\$219 (exhibitor) \$419 (non-exhibitor)
- **Quarter Page (B&W)** (3.25" w x 4.5" h)
\$129 (exhibitor) \$329 (non-exhibitor)

*Full color (any size ad) ADD \$200

AMERICA EAST APP SPONSOR

\$2,000 Exhibitor; \$3,000 Non-Exhibitor

1 Sponsorship available

Attendees at America East will use the event app to organize their days, receive important conference updates, and connect with their colleagues.

- Logo and company links on all app marketing material
- Logo included on the app splash screen
- Three promoted posts within the app, one push notification, and sponsor section
- Sponsor logo included in marketing messages, onsite signage and website

FLOOR/CARPET DECAL SPONSOR

\$1,000 Exhibitor; \$1,500 Non-Exhibitor

1 Sponsorship available

America East floor decals featuring your logo and booth number serve as session and traffic markers throughout the conference area—a cost-effective way to keep your company's name top-of-mind.

- (12) Floor decals placed throughout the America East venue
- Sponsor logo included in marketing messages, onsite signage and website

HOTEL ROOM KEY SLEEVE SPONSOR

\$1,500 Exhibitor; \$2,000 Non-Exhibitor

1 Sponsorship available

America East attendees staying at the Hershey Lodge will receive hotel room key sleeves that feature your company logo. A great way to have your brand visible to show attendees.

- Custom Hershey Lodge key card sleeves with company logo
- Sponsor logo included in marketing messages, onsite signage and website

CONFERENCE SESSION SPONSOR

\$750 Exhibitor; \$1,500 Non-Exhibitor

Conference session sponsorships provide an opportunity to put your message and brand in front of America East attendees. The sponsor will be able to provide a marketing piece for distribution to session attendees and will also have the chance to speak to the audience prior to introducing the session speaker(s).

WiFi SPONSOR

\$1,500 Exhibitor; \$2,000 Non-Exhibitor

WiFi sponsors have the opportunity to associate their brand with wireless internet for all attendees. Sponsor logo included on event materials and website.

CONFERENCE LANYARDS SPONSOR

\$2,000 Exhibitor; \$3,000 Non-Exhibitor

Every registering attendee will receive a lanyard/neck cord for their name badge. This provides the opportunity to have company name on display throughout the conference for all attendees to view.

WELCOME RECEPTION SPONSOR*

\$1,500 Exhibitor; \$2,500 Non-Exhibitor

Sponsor the Monday afternoon Welcome Reception, which brings hundreds of attendees together for great food and networking. Sponsor logo on event materials and website. Sponsor can provide branded napkins and/or giveaways.

HAPPY HOUR SPONSOR*

\$1,500 Exhibitor; \$2,500 Non-Exhibitor

Sponsor the Tuesday evening Happy Hour, which brings many attendees together for casual networking. Sponsor logo on event materials and website.

ROOM DROP SPONSOR*

\$1,500 Exhibitor; \$3,000 Non-Exhibitor

You supply the item or items you would like delivered and the hotel will deliver to every America East attendee's room. Sponsor logo on event website.

WATER BOTTLE SPONSOR

\$2,000 Exhibitor; \$3,000 Non-Exhibitor

Aluminum water bottles with your sponsored logo, distributed to all attendees at registration in the welcome packet.

OPEN AIR PHOTO KIOSK SPONSOR

\$1,500 Exhibitor; \$2,000 Non-Exhibitor

Tap Snap will offer a 2-hour photo kiosk sponsorship designed for photo branding and marketing. Your logo will be on everyone's photo during the evening receptions. Available Monday or Tuesday evening.

ENTERTAINMENT OPPORTUNITIES

PRIVATE HOSPITALITY SUITE SPONSOR*

\$5,000 Exhibitor; \$6,000 Non-Exhibitor

maximum of 25 people

Available each evening - Sunday, Monday, Tuesday
Bi-level hotel suite with living room, dining room, kitchen, 2 separate bedrooms. Ample space for small meeting or client entertaining. Package includes 2-hour food and beverage package. Entertain up to 25 guests. Available after 6:30 p.m. Package price is per day.

PUB CRAWL TOUR SPONSOR*

\$1,500 Exhibitor; \$2,000 Non-Exhibitor

maximum of 11 people

Available each evening - Sunday, Monday, Tuesday, or Wednesday afternoon
You and 10 guests enjoy a guided Pub Crawl through history. Enjoy complimentary samplings along this 2½ hour tour.



americaeast

NEWS MEDIA & TECHNOLOGY SUMMIT

EXHIBITOR/SPONSOR REGISTRATION FORM

Join us for the 2019 America East Summit taking place April 1-3, 2019!

Contact Name _____

Company Name _____

Address _____

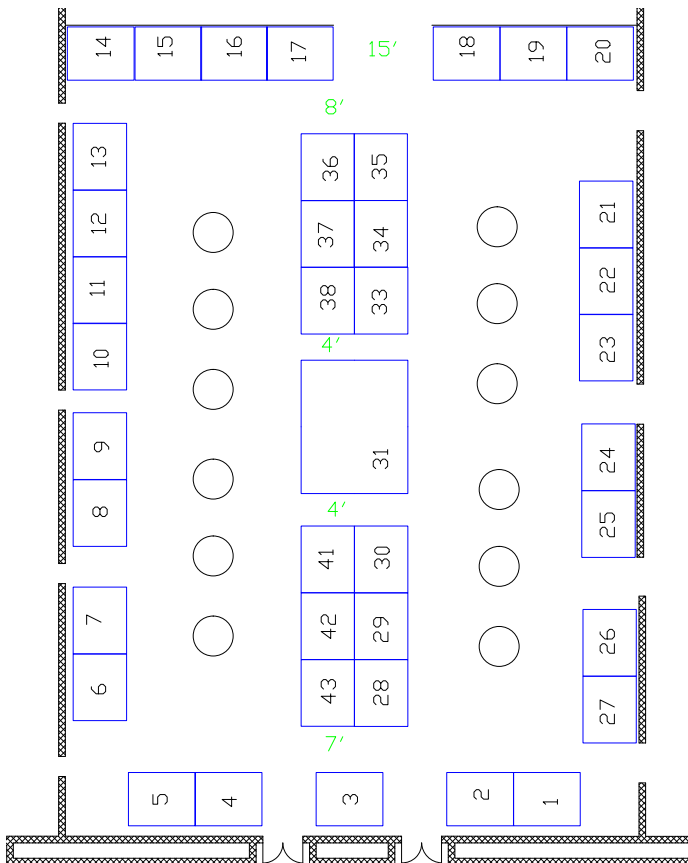
City _____ State/Province _____ Zip _____

Country _____

Phone _____ Fax _____

Email Address _____

Company's Website Address _____



PARTICIPATION LEVEL

Exhibitor Level: _____ \$ _____

Booth Choice: 1st choice _____ 2nd choice _____
3rd choice _____ 4th choice _____

Sponsorship: _____ \$ _____

Entertainment: _____ \$ _____

TOTAL DUE: \$ _____

PAYMENT

CHECK IS ENCLOSED.

Make checks payable to PA NewsMedia Association (PNA)

CHARGE MY CREDIT CARD

(VISA, Mastercard, Amex)

Card Number: _____

Expiration Date: _____

Exact Name on Card: _____

Security Code: _____

RESERVE YOUR BOOTH TODAY!

To reserve your booth or secure your sponsorship, visit www.america-east.com or contact **ZEDDIE NEIDIG** at zeddien@pa-news.org or at 717-703-3034.

www.america-east.com