



**SAVE TIME AND MONEY BY REGISTERING EARLY!**


Registrations must be received by March 31, or onsite registration in Hershey is required.

**CANCELLATIONS** must be received by 5:00 p.m., EST, on Mon., April 3, to qualify for a full refund. Please contact AE Registration at 717-703-3069.

 **Register Online:**  
www.america-east.com

 **Mail to:**  
America East  
3899 N. Front St.  
Harrisburg, PA, 17110

 **Fax to:**  
(717) 703-3001

 **For assistance:**  
**Call:** (717) 703-3069  
**Email:**  
events@pa-news.org

Registrations will not be taken over the phone.

 **Group Discounts:**  
If registering 10 or more people from your company, call us at (717) 703-3069 for special rates.

**PICK UP YOUR BADGE** at the Attendee Registration Desk in The Hershey Lodge. Badges must be worn to all functions. Badge substitutions cannot be made without prior approval.

**INTERESTED IN EXHIBITING?**  
Exhibitors receive a minimum of **FOUR** badges with booth rental fee. Contact Mary Firestone at maryf@pa-news.org for info.

Name for badge: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

**Your Company:**  Daily Newspaper  Weekly Newspaper  Commercial Printer  Newspaper Supplier  
 Magazine  Other \_\_\_\_\_

**Combined Daily Newspaper Circulation:**  Up to 10,000  10,001 to 25,000  25,001 to 50,000  
 50,001 to 100,000  Over 100,000

**Area of Responsibility:**  Advertising  Circulation  Editorial  Finance  General Manager/VP  
 Human Resources  Online/Digital  Production  Publisher/President/CEO  Information Technology  
 Sales/Marketing  Other: \_\_\_\_\_

I understand that by completing this registration form my name and address (including my email address) may be shared with 2017 America East vendors so they can distribute booth and product information to me.

## REGISTRATION PACKAGES

### Special Monday Workshop - Local Media Association Attend both sessions for \$169

- Disruptive Bets in Local Media** ..... \$99  
 This session will analyze key industry growth trends and identify the top bets that local media companies are making to seize upon new top-line revenue opportunities.  
*Monday, April 10, 8:00 - 9:30 a.m.*
- Smarter Selling for Digital Success** ..... \$99  
 Advertisers now require solutions-based programs that solve specific business problems. This session will discuss new opportunities to meet the diverse and fragmented needs of local advertisers.  
*Monday, April 10, 9:45 - 11:15 a.m.*

### America East Registration

#### Newspaper and News Media Attendees

America East Full-Time by March 17  \$379 March 18-31  \$399

Includes all Monday, Tuesday and Wednesday general sessions, Monday keynote luncheon, Tuesday lunch on show floor, Tuesday and Wednesday breakfasts, receptions and exhibits.

Single Day Registration .....  \$169  \$189

Monday  Tuesday  Wednesday

Includes your choice of all sessions and meal functions on specific day selected.

Exhibits Only .....  \$85  \$95

Valid all days the floor is open: Monday, Tuesday and Wednesday. No sessions included.

#### Non-News Media Attendees & Vendors

*\*Please note that non-exhibiting suppliers and vendors of newspaper products or services MUST use this registration option.*

Exhibits Only .....  \$399

America East Full-Time .....  \$599

Single Day Registration .....  \$499

Monday  Tuesday  Wednesday

## PAYMENT

Total Special Workshop ..... \$ \_\_\_\_\_  
 Enter total amount checked above

Total America East Registration ..... \$ \_\_\_\_\_  
 Enter total amount checked at left

**TOTAL PAYMENT DUE** ..... \$ \_\_\_\_\_

**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: \_\_\_\_\_

## PLEASE SELECT THE EDUCATIONAL SESSIONS YOU PLAN TO ATTEND (ONE PER TIME FRAME)

**MONDAY, APRIL 10**

11:30 a.m. - 1:00 p.m.

Keynote Luncheon and Presentation

1:15 p.m. - 2:00 p.m.

Theater Session: A Conversation with Jim Brady

2:10 p.m. - 3:15 p.m.

Breakout Session I: The Philadelphia Story  
 Breakout Session II: Community Newspapers

3:30 p.m. - 4:30 p.m.

Theater Session: Technology Trends to Watch  
 Breakout Session: Financial Analysis and Benchmarking

5:30 p.m. - 6:15 p.m.

Digital Media Contest Awards Presentation

**TUESDAY, APRIL 11**

8:00 a.m. - 9:00 a.m.

Speed Networking Breakfast

9:00 a.m. - 10:00 a.m.

Breakout Session I: Leveraging the Legacy  
 Breakout Session II: News on the Go: Mobile

10:00 a.m. - 10:50 a.m.

Circulation Session: AAM Brandview

10:30 a.m. - 11:30 a.m.

Breakout Session I: Keeping End-of-Life Equipment Going  
 Breakout Session II: Creating Vertical Products

11:00 a.m. - 11:50 a.m.

Circulation Session: Best Ideas in 50 Minutes

11:45 a.m. - 12:45 p.m.

Lunch & Learn: Newspapers: A View From the Outside

11:45 a.m. - 12:30 p.m.

Breakout Session I: Digital Printing for Newspapers  
 Breakout Session II: In Search of New Revenue Streams

12:30 p.m. - 1:20 p.m.

Theater Session: The Rise (or Return) of Podcasting

1:00 p.m. - 2:00 p.m.

GLMS Session: Print Update from a Newspaper's Perspective

1:30 p.m. - 2:30 p.m.

Breakout Session I: Right-Sizing  
 Breakout Session II: New Models for News  
 Breakout Session III: Audience Development and Metrics

2:00 p.m. - 4:00 p.m.

GLMS Roundtable: Pre-Press, Press and Post-Press Discussions

2:30 p.m. - 3:30 p.m.

Breakout Session I: Recruiting for a Changing Industry  
 Breakout Session II: Best Practices in Video

Breakout Session III: Email Newsletters and Marketing

3:30 p.m. - 4:30 p.m.

Breakout Session: Innovation at The Washington Post

3:45 p.m. - 5:00 p.m.

Theater Session: Dipping Your Toe Into the Shark Tank (and Thinking Like a Startup)

**WEDNESDAY, APRIL 12**

8:30 a.m. - 9:30 a.m.

Breakout Session I: User Experience/Design  
 Breakout Session II: Health/Safety Update

9:30 a.m. - 10:30 a.m.

Breakout Session I: Commercial Printing  
 Breakout Session II: Product/Project Mgmt.

10:30 a.m. - 11:30 a.m.

Breakout Session I: Ethics and Media Law  
 Breakout Session II: Delivering on Data